

# OFC

The future of optical networking and communications is here.

## Frequently Asked Questions

To answer any of your questions, email the Media Relations Team at [mediarelations@ofcconference.org](mailto:mediarelations@ofcconference.org)

### How do I share our company's news with OFC?

OFC exhibitors can submit their new releases announcing new products, partnerships or solutions - for FREE. On the top right corner of the homepage, click For Media/Exhibitor PR Professionals/News Release Submission Form to submit your news release or go [directly](#).

- Note that we only accept releases up to 500 words in length; please include your OFC booth number.
- Also, don't forget to include your social media information as we regularly promote releases via [Twitter](#) (@ofcconference).
- We direct media and analysts to the [Exhibitor News](#) section of our site to view the latest announcements.
- Don't forget that OFC partners with Business Wire for news release distribution and online media kits.

### What is the OFC PR Toolkit?

The [OFC PR Toolkit](#) is an exhibitor PR or marketing person's complete guide to the free promotional opportunities at OFC. The Toolkit was designed to provide exhibitors with the public relations and social media information, opportunities and content they need to maximize their presence at the show. You can download a copy of the Toolkit by visiting the Media Center section of the OFC website and click on the OFC Exhibitor PR Toolkit link. For a quick look, check out the [PR Opportunities](#) portion of the OFC website.

### How can I get a copy of the OFC Pre-Registered Media and Analyst List?

In order for exhibitors to obtain a copy of the pre-registered media and analyst list, they must complete the [Exhibitor PR Contact Form](#) located in the Media Center on the OFC website. By registering their company's PR or marketing contact, they will then receive the OFC Exhibitor PR email newsletter which includes a link to download the most recent pre-registered media and analyst list. The list is generally available approximately 4 weeks before the show and is updated in each newsletter.

## What are some tips for reaching the OFC media and analysts?

- **Guidelines for Media Kits:** Although we strongly encourage our exhibitors to post their media kits and media information on their website, there is still value in providing hard copy media kits to attending media and analysts. Exhibiting companies may provide up to 20 media kits to be displayed in the Media Center. Deadline and room location information will be provided in the Exhibitor PR Newsletter.
- **Interview Rooms:** Getting in front of the more than 80 media and analysts that OFC attracts is a major priority for our exhibitors. We offer our exhibitors a semi-private room for booking one-on-one briefings with media and analysts. However, because this room is so popular, we must stress that it is to be used for media and analyst interviews only and space is reserved on a first-come, first-served basis.

## How can my company contribute a whitepaper or blog?

- **White Papers:** OFC is the ideal venue to release innovative research and we encourage our exhibitors to submit white papers that we will post on the OFC website. To submit a white paper, please forward it as a PDF to [ofc@wilkinson.associates](mailto:ofc@wilkinson.associates). White papers will be posted to the Exhibitor White Paper section of the OFC website and also promoted on Twitter and LinkedIn. We will gladly accept white paper submissions leading up to and through the duration of the OFC Conference.
- **Guest blog submissions:** Promote your company's expertise by contributing to the OFC conference blog. Please contact Leah Wilkinson at [ofc@wilkinson.associates](mailto:ofc@wilkinson.associates) for more information and blog entry guidelines. We can work with you to determine an appropriate blog topic - examples include viewpoints on the state of the industry, perspectives on exhibiting, hot topic areas (e.g. SDN, NFV, cloud computing, optical packet switching, etc. The blog is actively promoted to all attendees and prospective attendees. [Here](#) are a few examples.

## How can we participate with OFC on social media?

- OFC has a very active social media community and we agree that it helps raise your visibility among media, analysts and OFC attendees. We encourage exhibitors to be part of the industry discussion and join the OFC Twitter community at [@ofcconference](https://twitter.com/ofcconference). There you can watch for important OFC news and updates #OFC19. You can also connect with OFC on [LinkedIn](#) to read the latest news and trends, post your company news, cross post your blogs and stay in the know. Don't forget to check out the OFC [YouTube](#) channel for videos and content from previous events as well as previews of hot topics for the current conference.