Getting Back to Business!
San Diego hosts the world’s premier optical networking and communications event

08-10 March 2022
San Diego Convention Center
San Diego, California, USA

ofcconference.org/exhibit

Exhibitor Prospectus
OFC — Where Business Gets Done

Buyers are looking to get back to in-person exhibitions – they want to see the latest technologies in action. They’re ready to reconnect with suppliers and colleagues and find new products and partners.

Exhibit at OFC 2022 and be part of the ONE EVENT that brings together the biggest names in the field, offers key networking and partnering opportunities, and provides insights and inspiration on the major trends affecting the industry.

Representing a wide range of products — from optical components and devices to systems, test equipment, software and specialty fiber — OFC represents the entire supply chain and provides the premier marketplace where the industry learns, connects, networks and closes deals.

Top Five Reasons Companies Exhibit:

• Meet and reconnect with qualified buyers
• Be seen as an industry leader
• Reinforce existing customer relationships
• Introduce a new product or service
• Make sales at the show

Exhibiting at OFC Grows Your Business

Connect with a solid and expanding base of industry experts, influencers and prospective buyers from every sector of the market – from data center end users and service providers and carriers, to systems and component vendors.

OFC 2022 Will Reunite the Global Community with In-Person and Digital Content!

OFC is excited to announce that we will once again host the world’s largest live, in-person exhibition where the industry can come together, safely, to showcase cutting-edge technologies, collaborate and conduct business. Cutting-edge content will also be streamed globally, providing you with new sponsorship opportunities to expand your reach.

No other event connects you with more of the professionals you aim to reach.
**Typical OFC Attendee Demographics**

- **Registrants by the Numbers**
  - OFC 2019 had 15,000+ participants from 70 countries
  - 21% of attendees are C-level
  - 68% have a role in buying decisions
  - 1/3 of participants are based outside the United States
  - 45% of exhibit attendees spent 10+ hours on the show floor
  - 95% of attendees visited exhibits
  - 91% of exhibitors are likely to exhibit again
  - 51% of exhibit attendees have purchasing budgets of $1M or more
  - OFC 2019 generated 16,200+ news articles reaching an audience of 2.7 billion
  - More than 100 media and analysts registered for the conference

- Exceed Your Sales Goals — No Other Event Has as Many Decision Makers With Such Powerful Buying Power

**What Buyers Purchase:**
- Active and Passive Components: 57%
- Cable and Fiber: 48%
- Test or Manufacturing Equipment: 42%
- Data Center/IT Products: 37%
- Network Equipment/Network Software: 36%
- Other: 10%

**Exhibit Attendee Company Categories:**
- Components/Device Manufacturer: 35%
- Systems/Network Equipment Manufacturer: 23%
- Fiber and Cable Supplier: 14%
- Others: 14%
- Carrier/Service Provider: 10%
- Data Center Operator/Enterprise/Private Cloud: 10%
- Test Equipment Manufacturer: 7%
- Contract Manufacturer: 6%
- Investment/Venture Capital: 5%
- Government Agency/Government Contractor: 4%
- Academia: 3%
- Content Provider: 3%

**Job Functions Include:**
- Executive Management (CEO, CFO, etc.)
- Executive Technical (CTO, CIO, Chief Scientist)
- R&D Director/Manager
- Network/Systems Engineer
- Researcher/Scientist (Corp/Govt)
- Marketing/Sales/Product Engineer
- Technician
- Purchasing Director/Manager
- Venture Capitalist/Financier
- Manufacturer’s Representative and Press

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*Information based on OFC 2019 registration data and OFC 2019 post-conference survey data. Due to the COVID-19 travel and quarantine restrictions, OFC 2021 was transitioned to a virtual event.*
OFC Attendees

Top Organizations and Companies Who Have Typically Participated as Buyers Include:


OFC is Your Global Marketplace

A worldwide network converges here seeking solutions providers who can help them build superior technologies and stay future ready.

Meet Buyers From:

Algeria * Argentina * Australia * Austria * Belgium * Brazil * Canada * China * Colombia * Cyprus * Czech Republic * Denmark * Dominican Republic * Ecuador * Egypt * El Salvador * Finland * France * Germany * Greece * Guatemala * Honduras * Hong Kong * Hungary * India * Indonesia * Iraq * Ireland * Israel * Italy * Jamaica * Japan * Kazakhstan * Lebanon * Liechtenstein * Luxembourg * Malaysia * Mexico * Morocco * Netherlands * New Zealand * Nigeria * Norway * Oman * Pakistan * Panama * Peru * Philippines * Poland * Portugal * Romania * Russian Federation * Saudi Arabia * Singapore * Slovakia * South Africa * South Korea * Spain * Sweden * Switzerland * Taiwan * Tanzania * Thailand * Turkey * Ukraine * United Arab Emirates * United Kingdom * United States * Vietnam

“OFC is the place to make major announcements because the whole industry comes together. Whether you’re working in data centers, telecom networks or access networks, all optical technologies for communications are here.”

YVES LEMAITRE, CHIEF STRATEGY OFFICER, LUMENTUM

Contact the OFC Sales Team: +1 202.416.1952 sales@ofcconference.org ofcconference.org/exhibit

08-10 March 2022: San Diego Convention Center, San Diego, California, USA
OFC Show Floor Presence

Meet Key Decision Makers and Drive Sales on the Exhibition Floor

If you exhibit at just one show in 2022, it has to be OFC. OFC is your BEST opportunity to meet the most influential and powerful buyers in the industry and reconnect with your current customers. We have the options and flexibility to meet your goals and objectives. From traditional booth space to meeting rooms, a solution can be created to meet your needs. Bring us your ideas and we'll help you architect a solution that will connect you with the decision makers and influencers you most want to reach.

OPTIONS FOR PARTICIPATION

Exhibit Space

USD 51 per sq. ft. or USD 5,100 per 100 sq. ft.
Minimum 100 sq. ft. / 9 sqm, corner fees may apply.

Exhibit Hours

Tuesday, 08 March
10:00-17:00

Wednesday, 09 March
10:00-17:00

Thursday, 10 March
10:00-16:00

What’s Included?

- 1 Technical Registration per every 100 sq. ft. of exhibit space reserved.
- 1 Technical Program per every 100 sq. ft. of exhibit space reserved.
- Unlimited number of exhibit personnel badges for your team to staff your booth.
- Unlimited Exhibits Only badges to distribute to your customers and prospects.
- Access to leading trade and international consumer media – OFC will help facilitate your relationships with these leading trade and consumer publications.
- Free customized HTML e-mail promotions available to send to your client list through a third party
- One complimentary listing in the official OFC Buyers’ Guide, website and mobile app (benefits dependent on date of the signed contract).

“OFC is where we have significant opportunities to address the fiber optic community with products that expand the entire technology. We’re committed to being here supporting our customer base.”

Janis Valdmanis, General Manager of the Ann Arbor, Michigan Business Unit of Thorlabs

Boost Your Engagement with Enhanced Exhibitor Experiences

Exhibition Center Meeting Space

This meeting space, which is available for exhibitors only, consists of meeting rooms away from the expo hall to allow for additional privacy. Limited rooms are available and are assigned on a first-come, first-served basis. Hourly pricing available.

Corporate Villages

Corporate Villages are hard-walled meeting rooms/offices built on the exhibit floor for private meetings and demonstrations. Corporate Village spaces include all of the regular Exhibit Space benefits as well as a private hard-walled, turn-key space with standard carpet, furniture and electric. Corporate Villages can also be customized.

What’s Your Investment?
Prices vary based on size, and are available starting at USD 51. Call us for details.

OFC Health and Safety Practices

Getting You Back to Business…Safely!

The health and safety of attendees and exhibitors is of primary importance. OFC Management is committed to taking necessary precautions to provide participants with confidence and peace of mind when attending onsite.

As we plan OFC, we rely on the latest guidelines from government and medical authorities, and are in frequent contact with the San Diego Convention Center and our hotel partners and service providers to confirm and follow best practices.

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Sample Exhibitor List

Join established global brands and industry start-ups who exhibit at OFC to launch and demonstrate new products and innovations.

For a current OFC 2022 Exhibitor List visit ofcconference.org/exhibit

Secure Your Exhibit for Unprecedented Reach and ROI

Book Exhibit Space Now!

How to Plan for your Participation – It’s Simple!

1. Visit ofcconference.org/exhibit
2. View the most current floor plan.
3. Determine the desired size and location of your show floor presence.
4. Review the rules and regulations.
5. Complete and submit the exhibit space application and submit appropriate payment.
6. Review sponsorship and promotional items that will enhance your reach and exposure.
7. Plan for your experience in San Diego, and meeting with existing and new clients!

Contact Us
OFC Sales Team
+1 202.416.1952
sales@ofcconference.org

Media Relations
+1 202.416.1435
media@ofcconference.org

Sample Exhibitor List

3M Electronics Materials Solutions Division
AC Photonics, Inc.
Acacia, Part of Cisco
Accelink Technologies Co., Ltd. & WTD
Adolite, Inc.
ADVA Optical Networking
Advanced Fiber Resources, Ltd.
Alibaba Group
Anritsu Company
Applied Optoelectronics, Inc.
Broadcom Inc.
Cadence Design Systems, Inc.
Cambridge Industries USA, Inc.
CIENA Corporation
Cisco Systems, Inc.
Cloud Light Technology Limited
Corning Incorporated
CST Global, Ltd.
Delta Electronics, Inc.
DiCon Fiberoptics, Inc.
Dongguan Mentech Optical & Magnetic Co., Ltd.
EFFECT Photonics B.V.
Eoptotlink Technology Inc., Ltd.
European Patent Office
EXFO
Fabrinet
Fraunhofer Heinrich Hertz Institute
Fujitsu Network Communications
Fujitsu Optical Components
GolFoton
Hengtong Optic-Electric Co., Ltd.
Hisense Broadband, Inc.
Hitachi High Technologies America
HUBER+SUHNER
HYC Co., Ltd.
II-VI Incorporated
Infinera
InnoLight
Integrated Device Technology, Inc.
Intel Corporation
IPG Photonics
Jabil
JGR Optics
Jiangsu Etern Co., Ltd.
Juniper Networks
KAPID (Korea Association for Photonics Industry)
Keysight Technologies
Lightcomm Technology Co., Ltd.
Lighttron, Inc.
Linktel Technologies Co., Ltd.
Lumentum
Luna Innovations
Luxtera, Inc.
MACOM
Maxim Integrated Products
MaxLinear
Mellanox Technologies
Mitsubishi Electric US, Inc.
Molex, LLC
MPB Communications, Inc.
NeoPhotonics
Nokia
NTT Electronics Corporation
OE Solutions, Co., Ltd.
OFS
O-Net Communications (Shenzhen) Ltd.
OZ Optics
PIXAPP
Prysmian Group
Samtec, Inc.
Santec USA Corporation
Sanwa Electronics
USA Corporation
Semtech Corporation
SEIKO Advanced Components, Inc.
Shenzhen Gigalight Technology Co., Ltd.
Sioco GmbH
Source Photonics
Sumitomo Electric Device Innovations U.S.A., Inc.
Suzhou TFC Optical Communication Co., Ltd.
Synopsys, Inc.
Tektronix, Inc.
Thorlabs
Triple Stone
US Conec, Ltd.
VIAVI Solutions
VPOptophotonics
Wuhan HG Genuine Optics Tech Co., Ltd.
Xgiga Communication Technology Co., Ltd.
Xilinx, Inc.
Yangtze Optical Fibre and Cable Co., Ltd.
Yokogawa Corporation of America
ZTT International Limited

OFC 2022: 9-10 March 2022: San Diego Convention Center, San Diego, California, USA
Maximize Your Exposure and Engagement with Sponsorship Opportunities

Amplify Your Impact Through Sponsorships – Visibility Is Crucial to Success

Sponsorships
Sponsorships offer a valuable opportunity to engage with your audience, generate leads, build brand awareness, and get recognition for your company’s name, products and services.

- Bag inserts
- Conference Session Notepads
- Conference Pens
- Elevated Coffee Breaks
- Lanyards
- Registration Bags
- Show Floor Attendee Lounge

Signage
Reinforce your corporate image with a highly visible sign at OFC that’s sure to be seen and remembered by thousands of industry professionals. Secure a premium position now!

- Column Wraps
- Conference Registration
- Carpet Adhesives/Floor Clings
- Digital Signage
- Indoor Hanging Banners
- “You Are Here” Floor Plan

Sponsor an Event for High Visibility
These targeted event sponsorships put your company in the spotlight and help your brand engage with the key decision makers you are trying to reach and develop relationships with at OFC.

- Technical Showcase
- Exhibitor Lounge
- Show Floor Theaters

Advertising Opportunities to Build Your Brand
Advertising ensures incomparable reach to the entire OFC audience. Capture the attention of attendees by putting your company message on the online and onsite tools that they rely on to plan their conference experience.

- Mobile App Banner Ad
- Technical Session Slide
- Technical Program Book Ad (Rear Cover)
- Email Blast Banner Ad – “What to Know Before You Go”

Custom Sponsorships
Lets work together to engage your audience with a unique opportunity for your brand! Contact us today to discuss your business objectives and we’ll build a customizable sponsorship package that will deliver results, drive traffic, and achieve your goals.

Employers – Looking for a New Hire at OFC? Register for the OFC Career Zone!
Employers – Find your next overachiever by signing up for the OFC Career Zone and access high level talent. 77% of the applicants in the OFC Career Fair possess advanced degrees and 42% have more than 10 years of experience.

Contact us at
+1 202.416.1987
careerzone@ofcconference.org
ofcconference.org/careerzone

"OFC is the ultimate. You get everything from your raw material all the way up to your full system providers and everything in between, so this is the place to be."
PIERRE LEONARD, CEO, JGR OPTICS.

Booth efficiency can double when promotional opportunities are included in the marketing plan.
Source: Center for Exhibition Industry Research
Past OFC Sponsors

Join These Industry Leaders! Secure Your Exhibit Space and Sponsorship Today

“OFC is the annual meeting of the minds in the optical communications industry. We have 15,400 people here who are sharing ideas about their innovation. And for us at Corning, it is key for us to be part of those conversations and to be able to contribute to those conversations with our own ideas on innovation and research.”

MERRION EDWARDS, DIRECTOR, GLOBAL OPTICAL FIBER AND CABLE MARKET, CORNING

Your Company Logo Could Be Here!

For a current list of OFC Exhibitors and Sponsors visit ofcconference.org/exhibit
Exhibit at OFC

Secure Your Space Today!
The Premier Global Event for Optical Networking and Communications Buyers!

EXHIBITION
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San Diego, California, USA

SECURE YOUR EXHIBIT SPACE TODAY
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