OFC 2025

Exhibitor Prospectus

Connections That Create Possibilities

Technical Conference: 30 March – 03 April 2025
Exhibition: 01 – 03 April 2025
Moscone Center
San Francisco, California, USA
Connections That Create Possibilities

Be Part of the Event That Defines the Market

The world’s largest in-person, optical networking exhibition, OFC offers unparalleled access to decision makers from around the globe and across the supply chain. This highly influential audience comes to discover the full spectrum of available solutions and services, including:

- Active and passive components
- Optical fiber advancements
- Data center technologies
- Network equipment and software services
- Artificial intelligence and machine learning
- Test and manufacturing equipment
- Quantum networking technologies

This is where the industry goes to learn, network, showcase new technologies, forge partnerships and close deals. The show features an exhibition of global innovators and serves as a platform for product launches and numerous startups. With an expanding base of industry experts, influencers and prospective buyers from every sector of the market, no event is more essential to the optical networking and communications business than OFC.

“OFC keeps living up to its reputation as one of the best communication shows in the world with a good balance of commercial and technical content.”

OFC 2024 Exhibitor
What Will You Accomplish at OFC?

Exhibiting Pays Off

- **15%** Increased corporation’s brand awareness
- **44%** Engaged with current and prospective customers
- **10%** Accelerated the sales cycle with customers and prospects
- **23%** Gained awareness of emerging technologies
- **8%** Other

**Over 83%** of exhibitors said they exhibit to meet new and existing customers at OFC

**95%** of exhibitors said OFC attendees possess the necessary authority to influence purchasing

**91%** of exhibitors agreed face-to-face interactions with attendees are “very valuable”

**Over 92%** of exhibitors felt the quality of OFC attendees was “very good” to “excellent”

**Over 96%** of exhibitors said they met attendees in their target market at OFC

Top 5 Reasons Companies Exhibit At OFC

1. Meet with existing customers
2. Networking
3. Obtain new sales leads
4. Launch a new product or service
5. Quality of attendees

"OFC unites an entire industry for one half of an entire week. This is in every way a unique opportunity for our company to follow trends and strengthen our brand."

Marco Mueller
Manager Global Marketing, Axetris

OFC Career Zone

Find the Right Hire

If you are in the market for an overachieving professional, OFC Career Zone offers access to the highest level of talent. With **over 77%** of Career Fair applicants possessing advanced degrees and **42%** having **10 years of experience**, our OFC Career Zone can connect you with candidates who are ready to bring their talents to your organization. **Ask us how** –

careerzone@ofcconference.org

*Information based on OFC 2024 registration and post-conference survey data*
Attendee Snapshot

- **Attendee Snapshot**
  - 8,000 Attendees
  - 11,500 Attendees
  - 12,500 Attendees
  - 14,500+ Attendees Projected

- **93%** of attendees are “very likely/likely” to recommend OFC to others.

- **96%** of OFC attendees rate the Exhibition as a venue for making/maintaining professional contacts.

Exhibitor Snapshot

- **430 Exhibitors**
  - 515 Exhibitors
  - 635 Exhibitors
  - 650+ Exhibitors Projected

- **93%** of OFC 2024 exhibitors rated the exhibition as good/excellent.

- **87%** of OFC exhibitors have already rebooked for 2025.

Attendee Purchasing Power

- **18%** of attendees hold C-level positions.

- **31%** of attendees have purchasing budgets of $1M or more.

- **41%** of attendees influence purchasing decisions.

- **19%** of attendees have purchasing decision authority.

**Bringing the Entire Industry Together**

- **26.4%** Components/Devise Manufacturing
- **13.5%** Other
- **13.3%** Research and Education
- **13.3%** Systems/Network Equipment Manufacturer
- **9.8%** Fiber and Cable Supplier
- **4.8%** Test Equipment Manufacturer
- **6.1%** Carrier/Network Service Provider

*Information based on OFC 2024 registration and post-conference survey data*
Making Headlines

Visibility is crucial to the success of any business. By partnering with OFC, you will expand your impact at the event and identify yourself as an industry leader.

6,223 news articles generated from OFC 2024 reaching an audience of 13 billion

83 media and analysts registered for the conference

4,892,236,313 media placement impressions

Media Partners

Bloomberg

Cignal AI

Forbes

Light Reading

LIGHTWAVE

OMDIA

OFC has always evolved to where the optical market is going and this year is no different as AI has taken over the show. It’s clear that optical technology is going deeper in the data center, and OFC is the platform to meet a new class of innovators and the next wave of disruption.

Woo Jin Ho
Analyst, Bloomberg Intelligence
Showcase the Latest Innovations with OFCnet

OFCnet is Attracting an Even Greater Audience

OFCnet, OFC’s live high-speed optical network, enables booth-to-booth fiber connectivity for on-site optical demonstrations while also extending CENIC, the Corporation for Education Network Initiatives in California, to the OFC show floor. Technology solutions provider, SmartCity, provided the on-site support in the San Diego Convention Center for exhibitor connectivity. This connectivity enabled exhibitors to collaborate with academic institutions to showcase technological advancements in a live real-time, fully operational network environment.

In 2024, 27 organizations came together to support large-scale optical networking demonstrations. 16 companies contributed equipment and services to extend the reach of the demonstrations across 14 booths and across a global network. In 2025, OFCnet will showcase 20+ live demonstrations of emerging technologies and be supported by dozens of companies providing equipment and service for the network.

This ongoing collaboration will provide future OFC conference and exhibitions with a unique platform to showcase the latest advancements in optical technologies, systems, and networks, all operating in a real-world environment.

Steve Alexander
Chief Technology Officer, Ciena

"Explore OFCnet opportunities – ask us how."
Stay Ahead of the Competition at OFC

OFC has the decision makers and influencers you want to reach. The OFC onsite experience enables businesses to showcase their transformational, innovative technologies to make connections and open doors to new business opportunities, resulting in **87% of 2024 exhibitors rebooking onsite for 2025**.

OFC Exhibit Space and Corporate Villages give you the options and flexibility needed to reach and exceed your conference goals.

**5 International Pavilions**

- China
- Germany
- Holland
- Japan
- Republic of Korea

### Exhibit Space

Exhibit Space is the essential way to stand out in the crowd. With exposure to over 14,500+ projected attendees, this is your opportunity to create a gathering hub to demonstrate key products and services. Exhibit space includes:

- One full conference registration per every 100 sq. ft. of exhibit space reserved
- Unlimited booth staff badges for your team
- Unlimited exhibit passes for your customers and prospects
- Access to leading trade and international consumer media
- Free customized HTML e-mail promotions to send to your client list
- One complimentary listing on OFC’s official website and mobile app

**Rates**

- USD 55 per sq. ft.
- USD 5,500 per 100 sq. ft.
- Minimum 100 sq. ft. / 9 sq. m.
- + USD 300 per exposed corner

### Corporate Villages

OFC’s Corporate Villages are hard-walled, enclosed offices on the exhibit floor for private meetings and demonstrations. Corporate Village space includes:

- All the benefits listed for the exhibit space
- Paneled room
- Locking door
- Table with two side chairs
- Wastebasket
- Room number sign
- Electrical outlet
- Carpeting

**Rates**

- USD 56 per sq. ft.
- USD 5,600 per 100 sq. ft. for Exhibitors
- USD 63 per sq. ft.
- USD 6,300 per 100 sq. ft. for Non-Exhibitors
- Minimum 100 sq. ft. / 9 sq. m.
- + USD 300 per exposed corner

Secure Your Exhibit Space Today!

+1 202.416.1988 | sales@ofcconference.org | OFCCConference.org/Exhibit

View the 2025 Floor Plan today!
Sponsorships Enhance Your Brand

With OFC Sponsorships, get the recognition your company deserves to build brand awareness, generate leads, and engage with your audience in innovative ways. Let us show you how!

**Brand Connection**

Bring your audience together to connect under the umbrella of your brand.

- Conference Reception
- Elevated Coffee Breaks
- Exhibitor Lounge
- OFC Career Zone

**Brand Visibility**

Be seen by thousands of industry professionals by reinforcing your corporate image with highly visible branding at OFC.

- Carpet Adhesives/Floor Clings
- Column Wraps
- Conference App Banner Ad
- Conference Pens
- Conference Registration
- Conference Session Notepads
- Digital Signage
- Email Blast Banner Ad
- Indoor Hanging Banners
- Lanyards
- Registration Bag Inserts
- Registration Bags
- Technical Session Slide
- Website Advertising
- “You are Here” Floor Plan

**Brand Voice**

With event sponsorships, you can put your organization in the spotlight and increase engagement with key decision makers.

- Show Floor Theaters
- Technology Showcases

**Customize Your Sponsorships**

For a unique brand opportunity, contact us and we will work together to build a customizable sponsorship package to deliver results, drive traffic and achieve your goals.

Secure Your Sponsorship Today!

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Join these Industry Leaders

OFC 2024 Sponsors and Advertisers

Secure Your Exhibit Space, Sponsorship and Advertising Today!
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