OFCC 2019
The world’s largest optical networking and communications event

exhibitor prospectus

5 – 7 March 2019
San Diego Convention Center, San Diego, California, USA
ofcconference.org/exhibit
Exhibit at OFC 2019 and be part of the ONE EVENT that defines the market and brings together the thought leaders and solution providers that drive the industry. Representing a 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.

OFC IS YOUR BEST OPPORTUNITY TO:

• Connect with buyers
• Meet decision makers
• Increase sales
• Get quality leads
• Build competitive advantage

EXHIBITING AT OFC GROWS YOUR BUSINESS

Connect with a solid and expanding base of 15,500+ attendees from all sectors of the market — from data center end users and service providers and carriers, to systems and component vendors.

READ THE OFC 2018 POST SHOW REPORT AT ofcconference.org/postshow-report

LEARN ABOUT MARKET TRENDS AND HOW YOUR COMPANY CAN PROFIT FROM THEM AT OFC.

This 30-page complimentary report delivers in-depth coverage of trending market topics and product announcements at OFC 2018:

• Consolidation Buzz
• Compact Modular Equipment and Hardware Disaggregation
• Operator Perspectives
• Coherent Technology
• 400G Inside the Data Center

Based on the breadth and depth of the conversations and presentations from the whole optical communications supply chain, the report concludes with an outlook for 2018.
OFC Connects You with the Buyers You Need to Meet from the Organizations You’re Targeting

WHAT BUYERS WANT — PURCHASE AREAS INCLUDE:
- Coherent Equipment • Communications Equipment • Data Center Interconnects
- Dialectic Materials • Dispersion Management Components (Chromatic, Polarization Mode) • Electronic Components and Sub-systems • Fiber Cables, Assemblies • Fiber Manufacturing Equipment • Fiber Splicers • High Speed Technology and Data Formats • Integrated Photonics • Laboratory & Test Equipment • LANs • Lasers - Communications • Lasers - Other • Manufacturing/Automation/Packaging Equip. & Materials • Network Automation Equipment/Software • Network Test Equipment • Optical Amplifiers • Optical Comm. & Transport Sub-systems • Optical Components - Active/Dynamic • Optical Components - Passive • Optical Fibers - Communication • Optical Fibers - Specialty • Optical Transmitters/Receivers • Photodetectors • Plastic Optics • Pluggables • Polymer Optics • Production Test Equipment • Sensors & Sensor Systems • Software • Supercomputers • Switches, Routers and ROADM • Video & Imaging Systems • White Boxes

INDUSTRIES REPRESENTED:
- Carrier/Service Provider, Content Provider, Enterprise/Private Cloud, Data Center Operator, Systems/Network Equipment Manufacturer, Components/Device Manufacturer, Test Equipment Manufacturer, Fiber and Cable Supplier, Academia, Government Agency/Contractor, Investment/Venture Capital, Contract Manufacturer

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 Development • Technician • Purchasing Director/Manager • Venture Capitalist/Financier

OFC has been on a steep growth trajectory over the last three years, increasing in overall square footage by approximately 21% and experiencing a 44% growth in and attendance.

OFC 2018 generated 20,599 news articles, resulting in media placements (66% increase over OFC 2017) reaching an audience of 2 billion as of 3/23/18.

More than 88 media and analysts registered for the conference.

15,500 attendees from 75 countries.

99% of attendees visited exhibits.

1/3 of attendees are based outside the United States.

1/4 of attendees are C-level.

10% of exhibit attendees spent 10+ hours on the show floor.

70% of exhibit attendees have purchasing budgets of $1M or more.

52% of exhibit attendees have purchasing budgets of $1M or more.

90% of exhibiting attendees have a role in buying decisions.

42% of exhibiting attendees have a role in buying decisions.

Who attends

Join 15,500+ Buyers and 700+ Exhibitors at the Industry’s Largest Global Exhibition

ATTENDEES BY THE NUMBERS

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ACACIA | ADVA | Alibaba.com

amazon web services | ANALOG DEVICES | Apple

ARISTA | ARRIS | AT&T

BOEING | BROADCOM | BROCADE

cadence | Calient | CenturyLink

China Mobile | China Telecom | Ciena

Cisco | Comcast | Coriant

CORNING | COX Communications | Dell EMC

emcore | Ericsson | Equinix

Extreme | Fabrinet | Facebook

FINISAR | FOXCONN | Fujitsu

FUTUREWEI | Google | Hewlett Packard Enterprise

See pages 10 and 11 for OFC exhibitors.
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OFC is the industry’s stage to present, debate, launch and demonstrate the innovations driving applications including AI and connected vehicles that are on the cusp of changing the world in which we live.

MARTIN BIRK, AT&T LABS, USA
Make Sure Your Company is Part of the Largest Event in the Industry

OFC is your BEST opportunity to meet key buyers, and 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.

EXHIBIT SPACE

What’s Your Investment?
US$ 47.00 per sq.ft. or US$ 4,700 per 100 sq.ft.

- All booths are subject to a US$ 300 fee per open corner, if applicable.
- The booth structure fee is based on 10’x10’ units (approximately 9 sqm).

Exhibit Hours
Tuesday, 5 March 10:00–17:00
Wednesday, 6 March 10:00–17:00
Thursday, 7 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 staff to work 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.
- Company profile in the official OFC Buyers’ Guide, website and mobile app (benefits dependent on date of the signed contract).

EXHIBITION CENTER MEETING SPACE

This Meeting Space, available to exhibitors only, is off the exhibit floor for additional privacy. Limited rooms are available and are assigned on a first-come, first-served basis. Be off the floor but close to the action!

What’s Your Investment?
Prices vary based on length of time a space is used. Call us for details.

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 US$ 4,800. Call us for details.

“OFC is the most important and largest show for us of the year. So every year I’m looking forward to coming here. It’s a very effective place for meeting up with customers and old friends.”

— JOSEPH BERGER, EXECUTIVE VP OF BUSINESS DEVELOPMENT, INPHI
secure your exhibit and sponsorship

Book Exhibit Space Now! 85% of the OFC 2019 Floor Plan is Sold Out

HOW TO RESERVE YOUR EXHIBIT — IT’S SIMPLE!
1. Visit ofccconference.org/exhibit
2. View the most current floorplan.
3. Determine the desired size and location of your booth.
4. Review the rules and regulations.
5. Complete the exhibit space application. Submit your 50% non-refundable deposit with the application.

CONTACT US
OFC Sales Team
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Media Relations
+1.202.416.1435
media@ofcconference.org

Become a Sponsor and Stand Out From Your Competitors

HIGHLIGHT YOUR BRAND WITH ANY BUDGET
Sponsorships increase your booth traffic, generate more leads, create a buzz, separate you from the crowd and position your company as an industry leader. Keep your company in your buyers’ minds long after the conference comes to a close!

ADVANTAGES OF SPONSORING
• Receive priority booth selection time for next year.
• Be seen as an industry leader
• Drive buyers to your booth
• Increase name recognition

SPONSORSHIPS AND ADVERTISING OPPORTUNITIES
There is a wide range of sponsorships to choose from. Please visit ofcconference.org/sponsorships to view all sponsorship opportunities or to learn more about customized sponsorships, please call the exhibit sales team for more information.

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 +1.202.416.1942 • careerzone@ofcconference.org • ofcconference.org/careerzone, for details.

“We love OFC. It’s such an interesting conference because of the trade floor, where we show products, but it also got this very strong academic, intellectual component. It’s 15,000 people. We think it’s on the way back to being the 40,000 it was at its peak because of the importance of optical networking going forward. And it just gets bigger and bigger for us.”

MARCUS WELDON, PRESIDENT, NOKIA BELL LABS
More than 700 organizations, including established global brands and previous OFC exhibitors, are participating in the exhibition, which will take place from 5 to 7 March 2019 at the San Diego Convention Center in California, USA. For a current OFC 2019 Exhibitor List visit ofcconference.org/exhibit.
Join These Industry Leaders! Secure Your Exhibit Space and Sponsorship Today

Your Company Logo Could Be HERE!

"OFC is one of the few shows where industry leaders from around the world come to learn about the future of their networks and the future of their technology. Juniper Networks, being on the forefront of network innovation, wants to be at OFC where decisions about tomorrow’s networks are being shaped."

PAUL OBSITNIK, VP SERVICE PROVIDER SYSTEMS MARKETING, JUNIPER NETWORKS

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

The Exhibit Hall is Almost Sold Out — Secure Your Space Today!

- 15,500+ high-value buyers
- 75 countries represented
- 700+ companies participating

The World’s Top Optical Networking and Communications Buyers — All in One Place!

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San Diego, California, USA

SECURE YOUR EXHIBIT SPACE TODAY
sales@ofcconference.org
ofcconference.org/exhibit

OFC 2019
OFC Management
c/o The Optical Society
2010 Massachusetts Avenue, NW
Washington, DC 20036 USA

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