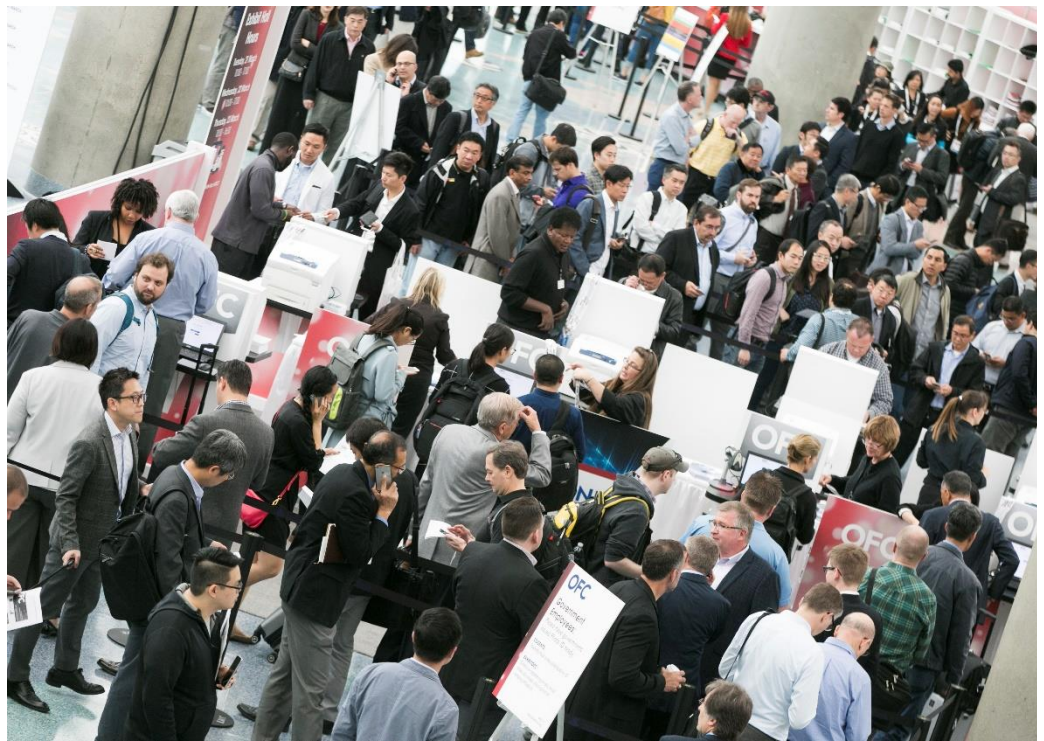


# OFC 2019 EXHIBITOR PR TOOLKIT



Technical Conference: 3 – 7 March  
Exhibition: 5 – 7 March

## OFC

The future of optical networking  
and communications is here.

This comprehensive toolkit is designed to provide OFC exhibitors with the public relations and social media information, opportunities and content you need to maximize your presence and investment in OFC 2019.

## Quick Links to important OFC 2019 website sections

[Submit Exhibitor News Releases](#)

[Public Relations Opportunities](#)

[OFC PR Team](#)

[Plenary Sessions](#)

[Show Floor Programs and Schedule](#)

[OFC Blog](#)

[Promotional Opportunities Exhibitor Service Center](#)

# OFC 2019 EXHIBITOR PR TOOLKIT

TECHNICAL CONFERENCE: 3 – 7 MARCH  
EXHIBITION: 5 – 7 MARCH

## 2019 OFC Exhibitors,

OFC provides exhibitors the unique opportunity to get their products, solutions and executives in front of more than 80 members of the media and analyst community from around the world. OFC is the most important optical networking event in the world, making it an unparalleled resource for media/analysts to meet with, interview, cover, network and develop stories and reports about the companies, individuals and organizations making news at OFC.

According to a survey of attending media and analysts, 100 percent of respondents felt that attending OFC provided them with key information otherwise not available and 67 percent felt that **no other industry event provides the same or more value regarding optical communications than OFC.**

Whether this is your 40<sup>th</sup> or your first OFC, the OFC Public Relations Team is here to support you and your organization. If you have any questions, concerns or ideas, please don't hesitate to contact us at [media@ofcconference.org](mailto:media@ofcconference.org).

## **Checklist/Important OFC 2019 Deadlines**

\_\_\_ **FOLLOW** the [OFC Twitter](#) page to network with our community of 3,000 optical communications professionals

**Deadline:** Today/Ongoing | Opportunity: Facebook

\_\_\_ **JOIN** the [OFC LinkedIn community](#) to network with more than 3,000 optical communications professionals

**Deadline:** Today/Ongoing | Opportunity: LinkedIn

\_\_\_ **REGISTER your PR contacts** to receive important and timely PR information

**Deadline:** Ongoing | Opportunity: PR Contact Form

\_\_\_ **SEND** News: *OFC First News Issue #1*

**Deadline:** 25 January | Opportunity: OFC First News Issue #1

Contact name: Leah Wilkinson | Contact email: [ofc@wilkinson.associates](mailto:ofc@wilkinson.associates)

\_\_\_ **SEND** your booth/event/demo information (prize drawings, special demos, celebrity appearances, happy hours, etc.)

**Deadline:** 19 February | Opportunity: OFC Newsletter to media/analysts

Contact name: Leah Wilkinson | Contact email: [ofc@wilkinson.associates](mailto:ofc@wilkinson.associates)

\_\_\_ **UPLOAD your company news releases**. See later in this document for more information

**Deadline:** Ongoing | Opportunity: News releases | Contact email:

[media@ofcconference.org](mailto:media@ofcconference.org)

\_\_\_ **SUBMIT** ideas and content for the OFC Blog

**Deadline:** Ongoing and during the event | Opportunity: Blog

Contact name: Leah Wilkinson | Contact email: [ofc@wilkinson.associates](mailto:ofc@wilkinson.associates)

\_\_\_ **SEND** News: *OFC First News Issue #2*

**Deadline:** 12 February | Opportunity: OFC First News Issue #2

Contact name: Leah Wilkinson | Contact email: [ofc@wilkinson.associates](mailto:ofc@wilkinson.associates)

\_\_\_ **SUBMIT** request to participate in Breakfast Briefings with media/analysts

**Deadline:** 20 February | Opportunity: Breakfast Briefings

Contact name: Leah Wilkinson | Contact email: [ofc@wilkinson.associates](mailto:ofc@wilkinson.associates)

\_\_\_ **POST** your organization's white papers to the [OFC Media Center](#).

**Deadline:** Ongoing | Opportunity: White papers | Contact email:

[ofc@wilkinson.associates](mailto:ofc@wilkinson.associates)

## I. Media Relations Program

### Register as a PR Representative

Register your organization's PR and/or marketing contact to receive the OFC PR Team newsletters, deadline reminders, media opportunities and the advanced pre-registered media and analyst list. Complete the form [here](#).

### Working with the media and analyst community

One of the first steps in planning public relations activities for a conference and exhibition is to develop a media strategy. Once the initial planning has begun and product/solution/service/partnership announcement decisions made, it is critical to develop a strategy document to focus your PR plans and activities. A media strategy is especially helpful if you are planning to launch a new product or make a significant announcement.

A media strategy is a plan that contains the following information (and sometimes more):

- *Key messages for all event communications and activities*
- *Statement of PR goals and objectives for the show*
- *Announcement schedule*
- *If launching a product or significant announcement, statement of PR goals and objectives for specific announcements (if announcement is significant enough, you may wish to write a separate strategy for each announcement)*
- *Target media and analysts for briefings*
- *Recommendations and requests for company spokespeople*
- *Media kit components*

Click [here](#) to see a sample media strategy.

### Tips for scheduling interviews; background briefing materials

OFC is a news-making event. Be a part of it. Communicate your news and expertise with the key media and analysts that attend OFC. Take advantage of the opportunity to meet them face-to-face for an interview, briefing or product demonstration. Keep in mind that attending media and analysts' calendars book up very fast – so PLAN AHEAD. Register to [request the pre-registered media and analyst list](#) as soon as it is available and target those who plan to attend.

The best way to work with the media and analyst community is to take the time to understand their coverage area, editorial approach and audience in order to target only those who cover your technology/industry space.

It's critical to be prepared to communicate your story in a manner that best meets the needs and style of the reporter or analyst. While most of them have their own style, we've developed these guidelines to provide a general overview of how to maximize your time with them. Click [here](#) for interview tips.

If you can't meet at your booth or need a quiet area for your meeting, OFC offers a semi-private room for booking one-on-one interviews and/or briefings with media and analysts. Please note that this room is to be used for media/analyst interviews only. Access will be

restricted to media/analysts and pre-approved exhibiting company contacts. Rooms are reserved on a first-come, first-served basis. To reserve this room, please e-mail [ofc@wilkinson.associates](mailto:ofc@wilkinson.associates).

### **On-site photography/video policies**

Only members of the media wearing their media badge are allowed to film and take photographs in the exhibit hall during show floor hours. Make sure that you and your staff are aware of media taking photos in your booth. Exhibitors have the right to deny permission to take pictures in their booths. Please contact the OFC PR Team with any questions.

### **Media kit materials: explanation/overview and tips**

Although we strongly encourage our exhibitors to post their media kits and media information on their website, there is still value in providing some hard copy media kits to attending media and analysts. A media kit provides key background information, including an overview of your company, its management, significant milestones and recent news. It is a tool that can be used to communicate news and key messages, to garner interest in your company, to complement a media briefing or during follow up with a reporter or analyst.

Exhibiting company media kits are displayed and available in the Media Center (we recommend you limit the quantity to no more than 20). Attending media and analysts are able to review and take the media kits of the companies they are meeting with, unfamiliar with or more interested in getting to know.

Recommended elements include:

- *Backgrounder – background information on your company, its history, mission, value proposition, etc.*
- *Fact Sheet – one-page snapshot of your company, including management team, mission, corporate address, funding/investors (if private), stock symbol (if public), public relations contact.*
- *Management Bios – Biographical details for key members of your company's management team.*
- *Product/Service Overview – Overview of company's product and service portfolio.*
- *News Releases – Current and significant company announcements.*
- *Other elements often found in media kits include product data sheets, white papers, reprints of significant coverage, product photos and PR contact information.*

You also should keep extra kits in your booth for media and analyst meetings. Through our partnership with Business Wire, we also offer all exhibitors discounted pricing for Online Media Kits. For more information, please see the Business Wire section of this document.

### **Pre-registered media and analyst list**

The pre-registered media and analyst list includes contact information for the variety of editors, writers and analysts representing national and international trade and business outlets and analyst firms. This list will be available in mid-February. To request a copy of the list, please complete the [Exhibitor PR Contact Form](#). Note, the list will be made available to exhibiting companies and their PR agencies only.

## II. Free PR Opportunities

### News release posting

Announcing new products? Partnerships? Solutions? Share the news for FREE with OFC media, analysts and attendees - exhibitor news releases (up to 500 words) submitted [online](#) will be included on the OFC website [Media Center](#), where the PR team directs media and analysts for industry and show-related news. News releases will also be promoted via Twitter (@ofcconference). OFC also partners with Business Wire for news release distribution and online media kits. Exhibitors receive a discount on Business Wire's tradeshow circuit. Looking for tips on how to write a news release or what elements to include? [Here](#) are a few tips.

### White paper posting

Maximize exposure for your company's white papers. Submitted white papers will be posted on the [OFC website](#), promoted on Twitter and LinkedIn and distributed in the on-site Media Center. To submit your white paper, please forward it as a PDF to [ofc@wilkinson.associates](mailto:ofc@wilkinson.associates). White papers will be accepted through 8 March 2019.

### 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.

### Exhibitor News Distribution and Online Press Kits by Business Wire (price varies)

[Click here](#) to view Exhibitor News distributed via Business Wire

#### *News release distribution options for exhibitors*

Business Wire offers exhibitors, sponsors and presenting companies several cost-effective options to distribute important news. All news releases distributed via Business Wire will automatically post to the exhibitor news archive.

Services include news release and multimedia distribution, online press kits, the EventTrak event data and media analysis report and a free 100-word exhibitor profile distribution.

For additional information, [click here](#).

### **OFC FIRST NEWS: New Product Preview**

Are you planning to launch/show a new product, service or solution at OFC? Don't miss an opportunity to have it included in the *OFC First News* guide. *OFC First News* is a comprehensive new product, service, partnership and company announcement guide

distributed to media and analysts leading up to OFC show for use in writing their pre-show coverage and scheduling briefings at the event. This guide gives exhibitors the opportunity to give media and analysts advance information on corporate announcements leading up to and during the event. In addition to distributing the guide to registered media and analysts, OFC partners with leading technology analysts to review the announcements and provide members of the media with an exclusive, real-time analysis of the industry trends and technologies that will be announced during OFC.

Appropriate information includes company, customer and partner announcements; new product announcements; product enhancements; research initiatives, etc. Beginning in mid-February 2019, we will distribute two issues of the *OFC First News* guide to pre-registered media and analysts communicating exhibitor news and events.

#### *OFC First News* Requirements

News briefs must be submitted in the following format for inclusion in the program. Type must be in Calibri, 11-point font.

- Exhibiting Company Name:
- OFC Booth Number:
- News release date:
- Product category:
- 75-100 word description of your news:
- Company PR Contact:
- Phone:
- On-Site Phone:
- Email:
- Company website:

**\*\*You are encouraged to include graphics and photos, in JPEG format only, to accompany your *OFC First News* brief\*\***

Distributions are currently scheduled for 13 February and 20 February (*subject to change*). Please email your submission to the OFC PR Team for inclusion in the *OFC First News* guide.

The first issue deadline is 25 January and the final deadline for news submissions is 12 February. Please reference *OFC First News* in the subject of your e-mail.

## On-Site Publicity Opportunities

- **OFC Media/Analyst Lunch**

*\*\*Attendance at this event is restricted to media and analysts only. Please note the timing of this event when scheduling your company's PR activities.*

Tuesday, 5 March, 12:00

- **Reception for Media/Analysts & Exhibitor PR/Marketing Professionals  
San Diego Convention Center**

Tuesday, 5 March, 17:00-18:30

Network directly with attending media and analysts! This networking event is open to all PR/Marketing professionals at OFC exhibiting companies and registered industry media and analysts. Additional details to be provided closer to the show.

- **Breakfast Briefings**

**San Diego Convention Center**

Wednesday, 6 March, 08:00

Interested in introducing your company to industry media and analysts? Want to secure one-to-one face time for your CEO, product engineer or technical expert with the media, but not sure how? Breakfast Briefings are for you. Some of the industry's top media and analysts have allocated their time to meet with exhibitor representatives participating in this program. Additional information regarding briefings and details on how to sign up for spots will be available in the PR Team newsletters in late January (make sure you've completed the [Exhibitor PR Contact Form](#) so you receive the team newsletters). Once again, a limited number of briefing slots are available and priority will be given to smaller companies.

## III. On-Site Information

### On-Site Media Center Hours of Operation

San Diego Convention Center

Sunday, 3 March 2019, 12:00 – 16:00

Monday, 4 March 2019, 07:30 – 18:00

Tuesday, 5 March 2019, 07:30 – 18:00

Wednesday, 6 March 2019, 07:30 – 18:00

Thursday, 7 March 2019, 07:30 – 16:00

### Media Work Room

San Diego Convention Center

The Media Work Room is where members of the media and analyst community may work uninterrupted — filing stories, making phone calls, reviewing exhibitor media kits, and more. Access to the Media Work Room is restricted to registered media/analysts and official OFC staff.



## News Conference Room

San Diego Convention Center

Space is available in the Media Center for exhibiting companies to host news conferences. For details and to reserve the room, please visit the OFC [website](#).




## Interview/Briefing Room

San Diego Convention Center

OFC offers a semi-private room for booking one-on-one interviews and/or briefings with media and analysts. Please note that this room is to be used for media/analyst interviews only. Access will be restricted to media/analysts and pre-approved exhibiting company contacts. Rooms are reserved on a first-come, first-served basis. To reserve this room, please e-mail [ofc@wilkinson.associates](mailto:ofc@wilkinson.associates).

## IV. Social Media

OFC has a very active social media community including media, analysts and industry thought leaders. Don't miss the opportunity to raise your company's visibility among media, analysts and OFC attendees, get active on OFC's social media platforms.

- **Twitter**  Is your company one of OFC's 3,000+ followers on Twitter? If not, join the community now [@ofcconference](#). In addition to posting and re-tweeting industry news, we also provide updates and PR opportunities via Twitter. Don't miss out on important OFC news and updates #OFC19.
- **LinkedIn**  Join the more than 3,000 optical networking professionals in the OFC LinkedIn [group](#) to connect with media as well as industry insiders who are planning to attend. LinkedIn is a great social media channel to help drive industry thought – we keep up with the latest news and trends through our group's discussion and sometimes even get content and ideas for our blog. Post your company news, cross post your blogs and stay in the know.
- **YouTube**  The [OFC YouTube channel](#) features videos and content from previous events as well as previews of hot topics for the 2019 conference. Visit regularly for plenary interviews, discussions with session chairs and insight into the key topics and trends you will learn more about at OFC.

Have your own YouTube channel? Be sure to promote your videos leading up to, during and after OFC by posting them to the OFC Twitter channel, submit them to the OFC PR team for posting to OFC's LinkedIn and YouTube channels.

## V. Sample Media/Analyst Attendance

The below is a sample of the industry news outlets and analyst groups that cover and attend OFC:

<i>ACG Research</i>	<i>Broadband Technology Report</i>
<i>China Fiber Optics Online</i>	<i>Signal AI</i>
<i>Converge! Network Digest</i>	<i>Current Analysis</i>
<i>Dell'Oro Group</i>	<i>Discerning Analytics, LLC</i>
<i>EDN</i>	<i>EE Times</i>
<i>Fiber and Integrated Optics</i>	<i>fiReReality, LLC</i>
<i>Fibre Systems</i>	<i>FierceTelecom</i>
<i>Forbes</i>	<i>Gartner</i>
<i>Gazettabyte</i>	<i>Heavy Reading</i>
<i>IHS-Infonetics</i>	<i>Information Gatekeepers, Inc.</i>
<i>Japan International Broadcasting Inc.</i>	<i>Jefferies &amp; Company, Inc.</i>
<i>JPMorgan Equity Research</i>	<i>Laser Focus World</i>
<i>Light Reading</i>	<i>Light Reading Europe</i>
<i>LightCounting</i>	<i>Lightwave</i>
<i>Morgan Stanley</i>	<i>NovusLight</i>
<i>Optical Connections</i>	<i>Ovum</i>
<i>RCR Wireless</i>	<i>Satellite Markets</i>
<i>SDxCentral</i>	<i>Strategy Analytics</i>
<i>TeleGeography</i>	<i>TMCnet</i>

## VI. Marketing Ideas

### Available Marketing Tools

There are a variety of marketing tools available to OFC exhibitors that can help attract potential customers to your booth. The OFC marketing team offers an [Exhibitor Service Manual](#) that includes sponsorship, advertising and promotional opportunities to help increase your OFC presence.

Take advantage of these paid opportunities:

- The OFC show team offers an official [OFC Buyers Guide](#) which appears in print and online via the OFC website
- Targeted list rental services to quickly spread the word about your company's show announcements.
- Contact the OFC Conference Marketing Team to learn more:  
Exhibit and Sponsorship Sales  
+1 202.416.1988  
[sales@ofcconference.org](mailto:sales@ofcconference.org)

## **Exhibit Logistics and Operations**

+1 202.416.9822

[exhibits@ofcconference.org](mailto:exhibits@ofcconference.org)

OFC offers FREE ways to drive traffic to your booth at OFC:

- Display a “We’re Exhibiting” banner on your homepage. Downloads and instructions can be found [here](#).
- Invite your customers to visit your booth at OFC. The OFC Marketing team can send a customized email through our third party vendor, Exhibitor Invites, for free. Click [here](#) to learn more now.