Exhibitor Prospectus

10 - 12 March 2020
San Diego Convention Center, San Diego, California, USA

ofcconference.org/exhibit
OFC — where business gets done

Exhibit at OFC 2020 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.

**OFC is your BEST opportunity to:**

- Connect with buyers
- Meet decision makers
- Increase sales
- Get leads efficiently and effectively
- Build relationships with key players and decision makers
- Position your company as an industry leader

**Exhibiting at OFC grows your business**

Connect with a solid and expanding base of 15,400+ 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.

Read the OFC 2019 Post Show Report at ofcconference.org/postshow-report

Learn about market trends and how your company can profit from them at OFC.

This 36-page complimentary report delivers in-depth coverage of trending market topics and product announcements at OFC 2019:

- Inside the Data Center
- Advances in Coherent Technology
- Compact Modular Evolution
- Open and Disaggregated Networks
- Optical Technologies for 5G and MSO Access
Who Attends
JOIN 15,400+ BUYERS AND 700+ EXHIBITING COMPANIES AT THE INDUSTRY’S LARGEST GLOBAL EXHIBITION

Registrants By The Numbers*

- 15,400 Registrants from 70 countries
- 45% of exhibit attendees spent 10+ hours on the show floor
- 91% of exhibit attendees have purchasing budgets of $1M or more
- 91% of exhibitors are likely to exhibit again
- 1/3 of registrants are based outside the United States
- 68% have a role in buying decisions

EXCEED YOUR SALES GOALS — NO OTHER EVENT HAS AS MANY DECISION MAKERS WITH BUYING POWER

What Buyers Purchase:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active and Passive Components</td>
<td>57%</td>
</tr>
<tr>
<td>Cable and Fiber</td>
<td>48%</td>
</tr>
<tr>
<td>Test or Manufacturing Equipment</td>
<td>42%</td>
</tr>
<tr>
<td>Data Center/IT Products</td>
<td>37%</td>
</tr>
<tr>
<td>Network Equipment/Network Software</td>
<td>36%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
</tbody>
</table>

Exhibit Attendee Company Categories:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Components/Device Manufacturer</td>
<td>35%</td>
</tr>
<tr>
<td>Systems/Network Equipment Manufacturer</td>
<td>23%</td>
</tr>
<tr>
<td>Fiber and Cable Supplier</td>
<td>14%</td>
</tr>
<tr>
<td>Others</td>
<td>14%</td>
</tr>
<tr>
<td>Carrier/Service Provider</td>
<td>10%</td>
</tr>
<tr>
<td>Data Center Operator/Enterprise/Private Cloud</td>
<td>10%</td>
</tr>
<tr>
<td>Test Equipment Manufacturer</td>
<td>7%</td>
</tr>
<tr>
<td>Contract Manufacturer</td>
<td>6%</td>
</tr>
<tr>
<td>Investment/Venture Capital</td>
<td>5%</td>
</tr>
<tr>
<td>Government Agency/Government Contractor</td>
<td>4%</td>
</tr>
<tr>
<td>Academia</td>
<td>3%</td>
</tr>
<tr>
<td>Content Provider</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

“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

*Information based on OFC 2019 registration data and OFC 2019 post-conference survey data.
Who Attends

TOP ORGANIZATIONS AND COMPANIES WHO HAVE TYPICALLY PARTICIPATED AS BUYERS INCLUDE:


“OFC is the largest show for the optical communications industry. As a very vertically integrated manufacturer, we sell at all levels of the value chain. There’s an opportunity for us to meet with our customers at various levels of the value chain, our customer’s customers, and our suppliers. And the other interesting dynamic is OFC is becoming the defacto conference for 3D sensing into consumer electronics as well as automotive.”

SANJAI PARTHASARATHI, VICE PRESIDENT, STRATEGIC MARKETING, II-VI PHOTONICS

OFC is Your Global Marketplace

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 * Saint Barthelemy * Saudi Arabia * Singapore * Slovakia * South Africa * South Korea * Spain * Sweden * Switzerland * Taiwan * Tanzania * Thailand * Turkey * Ukraine * United Arab Emirates * United Kingdom * United States * Vietnam

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Contact the OFC Sales Team
+1.202.416.1988 | sales@ofcconference.org | ofcconference.org/exhibit
Show Floor Presence

DEMONSTRATE YOUR COMMITMENT AND LEADERSHIP IN THE OPTICAL COMMUNICATIONS MARKET BY BEING PART OF OFC

If you exhibit at just one show in 2020, it has to be OFC. 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.

OPTIONS FOR PARTICIPATION

Exhibit Space

US$ 48.00 per sq.ft. or
US$ 4,800 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, 10 March   10:00-17:00
Wednesday, 11 March 10:00-17:00
Thursday, 12 March  10:00-16:00

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$ 4,900. Call us for details.

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. Be off the floor but close to the action!

What’s Your Investment?

Prices vary based on length of time a space is used. Please call for details.

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).

“OFC is the best place to get together because everyone’s in one place. We come every year because we get to meet all of our customers. We get to meet the people that are shaping the industry, the end users, the data center players along with our own customers. And we meet them all from engineers right through to executives.”

ANDREW SHARRATT, EXECUTIVE DIRECTOR, CLOUD AND DATACENTER BUSINESS UNIT, MAXIM INTEGRATED
Secure Your Exhibit

BOOK EXHIBIT SPACE NOW! 85% OF THE OFC 2020 FLOOR PLAN IS SOLD OUT

How to Reserve Your Exhibit – It’s Simple!

1. Visit ofcconference.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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+86.755.3303.3338
info@ofc-expo.com

Japan Sales Office
+81.3.3269.3550
s_shiba@optronics.co.jp

Media Relations
+1.202.416.1435
media@ofcconference.org

Sample Exhibitor List

Join more than 700 organizations, including established global brands and industry start-ups, who exhibit at OFC to launch and demonstrate new products and innovations on 189,607 net square feet of exhibit space.

For a current OFC 2020 Exhibitor List visit ofcconference.org/exhibit

- 3M Electronics Materials Solutions Division
- AC Photonics, Inc.
- Acacia Communications, Inc.
- Accelink Technologies Co., Ltd. & WTD
- Adolite, Inc.
- ADVA Optical Networking Advanced Fiber Resources, Ltd.
- Alibaba Group
- Anritsu Company
- Applied Optoelectronics, Inc.
- Broadcom Limited
- 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 Menthic Optical & Magnetic Co., Ltd.
- EFFECT Photonics B.V.
- Eoptolink Technology Inc., Ltd.
- European Patent Office
- EXFO
- Fabrinet
- Finisar
- Foxconn Interconnect Technology
- Fraunhofer Heinrich Hertz Institute
- Fujitsu Network Communications
- Fujitsu Optical Components
- Go!Foton
- Hengtong Optic-Electric Co., Ltd.
- Hisense Broadband, Inc.
- Hitachi High Technologies America
- Huawei Technologies USA
- HUBER+SUHNER
- HYC Co., Ltd.
- II-VI
- Infinera
- INNO Instrument, Inc.
- InnoLight
- Inphi Corporation
- Integrated Device Technology, Inc.
- Intel Corporation
- Jabil AOC Technologies
- JGR Optics
- Jiangsu Etern Co., Ltd.
- Juniper Networks
- KAPID (Korea Association for Photonics Industry)
- Keysight Technologies
- Lightcomm Technology Co., Ltd.
- Lightron, Inc.
- Linktel Technologies Co., Ltd.
- Lumentum
- Luna Innovations
- Luxtera, Inc.
- MACOM
- Maxim Integrated Products
- MaxLinear
- Mellanox Technologies
- Menara Networks
- Mitsubishi Electric US, Inc.
- Molex, LLC
- MPB Communications, Inc.
- NeoPhotonics
- Nokia
- NTT Electronics Corporation Oclaro, Inc.
- OE Solutions, Co., Ltd.
- OFS
- O-Net Communications (Shenzhen) Ltd.
- OZ Optics
- PIXAPP
- Prysmian Group
- Samtec, Inc.
- Sanwa USA Corporation
- Saunwa Electronics USA Corporation
- Semtech Corporation
- SENCHO Advanced Components, Inc.
- Shenzhen Gigalight Technology Co., Ltd.
- SICOYA 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
- VIP photonics
- Wuhan Huagong 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
Enhanced Engagement & Exposure

STAND OUT THROUGH SPONSORSHIPS

**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.

- Registration Bags
- Bag inserts
- Lanyards
- Conference Session Notepads
- Conference Registration
- Indoor Hanging Banners
- You Are Here Floor Plans
- Column Wraps
- Conference Registration
- Carpet Adhesives/Floor Clings

**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
- Indoor Hanging Banners
- You Are Here Floor Plans

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“The reason why OFC is really valuable to us is the level of people that come to the show. It’s mostly directors and senior managers. These are the people that make the decisions, they set the architecture, they write the RFPs, they really understand the solution set. So it’s really valuable for us here to meet those people because they can really understand both the technologies that we’re proposing.”

ROB SHORE, VICE PRESIDENT OF MARKETING, INFINERA

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**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.

- Product Showcase
- Charging Station Lounge
- Exhibitor Lounge
- Show Floor Theaters
- Lunch and Learn Event
- Hydration Stations
- Fun Run

**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.

**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

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Booth efficiency increases by 104% when promotional opportunities are included in the marketing plan.
Source: Center for Exhibition Industry Research
"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
Exhibit at OFC

THE EXHIBIT HALL IS ALMOST SOLD OUT — SECURE YOUR SPACE TODAY!

- 15,400+ high-value registrants
- 70 countries represented
- 700+ exhibiting companies participating

The Largest Global Event for Optical Networking and Communications Buyers — All in One Place!

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