

OFC 2021 EXHIBITOR PR TOOLKIT



ALL-VIRTUAL FORMAT

VIRTUAL TECHNICAL CONFERENCE: 06-11 JUNE 2021

VIRTUAL EXHIBITION: 07-11 JUNE 2021

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 investment in OFC 2021.

**Online Links to
Key OFC 2021
PR
Opportunities &
Deadlines**

**[Submit Exhibitor News
Releases](#)**

[OFC PR Team](#)

[Program and Speakers](#)

[Programs and Schedule](#)

[OFC Blog](#)

[Exhibitor Service Center](#)

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2021 OFC Exhibitors,

We are looking forward to the all-virtual OFC in June. This year's event will feature an interactive, all-virtual format to provide attendees the greatest opportunity to reach customers, connect with colleagues and demonstrate innovative solutions to this community in a flexible format.

The OFC 2021 virtual exhibit will feature an enhanced exhibition experience providing the greatest opportunity to reach customers, connect with media, analysts, colleagues and demonstrate innovative products and solutions to the OFC community. OFC is the most important optical networking event in the world, making it an unparalleled resource for media/analysts to interview, network and develop stories/reports about the companies, individuals and organizations making news during OFC.

This toolkit contains all the information you need to make the most of OFC 2021 – from free PR opportunities to the pre-registered media/analyst list to how to post news releases. If you have any questions, concerns or ideas, please don't hesitate to contact us at media@ofcconference.org.

Whether this is your first or your 41st OFC, the OFC Public Relations Team is here to support you and your organization!

Checklist/Important OFC 2021 Deadlines

___ **FOLLOW** and post to the OFC Twitter (@OFCconference, #OFC21) page to network with our community of 3,500+ optical communications professionals

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

___ **JOIN** the OFC LinkedIn community to network with more than 3,300+ 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: 05 May | **Opportunity:** *OFC First News Issue #1*

Contact name: Leah Wilkinson | Contact email: ofc@wilkinson.associates

___ **SEND** your virtual booth/event/demo information

Deadline: 21 May | **Opportunity:** OFC Newsletter to media/analysts

Contact name: Leah Wilkinson | Contact email: ofc@wilkinson.associates

___ **UPLOAD** your company news releases. See page #6 in this document for more information

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

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

___ **SEND** News: *OFC First News Issue #2*

Deadline: 21 May | **Opportunity:** *OFC First News Issue #2*

Contact name: Leah Wilkinson | Contact email: ofc@wilkinson.associates

___ **SUBMIT** request to participate in virtual Breakfast Briefings with media/analysts

Deadline: 24 May | **Opportunity:** Virtual Breakfast Briefings

Contact name: Leah Wilkinson | Contact email: ofc@wilkinson.associates

___ **POST** your organization's white papers to the OFC Media Center.

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

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 virtual conference and exhibition is to develop a media strategy. Once the initial planning has begun and product/solution/partnership announcement decisions made, it is critical to develop a strategy document to focus your PR plans. 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 cover OFC. Take advantage of the opportunity to meet them virtually for an interview, briefing or product demonstration. Keep in mind that media and analysts' calendars book up extremely fast – so PLAN AHEAD. [Register as a PR representative](#) to receive the pre-registered media and analyst list as soon as it is available and target those who plan to participate in OFC.

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.

Media kit materials: explanation/overview and tips

We strongly encourage our exhibitors to post their media kits and media information on their website. Through our partnership with [Virtual Press Office \(VPO\)/Cision-PR Newswire](#), we also offer all exhibitors discounted pricing for Online Media Kits. For more information, please see the VPO/Cision-PR Newswire section of this document.

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.

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, product photos and PR contact information.*

Pre-registered media and analyst list

The pre-registered media and analyst list includes contact information for the editors, reporters and analysts representing national and international trade and business outlets and analyst firms. This list will be available in April (*registration opens in March*). 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.

OFC Conference app

Download the free OFC Conference [app](#) to help plan your virtual OFC experience. Search for technical presentations; explore the list of exhibitors and programs; and network with attendees.

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, with a 100 character headline limit) 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, #OFC21). OFC also partners with VPO/Cision-PR Newswire for news

release distribution and online media kits. Exhibitors receive a discount on VPO/Cision-PR Newswire distribution services. 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](#) and promoted on Twitter and LinkedIn. To submit your white paper, please forward it as a PDF to ofc@wilkinson.associates. White papers will be accepted through 10 June 2021.

Guest blog submissions

Promote your company's expertise by contributing to the OFC conference blog. Please contact Leah Wilkinson at 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, data center, cloud computing, optical packet switching, etc. The blog is actively promoted to all attendees and prospective attendees. [Here](#) are a few examples.

News release distribution and online media kits via VPO/Cision-PR Newswire (price varies)

As the official news distribution partner for OFC, VPO/Cision-PR Newswire offers exhibitors news release distribution and measurement tools to help maximize their public relations efforts before, during and after the show. All news releases distributed via VPO/Cision-PR Newswire will automatically post to the [exhibitor news archive](#) on the OFC show site.

Send press releases about your new product launches, white papers, thought leadership pieces and more over the industry's strongest distribution network, Cision PR Newswire — the official wire and online media kit service for OFC 2021.

With Cision PR Newswire, exhibitors can access a network of 4000+ websites, nearly 3000 media outlets and 550 news content systems — all for an economical price. All press releases distributed will automatically post to the official [OFC Exhibitor News page](#) on the OFC show site.

Services include:

- press release and multimedia distribution
- online press kits (includes building, hosting, updates and email news distribution)
- Branded multichannel press releases with 5-10K guaranteed page views

All services include access to strategic counseling to ensure you receive the best results.

Complimentary round up release bonus

Cision PR Newswire also offers exhibitors complimentary inclusion in a press release over PR Newswire **with purchase of a press kit**. To assist you in gaining valuable exposure, all companies that purchase a package with us by 02 June 2021 will also be featured in a complimentary roundup release that is distributed over Cision PR Newswire's **full US distribution**. We'll share your press kit link, booth number, and company description or teaser with thousands of media points and websites in the US. You can see an example of this kind of release [here](#).

For more information click [here](#) or contact us at VPO@cision.com or (856) 296-8454.

OFC FIRST NEWS: New product preview

Are you planning to launch/show a new product, service or solution during 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 during 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 the middle of May 2021, 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 submissions can be made through the [online form](#). Please direct any questions to ofc@wilkinson.associates.

Distributions are currently scheduled for 17 May and 01 June (*subject to change*).

The first issue deadline is 07 May and the final deadline for news submissions is 21 May.

Virtual Publicity Opportunities

- **Virtual OFC media/analyst lunch**

***Virtual 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, 08 June, 12:00

- **Virtual Breakfast briefings**

Wednesday, 09 June, 08:00

Interested in introducing your company to industry media and analysts? Want to secure one-to-one 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 leading 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 virtual spots will be available in the PR Team newsletters in late March (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. Social Media

OFC has a highly 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 3,500+ 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 #OFC21.

- **LinkedIn** 

Join the nearly 3,600 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. 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.

IV. Sample Media/Analyst Attendance

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

ACG Research	<i>Broadband Technology Report</i>
<i>China Fiber Optics Online</i>	Signal AI
<i>Converge! Network Digest</i>	GlobalData
Dell'Oro Group	<i>EDN</i>
<i>EE Times</i>	<i>fibeReality, LLC</i>
<i>Fibre Systems</i>	<i>FierceTelecom</i>
<i>Forbes</i>	Gartner
<i>Gazettabyte</i>	Heavy Reading
Informa Tech	IHS Markit
Information Gatekeepers, Inc.	Jefferies & Company, Inc.
JPMorgan Equity Research	<i>Laser Focus World</i>

Light Reading
LightCounting
Morgan Stanley
Optical Connections
Satellite Markets
Strategy Analytics
TMCnet

Light Reading Europe
Lightwave
NovusLight
Omdia
SDxCentral
TeleGeography
5G Technology World

V. Marketing

Available marketing tools

There are a variety of marketing tools available to OFC exhibitors that can help attract potential customers to your virtual booth. Find more information on the [Exhibitor Service Center](#) page of the OFC website.

Take advantage of these opportunities:

- The OFC show team offers an official [OFC Buyers Guide](#) which appears in print and online via the OFC website
- Contact the OFC Conference Sales Team to learn more:
Exhibit and Sponsorship Sales
+1 202.416.1988
sales@ofcconference.org