Virtual Booth Manual
Booth Checklists and Specifications

OFC
The future of optical networking and communications
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Important Information

All content needed to complete your virtual booth will be uploaded through the Virtual Booth Editor. Collateral required for sponsorship items will be collected separately by OFC Exhibit Operations.

There are two phases (platforms) for your virtual booth, Pre-Conference, and Live-Conference. All content posted in the Virtual Booth Editor will immediately be live to the public in the Pre-Conference platform. The content published in the Pre-Conference platform will migrate to the Live-Conference platform beginning on Friday, 21 May 2021. The layout of the content will change to the layout shown in the Sales Prospectus. After Friday, 21 May 2021, the two platforms will synchronize every 30 minutes. The Exhibit Operations Team will provide a link to the Primary Operations Contact to review the uploaded content before the Live-Conference platform is activated.

There are three levels of Virtual Booth, each with a different configuration of available features. The Setup Task tiles displayed in the Virtual Booth editor Dashboard correspond to the level virtual booth, Standard, Silver, or Gold. The booth level is shown in the Dashboard. The booth level can be upgraded at any time; contact the OFC Sales Team to upgrade.

Virtual Booth Editor Access

Login Page URL -- https://www.expocadweb.com/21OFC/ec/forms/users/Login.aspx

User Name – The user name is the email address of the Primary Operations Contact. Please reference the account activation email sent from OFC Exhibit Accounts.

Password – After an account is activated, the password will be set by the Primary Operations Contact. If the password is forgotten, please click the "Forget your password?" link on the login page to reset the password.

The account will lock for 30 minutes if three attempts to access the account have failed.

Virtual Booth Content Due Date

The digital booth content should be uploaded no later than Friday, 21 May 2021, to ensure data migration to the Live-Show platform.
**Virtual Booth Reports**

Contact information from the Virtual Business Card button is emailed immediately to the Primary Operations Contact. Visitor and Virtual Business Card Button Reports will be emailed to the Primary Operations Contact on file with Exhibit Management five (5) to seven (7) business days after the exhibition ends.

**Visitor Report – Official Conference Registrants**

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**Virtual Business Card Button & Reports – Official Conference Registrants**

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<td>N/A</td>
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**1:1 and Group Chat**

Chat functionality will be available during the conference and exhibition, 07 – 11 June 2021. Access information will be provided to the Primary Operations Contact by OFC Exhibit Operations closer to the start of the event.

Please have staff available to manage chat during the Dedicated Exhibit Time. The Dedicated Exhibit Times are listed online in the Schedule-at-a-Glance.

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<td>❌</td>
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<td>N/A</td>
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Booth Staff Registration

Available Friday, 21 May 2021 - To access your company's specific registration information, you will need to enter your password, which is your company ID number (located on the invoice). Compusystems (CSI), our official registration vendor, emails the Primary Operations Contact on file after creating the registration account.

Virtual Booth Personnel

Your company’s allotment for this registration type is unlimited and complimentary. Registered staff will have access to the virtual exhibit hall, select industry-based "show floor" programs, workshops, and the plenary session.

Virtual Exhibitor Full Conference

Every exhibiting company will have to purchase passes to access the technical content of the conference. The fee per pass is USD 375.00.

- All technical sessions (including invited speakers and contributed oral and poster presentations)
- Symposia and Special Sessions
- Plenary Session
- Workshops
- Exhibit Hall (including Market Watch and Network Operator Summit)
- Special programming (e.g., Technology Showcases and Coffee Breaks)
- OFC 2021 Program and Postdeadline Papers
- Download of the Technical Digest through OSAP

For questions, please email Exhibit Operations at exhibits@ofcconference.org.

Upgrading Virtual Booth

Make the most of your digital footprint by utilizing the expanded benefits with the Gold and Silver Level Virtual Booths. The OFC Sales Team is available to help explain the benefits and help you select the level that supports your objectives. Learn more.

Sponsorships and Advertising

Stand Out by adding Sponsorships or Advertising – Expand the reach of your company and grow your business by utilizing sponsorships and advertising to help generate highly-qualified sales leads. OFC supports your objectives with sophisticated, flexible, and customizable virtual sponsorship offerings. Learn more by emailing sales@ofcconference.org or learn more by visiting ofcconference.org/exhibit.
**Technical Assistance**

**Virtual Booth – Pre-Conference**

Received an error message in your virtual booth, or something isn’t looking like you expected? Review the [Frequently Asked Questions](#) then Contact OFC Exhibit Accounts for assistance, accounts@ofcconference.org, Monday through Friday, 07:00 – 15:30 (EDT, UTC-04:00)

**Virtual Booth – Live Conference and Virtual Booth Staff Registration**

Contact OFC Exhibit Operations for assistance, exhibits@ofcconference.org, Monday through Friday, 08:30 – 17:00 (EDT, UTC-04:00)
Virtual Booth Editor Dashboard Navigation

Upload all content needed to complete your virtual booth through the Virtual Booth Editor. Content can be uploaded in stages or all at once, and content can be continuously updated – even through the conference. We encourage you to have complete virtual booth content uploaded before Friday, 21 May 2021.

Login Page URL -- https://www.expocadweb.com/21OFC/ec/forms/users/Login.aspx

Virtual Booth Editor Dashboard

There are three levels of Virtual Booth, each with a different configuration of available features. The Setup Task tiles displayed in the Dashboard correspond to the level of the virtual booth, Standard, Silver, or Gold. The booth level is displayed in the Dashboard. The booth level can be upgraded at any time. Contact the OFC Sales Team to upgrade.

Gold Level Dashboard

Virtual Booth Navigation Menu

After selecting a tile on the Virtual Booth Editor Dashboard, use the dropdown navigation menu to move between sections.

Submitting Content/Saving Changes

Click the Save button located at the bottom of most pages to retain and publish any changes.

Use the Cancel button to exit the page without saving any changes.

| Save | Cancel |
Virtual Booth Checklists

Full descriptions and specifications for each item are on the pages that follow.

**Standard Virtual Booth**
- Headquarter Information
- Online Company Profile (100-word limit)
- Company Logo
- Product Categories (6)
- Company Contact
- Company Social Media Links

**Silver Virtual Booth**
- Headquarter Information
- Online Company Profile (200-word limit)
- Company Logo
- Company Brochure
- Product Categories (6)
- Product & Service Showcase (4)
- Company Contacts (2)
- Press Releases (4)
- YouTube Video URL (2)
- Company Social Media Links

**Gold Virtual Booth**
- Headquarter Information
- Online Company Profile (400-word limit)
- Company Profile Banner Image
- Company Logo
- Company Brochure
- Product Categories (6)
- Product & Service Showcase (8)
- Company Contacts (6)
- Press Releases (6)
- YouTube Video URL (2)
- Company Social Media Links
Virtual Booth Feature Specifications

The layout of your virtual booth content in the Pre-Conference platform will change when the Live-Conference platform is activated. Exhibit Operations will email a preview URL to the Primary Operations Contact after 21 May 2021.

The Live-Conference exhibitor layout will be similar to the one in use here. A Gold Level booth will resemble companies with a black bar. A Silver Level booth will resemble companies with a gray bar, and a Standard Level booth will resemble the company without a bar.

Headquarter Information

The information entered here will appear at the top of your digital booth. It provides attendees with general contact information for your company. The contact information is publicly available and will be visible online and in the OFC Conference app.

Company Profile

Enter a text description about the company, products, and services. The company web address and contact information should not be included in the description; this information will be entered in other fields.

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<tbody>
<tr>
<td>400-words</td>
<td>200-words</td>
<td>100-words</td>
<td></td>
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Multi-Media Center

Content uploaded to the Multi-Media enhances your digital booth. You must click SAVE at the bottom of the page to submit changes.

Company Profile Banner Image

The banner image area of the Gold Level virtual booth provides a place for a high-impact marketing image. The image will render at the correct size in the Live-Conference platform.

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<td>1 banner</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
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</table>

- File Type: PNG or JPG
- Image Size: 1500 x 500px
- Maximum File Size: 3000kb
Company Logo (required)

Please provide a high-resolution (300ppi) version of your logo. Logos should have a horizontal rectangle orientation with a transparent background.

- File Type: PNG
- Image Size: Minimum Width 300px | Maximum width: 2000px
- Maximum File Size: 100kb

Company Logo Examples

![Logo Example 1](image1)

![Logo Example 2](image2)
**Company Brochure**

Upload a PDF that contains detailed information about the company. Companies with Gold and Silver Level booths can upload product-specific PDF files in the Product Showcase section of the virtual booth.

- File Type: PDF
- Maximum File Size: 3000kb

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<tbody>
<tr>
<td>1 brochure</td>
<td>1 brochure</td>
<td>N/A</td>
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</table>

**Product Categories**

Select up to six of the available categories to describe your company. During the registration process, we asked attendees which products are of interest to them. Based on those responses, we automatically matched attendees to your company. Attendees can see which companies they match with, and send you appointment requests through the CompuSystems registration dashboard.
**Product & Service Showcase**

Highlight the products, product lines, and services provided by the company. Create a robust profile for your products and services by uploading all of the components listed below. You must click the SAVE button at the bottom of the page after any uploads or deletions. View a sample image of the Product & Service Detail.

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<tr>
<td>8 products</td>
<td>4 products</td>
<td>N/A</td>
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</table>

**Name**

Enter the product/service name. Omit Special characters like © and ™ from the product name.

**Tagline (Optional)**

Enter up to 25-words for the product/service tagline. The tagline is only displayed in the Pre-Conference platform.

**Description**

Use up to 100-words to describe each product/service.

**Photo**

Please upload the same image as both a standard and high-resolution image. We recommend product photos and images without text.

- Image minimum size: 400 x 225px
- Image Aspect Ratio: 16:9
- File Type: PNG or JPG
- Maximum File Size: 100kb

**Hi-Res Photo**

- Image minimum size: 400 x 225px
- Image Aspect Ratio: 16:9
- File Type: JPG, JPEG, PNG, TIFF, TIF, EPS, or PDF
- Maximum File Size: 300kb

**Brochure**

Share more detailed information like product specifications. Upload a supplemental PDF for each product.

- File Type: PDF
- Maximum File Size: 3000kb

**Product Info URL**

Does the product or service have a dedicated page on the company website? Enter the URL so customers can easily access the information.
Company Contacts

Enter contact information for Sales, Technical Support, Customer Service, or other key company contacts. The contact information will be publicly available online and in the mobile app. Use the up and down arrows to change the order that the contacts are displayed.

Note: Entering contacts here does not register booth staff for the event, or manage access to the virtual booth chat interface.

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<tr>
<td></td>
<td>6 contacts</td>
<td>2 contacts</td>
<td>1 contact</td>
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Press Releases

Post PDF files to share the latest news about your company. Click on the "Add New Press Release" button to add a new press release to your digital booth. Use the up and down arrows to change the order that the press releases are displayed.

File Type: PDF

Maximum File Size: 1000kb

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<tr>
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<td>6 files</td>
<td>4 files</td>
<td>N/A</td>
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**YouTube Video URL**

Share videos about your company or products with attendees. Change the links posted throughout the conference to keep the content in your booth fresh, and encourage multiple visits from attendees. The URL path should include the http:// or https://.

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<td>2 URLs</td>
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**Company Social Media Links**

Increase awareness of and engagement with company social media channels, publish the information in your virtual booth.

**Facebook** – Enter your Facebook URL, including https:// or http://. (found on your Profile Info tab under contacts). Leave blank if you do not have a Facebook page or do not want a Facebook button on your virtual booth.

**Follow us on Twitter** -- Enter your Twitter username without the ampersand (@) prefix. Leave blank if you do not have a Twitter account or do not want a ‘Follow us' button on your virtual booth.

**LinkedIn Company Name** -- Enter the company name exactly as it appears at the end of the LinkedIn URL.

**Example:**

URL: https://www.linkedin.com/company/the-optical-society/

Correct Entry: the-optical-society

Incorrect Entry: The Optical Society (OSA)

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Frequently Asked Questions

Platform

Why does the online preview of my virtual booth look different from the Virtual Booth images shown in the prospectus?
The preview provided from the Virtual Booth Editor Dashboard is the pre-conference platform. The content will migrate to the live-conference platform on Friday, 21 May 2021. View Sample Images of the Live-Conference platform.

When will my changes go live?
Information entered in the Dashboard will update within 30 minutes in the OFC Live-Conference platform, and immediately in the Pre-Conference platform.

When and where can I preview my virtual booth?
You can click the Preview Booth button in the Virtual Booth Editor dropdown menu. The look of your virtual booth will be different on show days because the live-conference system will be activated.

Access to Platform

I am the Primary Operations Contact, but someone else needs to access the Virtual Booth Editor to upload information. How do I give them access?
The login credentials only provide access to the Virtual Booth Editor -- There are two options: Share your login credentials with that person. Request a second login for the Virtual Booth Editor from OFC Exhibit Accounts.

I am the Primary Operations Contact, but the responsibility is transferring to another person at our company. How do they get access to the Virtual Booth Editor?
The current Primary Operations Contact should email OFC Exhibit Accounts requesting a Primary Operations Contact change. Include the full name, position title, email, phone, and postal address of the new contact, and specify your new role.

The Primary Operations Contact is no longer with the company, and the email account cannot be accessed. How can the new contact access the Virtual Booth Editor?
Please email OFC Exhibit Accounts and provide the full name, position title, email, phone, and postal address of the new contact, and state that the previous contact is no longer with the company.

Files & Images

Why are PNG image files preferred over JPG files?
PNG files can be created with a transparent background, render larger, and produce a higher image quality.

How do I check the file size (kb/MB) of my PDF?
Open the PDF file, File > Properties > Description. Depending on the virtual booth feature being fulfilled, the maximum file size might be 1,000 or 3,000 kb.

My PDF file is larger than the file size limit allowed; how do I adjust the file size?
You will need a full version of Adobe Acrobat. Open the PDF, select the File > Save As Other > Reduced Size PDF. Depending on the Adobe Acrobat version you are running, the option might be listed as Compress PDF.
Is it essential that my image be precisely the dimensions requested?

Images must follow the listed size and aspect ratio guidance. Failing to follow the guidelines can result in distorted or rejected images.
Live-Platform Content Display Images

The Virtual Booth and Product and Service Showcase Detail images on the following two pages show how information entered in the Virtual Booth Editor will be displayed in the Live-Conference Platform.
Product Description Detail View

IEEE Standards Association

The IEEE Photonics Society has formed a new IEEE Photonics Standards Committee and is serving as a 'sponsor' of a select number of standards within the IEEE Standards Association.

The scope is a speciality, to cover standards in, but not limited to the following areas of interest: lasers, optical devices, optical fibers, and associated lightwave tech and their applications in systems and subsystems in which the quantum electronic devices are key elements. Learn more about the IEEE Standards Association.

Click here to download the brochure.

Learn more about this product.

Product Name

Product Description

Product Photo

Product Link

product brochure