

# OFC 2023

CONNECT WHERE IT MATTERS MOST

**07-09 March 2023**

San Diego Convention Center  
San Diego, California, USA

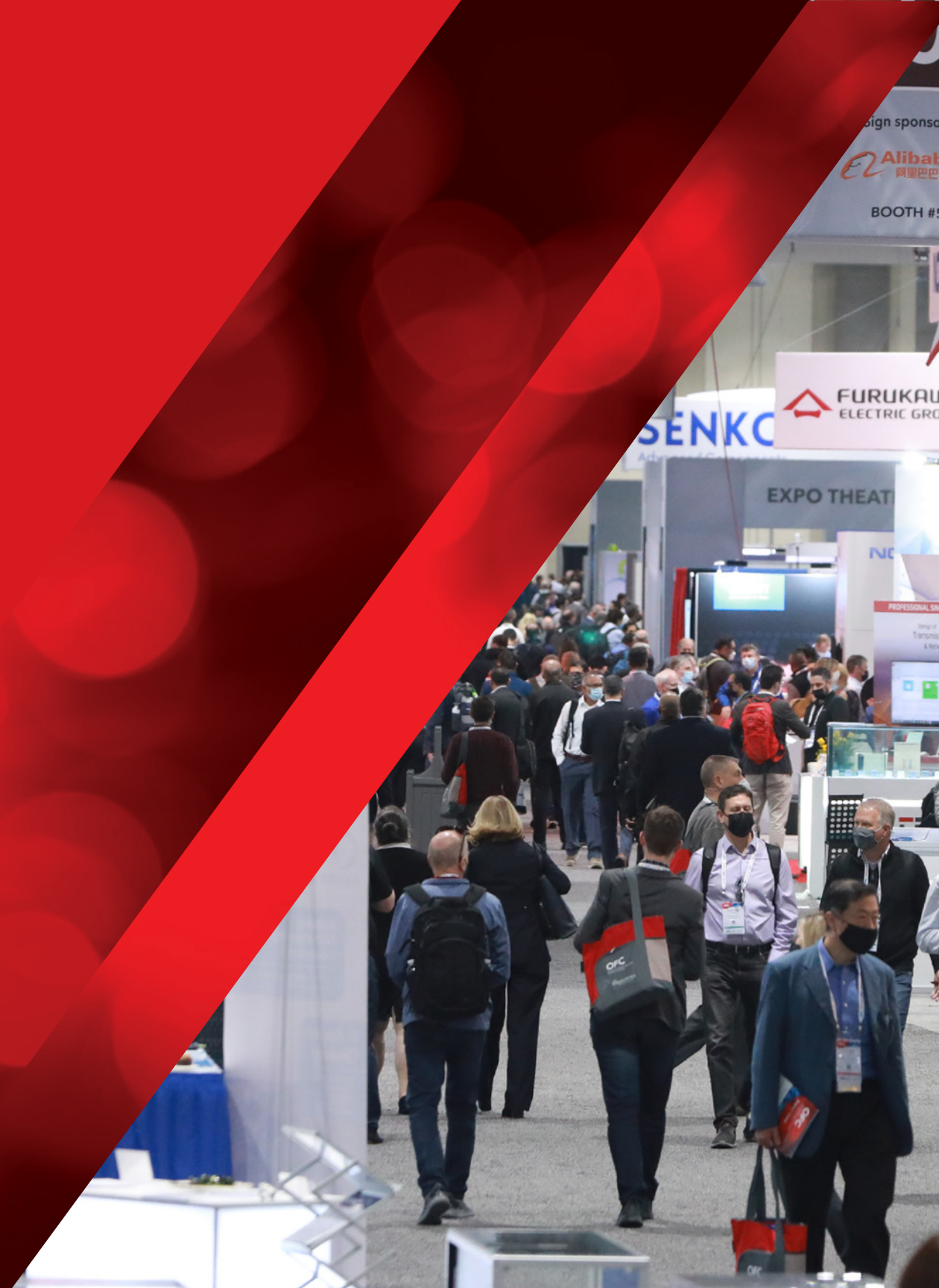
**EXHIBITOR PROSPECTUS**

[ofcconference.org/exhibit](https://ofcconference.org/exhibit)

**IEEE  
ComSoc™**  
IEEE Communications Society

**IEEE  
Photonics  
Society**

**OPTICA**  
Formerly OSA





## Welcome to OFC

Join the annual event that draws the biggest names in the industry. Nowhere else offers as much exposure to meet and reconnect with qualified buyers and decision makers. OFC captivates its audience by showcasing the entire spectrum of products and services that the industry has to offer - from network equipment and software services, data center/IT, active and passive components, test equipment and specialty fiber.

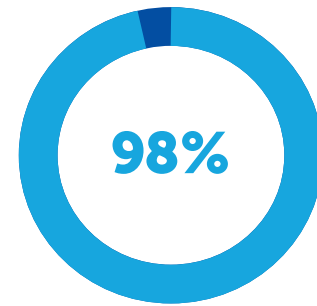
As one of the world's largest in-person, optical networking exhibitions, OFC is where the industry goes to learn, network, showcase new technologies, forge partnerships and close deals. With an expanding base of industry experts, influencers and prospective buyers from every sector of the market, there is no event more essential to the optical networking and communications business than OFC.

# OFC 2022 Attendee Demographics

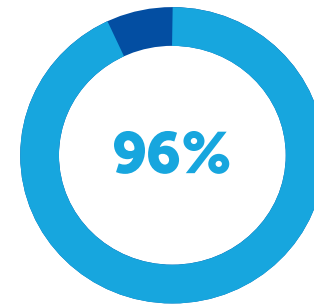
**8,000+**

Attendees From **70 Countries**

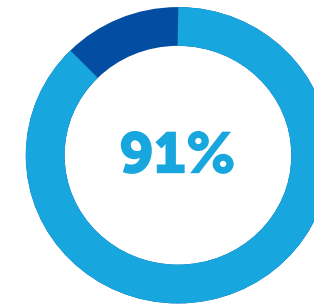
**430+** EXHIBITORS



of attendees come to OFC to **find business solutions**



of OFC attendees rate the Exhibit as a **venue for making/maintaining professional contacts**



of OFC exhibitors **return to the event**

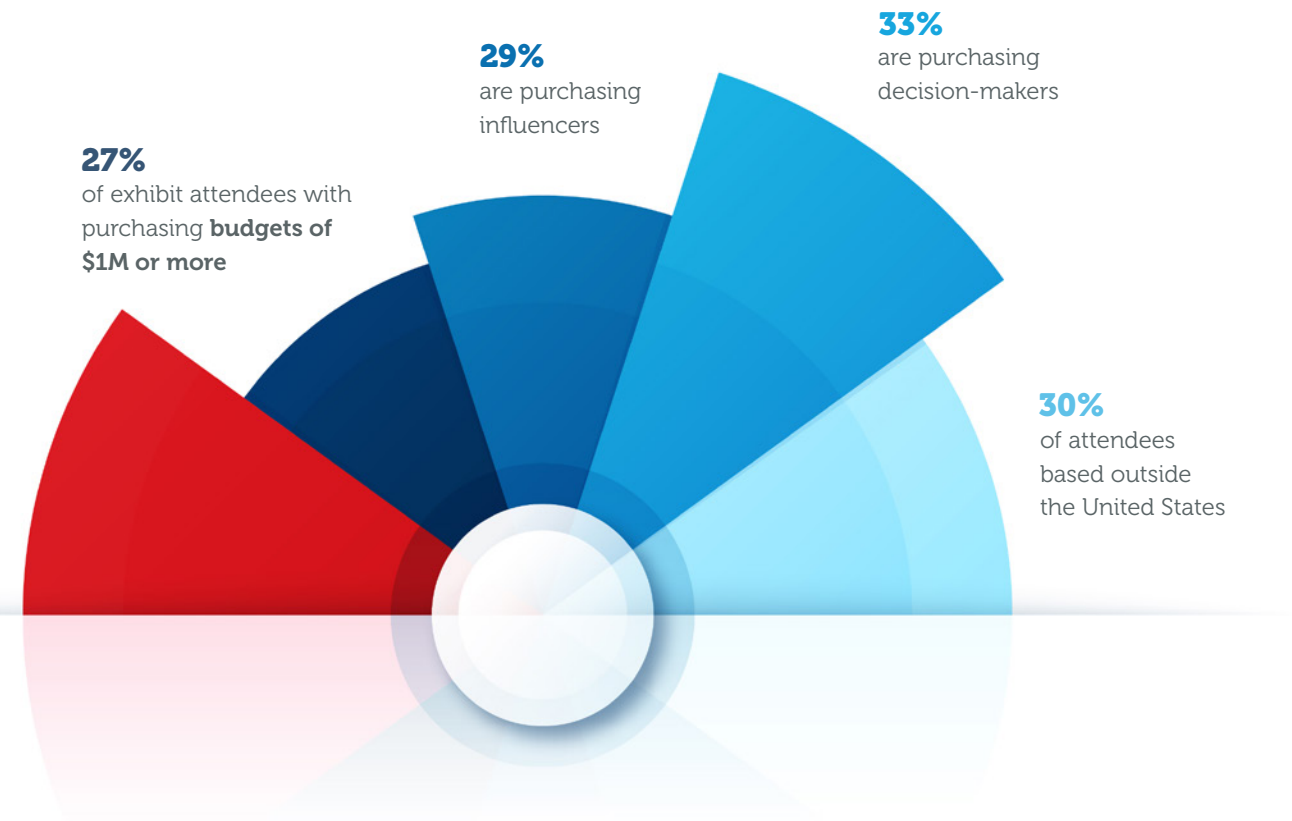
“It was clear the right customers were all here to see the innovation and new technologies that have come to market over the past few years.”

**Eve Griliches**

Senior Product Marketing, Cisco



**31%**  
of attendees hold C-level positions



# Top 5 Reasons

COMPANIES EXHIBIT AT OFC:

01

Meet and  
reconnect with  
qualified buyers

02

Be seen as an  
industry leader

03

Reinforce existing  
customer  
relationships

04

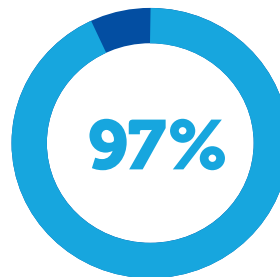
Introduce a  
new product or  
service

05

Increase  
sales

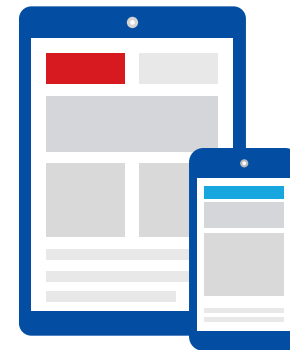
“ We are excited to be back in person participating in OFC. It has been an invaluable opportunity to showcase our latest coherent optical innovations. ”

**Rob Shore**  
Senior Vice President of Marketing, Infinera



of OFC 2022 attendees **plan**  
to attend OFC 2023 in person

# Be a Part of the OFC Experience



**5,000**

news articles generated  
from OFC 2022 reaching  
an audience of **1.4 billion**

**70+**

media and analysts  
**registered** for the  
conference



Visibility is crucial to success and the best way to amplify your voice as a business. By partnering with OFC, you will expand your impact at the event and identify yourself as an industry leader.



## OFCnet is Attracting an Even Greater Audience

To bring OFCnet to life, the California Research & Education Network (CENIC) provided a fiber path from its facility in San Diego to the San Diego Convention Center. This gateway enables academia and industry to join forces to push the boundaries as they design, build and utilize this innovative platform for cutting-edge, networking technologies.

The vision of OFCnet is being facilitated through the collaboration of CENIC, Ciena, Lumen, SmartCity, the University of California San Diego's Qualcomm Institute and Supercomputer Center, technology alliances and companies like yours. This team of visionaries aims to bring together bright minds from academia, industry and government to make this networking infrastructure flourish with innovative solutions on display at OFC. The vision is clear and the possibilities are endless — **be part of the future of OFCnet!**

“ This ongoing collaboration will provide future OFC conference and exhibitions with a unique platform to showcase the latest advancements in optical technologies, systems, and networks, all operating in a real-world environment. ”

**Steve Alexander**

Ciena CTO and Chair of OFC's  
Long Range Planning Committee

## OFC Career Zone

### FIND THE RIGHT HIRE

If you are in the market for an overachieving professional, OFC Career Zone offers access to the highest level of talent. With **over 77% of Career Fair applicants** possessing advanced degrees and **42% having 10 years of experience**, our OFC Career Zone can connect you with candidates who are ready to bring their talents to your organization. **Ask us how!**

# OFC 2023 Landscape

PROJECTED:

# 12,000+

Attendees From **70 Countries**

# 525+ EXHIBITORS

OFC has the decision makers and influencers you want to reach. The OFC on-site experience enables businesses to showcase their transformational, innovative technologies to make connections and open doors to new business opportunities.

OFC exhibit space and corporate villages give you the options and flexibility needed to reach and exceed your conference goals.

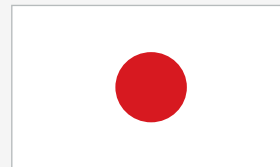
## 4 INTERNATIONAL PAVILIONS



CHINA



GERMANY



JAPAN



SOUTH KOREA

## Exhibit Space

Exhibit space is the essential way to stand out in the crowd. With exposure to over 12,000 attendees, this is your opportunity to create a gathering hub to demonstrate key products and services. Exhibit space includes:

- One full conference registration per every 100 sq. ft of exhibit space reserved
- Unlimited booth staff badges for your team
- Unlimited exhibit passes for your customers and prospects
- Access to leading trade and international consumer media
- Free customized HTML e-mail promotions to send to your client list
- One complimentary listing in OFC's official Buyers' Guide, website and mobile app

### PRICING

- USD 51 per sq. ft or USD 5,100 per 100 sq. ft
- Minimum 100 sq. ft / 9 sq. m, corner fees may apply

## Corporate Villages

OFC's Corporate Villages are hard-walled, enclosed offices on the exhibit floor for private meetings and demonstrations. Corporate village space includes:

- All the benefits listed for the exhibit space
- Paneled room
- Locking door
- Table with side chairs
- Wastebasket
- Room number sign
- Electrical outlet
- Carpeting

### PRICING

- USD 52 per sq. ft for exhibitors or USD 57 per sq. ft for non-exhibitors

**Secure Your Space Today!**

**+1 202.416.1988**

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

[ofcconference.org/exhibit](https://ofcconference.org/exhibit)



# Sponsorships

With OFC Sponsorships, get the recognition your company deserves to build brand awareness, generate leads and engage with your audience in innovative ways. **Let us show you how.**

## BRAND CONNECTION

Bring the audience together to connect under the umbrella of your brand.

- Elevated Coffee Breaks
- Conference Reception
- Exhibitor Lounge
- OFC Career Zone

## BRAND VISIBILITY

Be seen by thousands of industry professionals by reinforcing your corporate image with highly visible signage at OFC.

- Conference Session Notepads
- Conference Pens
- Lanyards
- Registration Bags
- Show Floor Attendee Lounge
- Column Wraps
- Conference Registration
- Digital Signage
- Carpet Adhesives/ Floor Clings
- Indoor Hanging Banners
- "You are Here" Floor Plan
- Conference App Banner Ad
- Technical Session Slide
- Email Blast Banner Ad
- Bag Inserts

## BRAND VOICE

With event sponsorships, you can put your organization in the spotlight and increase engagement with key decision makers.

- Technology Showcase
- Show Floor Theaters

## CUSTOM SPONSORSHIPS

For a unique brand opportunity, contact us and we will work together to build a customizable sponsorship package to deliver results, drive traffic and achieve your goals.

**For a list of industry exhibitors and sponsors, [click here.](#)**

**Secure Your Sponsorship Today!**

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[ofcconference.org/exhibit](http://ofcconference.org/exhibit)

# Join these Industry Leaders

Secure Your Exhibit Space and Sponsorship Today

## OFC 2022 SPONSORS



► Visit [ofcconference.org/exhibit](https://ofcconference.org/exhibit)