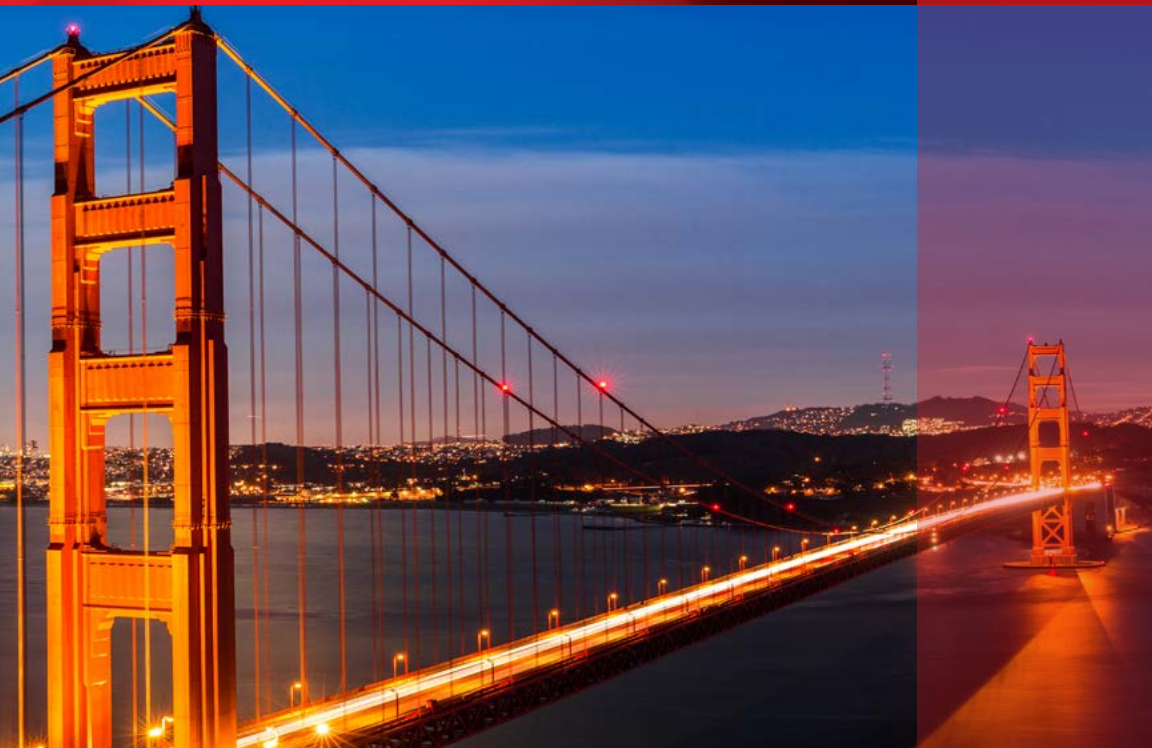


OFC 2021



San Francisco hosts the world's
premier optical networking and
communications event

8-10 June 2021

New Location!
Moscone Center
San Francisco, California, USA

ofcconference.org/exhibit

Exhibitor Prospectus





The Premier Global Event
for Optical Networking
and Communications

OFC — Where Business Gets Done

Exhibit at OFC 2021 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.

Top Five Reasons Companies Exhibit:

- Meet qualified buyers
- Be seen as an industry leader
- Reinforce existing customer relationships
- Introduce a new product or service
- Make sales at the show

Exhibiting at OFC Grows Your Business

Connect with a solid and expanding base of 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.

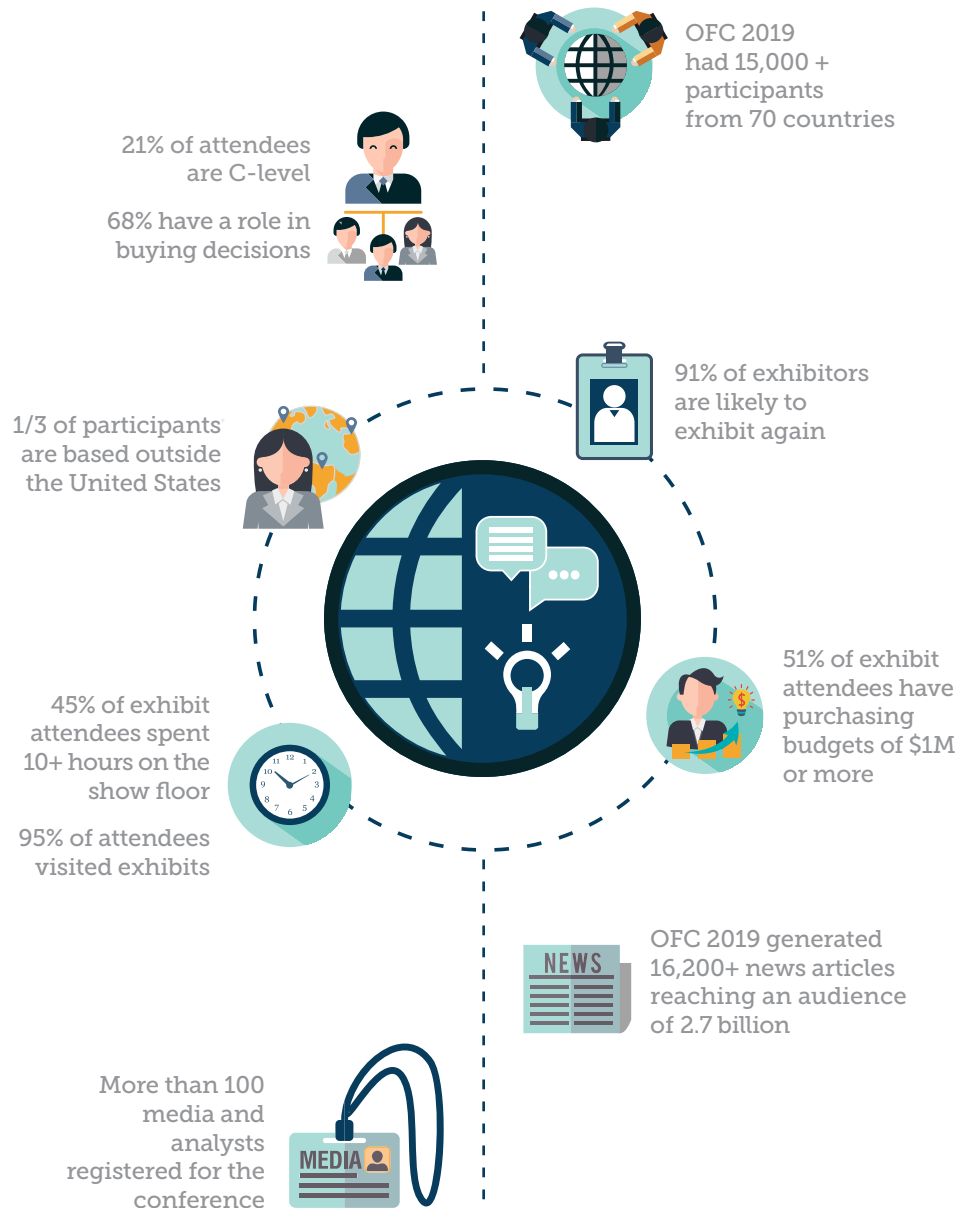


San Francisco Hosts the World of Optical Networking and Communications in 2021!

OFC is moving to San Francisco in 2021. As the world's premier event in the industry, we're excited for our event to take place in the City by the Bay – a community rich with technology, business and innovation... not to mention a vibrant music and restaurant scene.

Typical OFC Attendee Demographics

Registrants by the Numbers*



*Information based on OFC 2019 registration data and OFC 2019 post-conference survey data. Due to the COVID-19 travel and quarantine restrictions, OFC 2020 was transitioned into a hybrid virtual and in-person technical conference and exhibition which impacted onsite attendance. We were pleased that remote participation for the virtual sessions was robust and engaging.

Exceed Your Sales Goals – No Other Event Has as Many Decision Makers With Such Powerful Buying Power

What Buyers Purchase:

Active and Passive Components	57%
Cable and Fiber	48%
Test or Manufacturing Equipment	42%
Data Center/IT Products	37%
Network Equipment/Network Software	36%
Other	10%

Exhibit Attendee Company Categories:

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

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

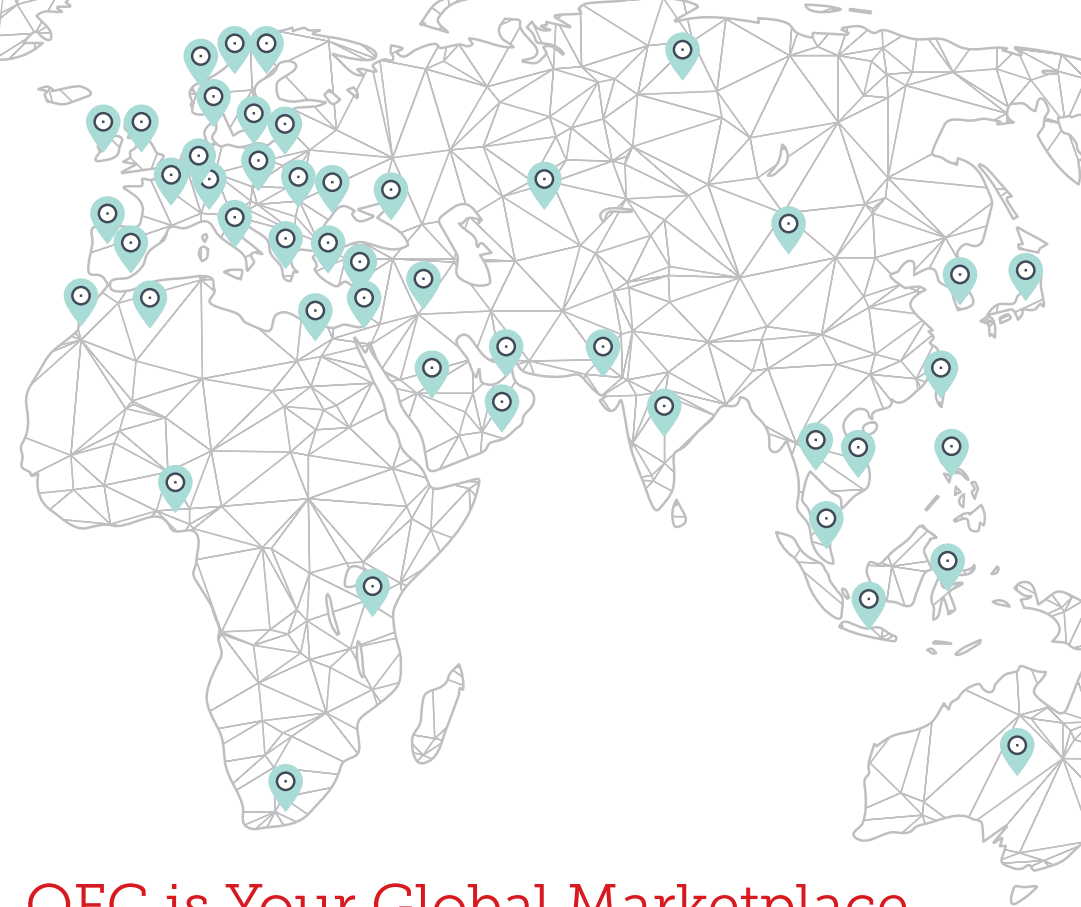
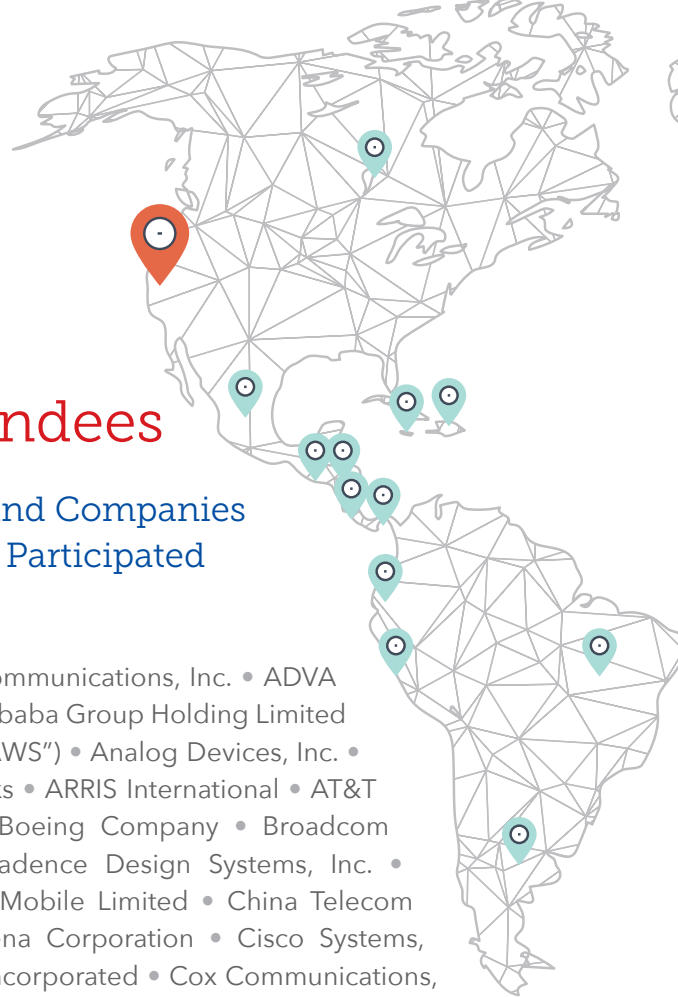
Typical Attendees

Top Organizations and Companies Who Have Typically Participated as Buyers Include:

3M COMPANY • Acacia Communications, Inc. • ADVA Optical Networking SE • Alibaba Group Holding Limited • Amazon Web Services ("AWS") • Analog Devices, Inc. • Apple Inc. • Arista Networks • ARRIS International • AT&T INC. • Baidu, Inc. • The Boeing Company • Broadcom Limited • CableLabs • Cadence Design Systems, Inc. • Calient Networks • China Mobile Limited • China Telecom Corporation Limited • Ciena Corporation • Cisco Systems, Inc. • Comcast • Corning Incorporated • Cox Communications, Inc. • Dell EMC • Emcore Corporation • Ericsson • Equinix Inc. • Extreme Networks, Inc. • Fabrinet • Facebook, Inc. • Foxconn • Fujitsu Limited • Google Inc. • Hewlett Packard Enterprise Company • Huawei Technologies Co., Ltd. • IBM • II-VI Incorporated • Infinera Corporation • Inphi Corporation • Intel Corporation • Jabil • Juniper Networks, Inc. • L3 Technologies, Inc. • Lockheed Martin Corporation • Lumentum Holdings Inc. • MACOM Technology Solutions • Microsoft Corporation • Mitsubishi Electric Corporation • Molex Incorporated • NeoPhotonics Corporation • Nippon Telegraph and Telephone Corporation ("NTT") • Nokia Corporation • Northrop Grumman Corporation • Oracle Corporation • ORANGE • Qualcomm Incorporated • Raytheon Company • Samtec, Inc. • SK Telecom Co., Ltd. • Sony Corporation • Spectrum • Synopsys, Inc. • TE Connectivity Ltd. • Texas Instruments Incorporated • Verizon Communications Inc. • Viavi Solutions Inc. • Xilinx, Inc.

"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



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



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 2021, 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\$ 49.00 per sq. ft. or
US\$ 4,900 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, 8 June

10:00-17:00

Wednesday, 9 June

10:00-17:00

Thursday, 10 June

10:00-16:00

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).

Special Loyalty Discounts for 2020 Exhibitors

Did you exhibit at OFC last year? Discounts are available to 2020 exhibitors. Please contact your Sales Representative at sales@ofcconference.org to learn more and take advantage of substantial savings.

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. Hourly pricing available.

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\$ 5,000. Call us for details.

“OFC is where we have significant opportunities to address the fiber optic community with products that expand the entire technology. We're committed to being here supporting our customer base.”

Janis Valdmanis, General Manager of the Ann Arbor, Michigan Business Unit of Thorlabs

OFC Health and Safety Practices Measures for Your On-site Well-being

The health and safety of attendees and exhibitors is of primary importance. OFC Management is committed to taking necessary precautions to provide participants with confidence and peace of mind when attending onsite.

As we plan the OFC Conference, we rely on the latest guidelines from government and medical authorities, and are in frequent contact with the Moscone Center and our hotel partners and service providers to confirm and follow best practices.

We believe it is vital to keep our community reliably informed on our plans, and commit to providing current information on the conference website, ofcconference.org/cares



Sample Exhibitor List

Join established global brands and industry start-ups, who exhibit at OFC to launch and demonstrate new products and innovations.

For a current OFC 2021 Exhibitor List visit ofcconference.org/exhibit

3M Electronics Materials Solutions Division	Hengtong Optic-Electric Co., Ltd.	NTT Electronics Corporation
AC Photonics, Inc.	Hisense Broadband, Inc.	Oclaro, Inc.
Acacia Communications, Inc.	Hitachi High Technologies America	OE Solutions, Co., Ltd.
Accelink Technologies Co., Ltd. & WTD	Huawei Technologies USA	OFS
Adolite, Inc.	HUBER+SUHNER	O-Net Communications (Shenzhen) Ltd.
ADVA Optical Networking	HYC Co., Ltd.	OZ Optics
Advanced Fiber Resources, Ltd.	II-VI	PIXAPP
Alibaba Group	Infinera	Prysmian Group
Anritsu Company	INNO Instrument, Inc.	Samtec, Inc.
Applied Optoelectronics, Inc.	InnoLight	Santec USA Corporation
Broadcom Limited	Inphi Corporation	Sanwa Electronics USA Corporation
Cadence Design Systems, Inc.	Integrated Device Technology, Inc.	Semtech Corporation
Cambridge Industries USA, Inc.	Intel Corporation	SENKO Advanced Components, Inc.
CIENA Corporation	Jabil AOC Technologies	Shenzhen Gigalight Technology Co., Ltd.
Cisco Systems, Inc.	JGR Optics	Sicoya GmbH
Cloud Light Technology Limited	Jiangsu Etern Co., Ltd.	Source Photonics
Corning Incorporated	Juniper Networks	Sumitomo Electric Device Innovations U.S.A., Inc
CST Global, Ltd.	KAPID (Korea Association for Photonics Industry)	Suzhou TFC Optical Communication Co., Ltd.
Delta Electronics, Inc.	Keysight Technologies	Synopsys, Inc.
DiCon Fiberoptics, Inc.	Lightcomm Technology Co., Ltd.	Tektronix, Inc.
Dongguan Mentech Optical & Magnetic Co., Ltd.	Lightron, Inc.	Thorlabs
EFFECT Photonics B.V.	Linktel Technologies Co., Ltd.	Triple Stone
Eoptolink Technology Inc., Ltd.	Lumentum	US Conec, Ltd.
European Patent Office	Luna Innovations	VIAMI Solutions
EXFO	Luxtera, Inc.	VPIphotonics
Fabrinet	MACOM	Wuhan HuaGong Genuine Optics Tech Co., Ltd
Finisar	Maxim Integrated Products	Xgiga Communication Technology Co., Ltd.
Foxconn Interconnect Technology	MaxLinear	Xilinx, Inc.
Fraunhofer Heinrich Hertz Institute	Mellanox Technologies	Yangtze Optical Fibre and Cable Co., Ltd.
Fujitsu Network Communications	Menara Networks	Yokogawa Corporation of America
Fujitsu Optical Components	Mitsubishi Electric US, Inc.	ZTT International Limited
Go!Foton	Molex, LLC	
	MPB Communications, Inc.	
	NeoPhotonics	
	Nokia	

Secure Your Exhibit

Book Exhibit Space Now!

How to Reserve Your Exhibit – It's Simple!

1. Visit ofcconference.org/exhibit
2. View the most current floor plan.
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
+1.202.416.1952
sales@ofcconference.org

Media Relations
+1.202.416.1435
media@ofcconference.org



Maximize Your Engagement & Exposure

Stand out Through Sponsorships – Visibility Is Crucial to Success

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.

- Bag inserts
- Conference Session Notepads
- Conference Pens
- Elevated Coffee Breaks
- Lanyards
- Registration Bags
- Show Floor Attendee Lounge

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
- Carpet Adhesives/Floor Clings
- Digital Signage
- Indoor Hanging Banners
- "You Are Here" Floor Plan

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
- Hydration Stations

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"

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.

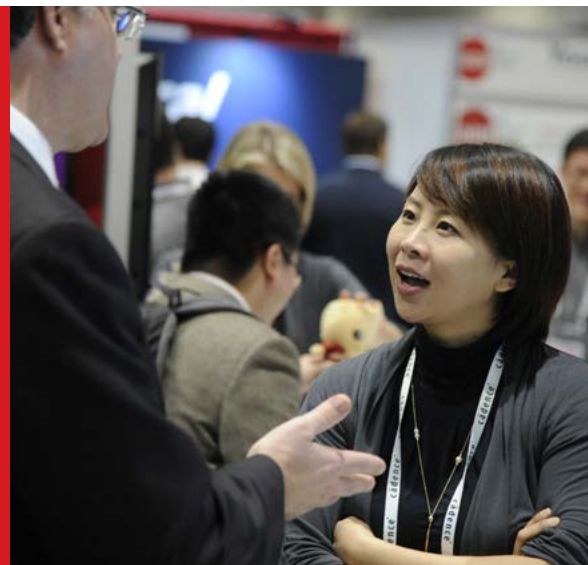
Contact us at

+1.202.416.1987

careerzone@ofcconference.org
ofcconference.org/careerzone

"OFC is the ultimate. You get everything from your raw material all the way up to your full system providers and everything in between, so this is the place to be."

PIERRE LEONARD, CEO, JGR OPTICS.



Booth efficiency can double when promotional opportunities are included in the marketing plan.

Source: Center for Exhibition Industry Research

2020 OFC Sponsors

Join These Industry Leaders! Secure Your Exhibit Space and Sponsorship Today

"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

Your Company Logo Could Be Here!

For a current list of OFC Exhibitors and Sponsors visit ofcconference.org/exhibit



Exhibit at OFC

Secure Your Space Today!

The Premier Global Event for Optical
Networking and Communications
Buyers – All in One Place!

EXHIBITION

8-10 June 2021

Moscone Center,
San Francisco, California, USA

SECURE YOUR EXHIBIT SPACE TODAY

+1.202.416.1952

sales@ofcconference.org

ofcconference.org/exhibit



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