

OFC 2024

CONNECTIONS THAT CREATE POSSIBILITIES

24-28 MARCH 2024

San Diego Convention Center
San Diego, California, USA

EXHIBITOR PROSPECTUS

**IEEE
ComSoc**
IEEE Communications Society

**IEEE
Photonics
Society**

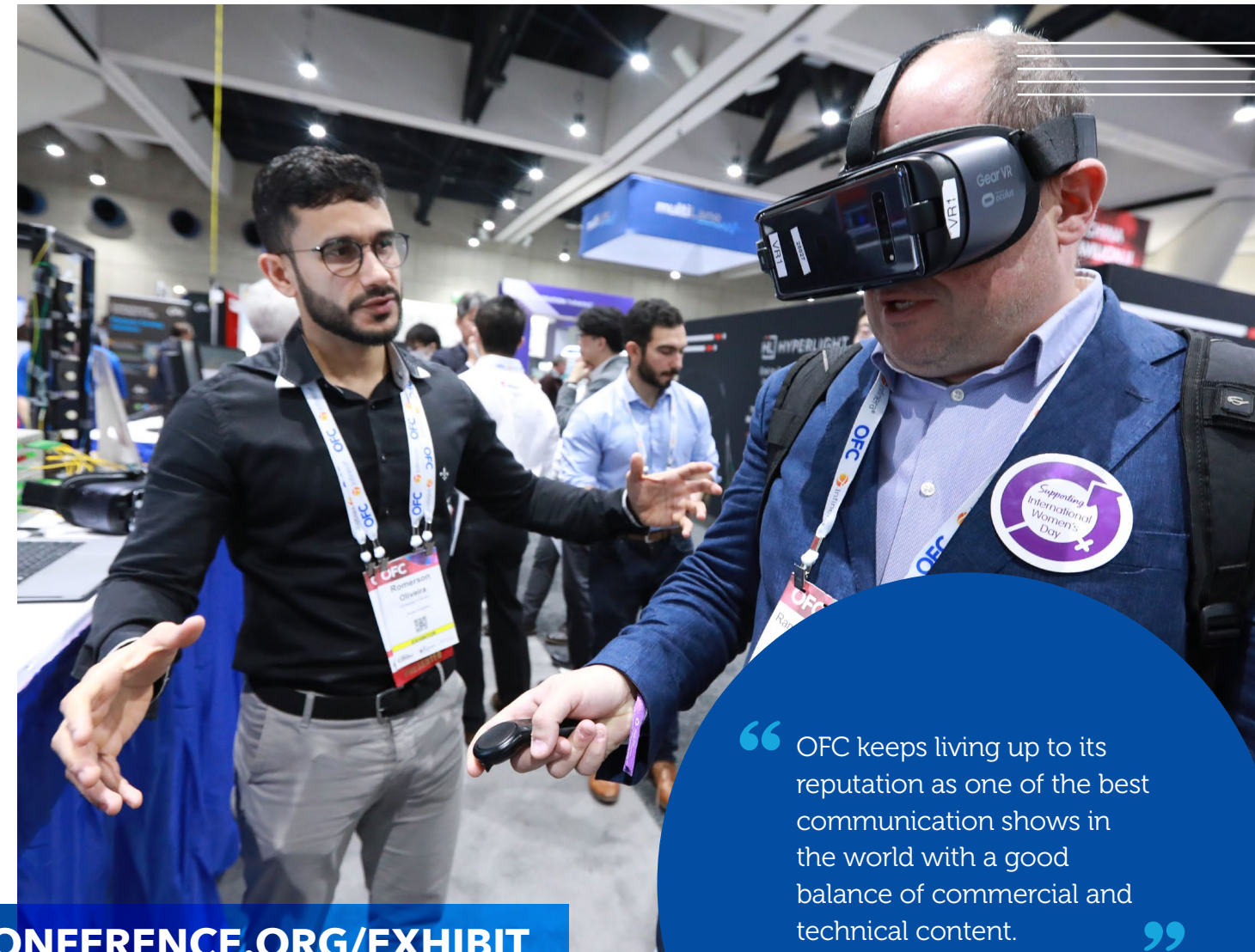
OPTICA
Formerly OSA

Be part of the event that defines the market.

The world's largest in-person, optical networking exhibitions, OFC offers unparalleled access to decision makers from around the globe and across the supply chain. This highly influential audience comes to discover the full spectrum of available products and services, including:

- network equipment and software services
- data center/IT
- active and passive components
- test equipment
- specialty fiber
- quantum communications
- artificial intelligence

This is where the industry goes to learn, network, showcase new technologies, forge partnerships and close deals. The show features an exhibition of global innovators and serves as a platform for numerous exciting start-ups. With an expanding base of industry experts, influencers and prospective buyers from every sector of the market, no event is more essential to the optical networking and communications business than OFC.



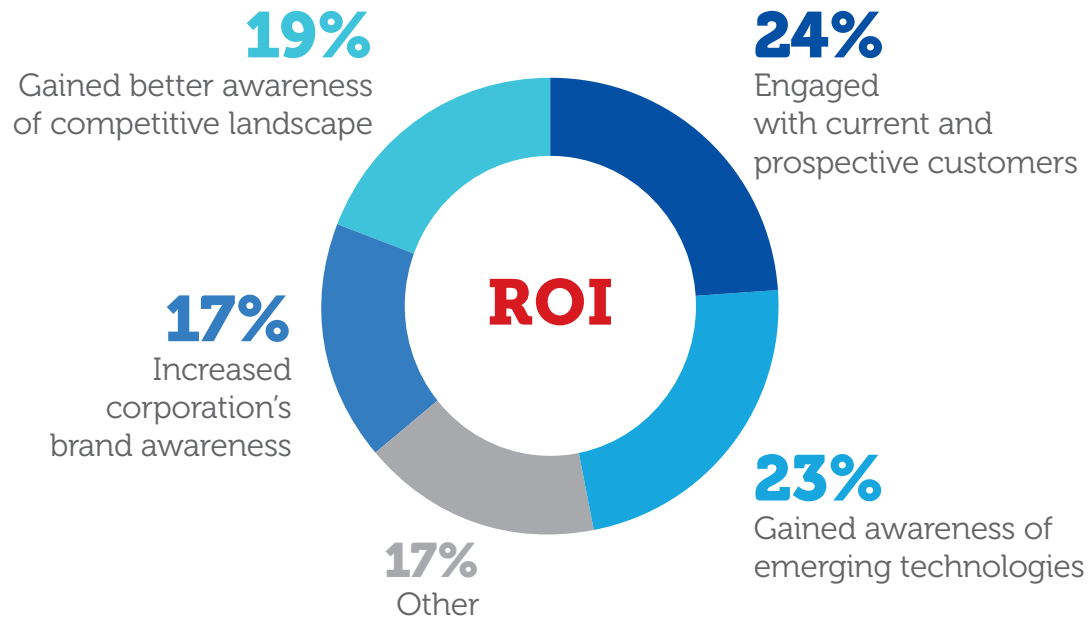
OFCCONFERENCE.ORG/EXHIBIT

“ OFC keeps living up to its reputation as one of the best communication shows in the world with a good balance of commercial and technical content. ”

OFC 2023 Exhibitor

What Will You Accomplish at OFC?

Exhibiting Pays Off



Over 85% of Exhibitors said they exhibit to meet new customers at OFC

Over 80% of Exhibitors felt the Quality of Attendees was "very good" to "excellent"

93% of Attendees are "Very Likely / Likely" to recommend OFC to others

91% of Exhibitors agreed face-to-face interactions with Attendees are 'Very Valuable'

Satisfaction with the Overall OFC Exhibition was **92%**

Over 96% of Exhibitors said they met Attendees in their target market

“OFC unites an entire industry for one half of an entire week. This is in every way a unique opportunity for our company to follow trends and strengthen our brand.”

Marco Mueller

Manager Global Marketing, Axetris

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

OFC Career Zone

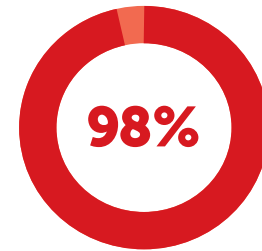
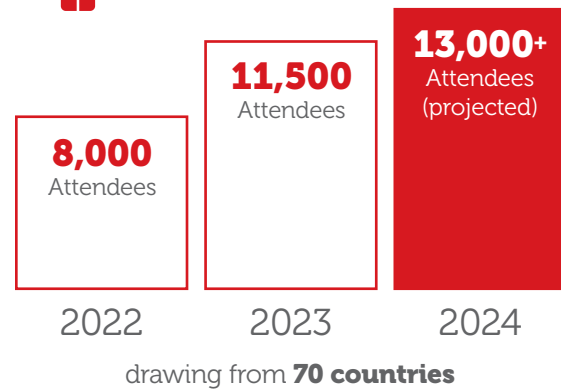
FIND THE RIGHT HIRE

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!**

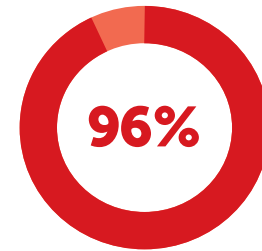
A Rapidly Growing Marketplace



Attendee Snapshot



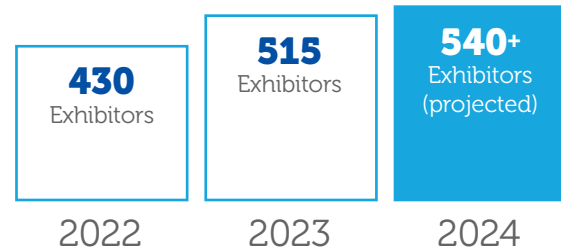
of Attendees come to OFC to find business solutions



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

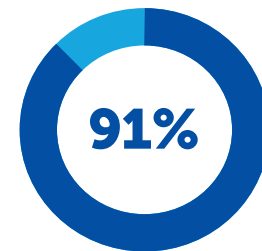


Exhibitor Snapshot



92%

of OFC 2023 Attendees rated the exhibition as good/excellent



of OFC Exhibitors have already rebooked for 2024

Attendee Purchasing Power

31%



of Attendees hold C-level positions

27%



of Attendees have purchasing budgets of \$1M or more

31%



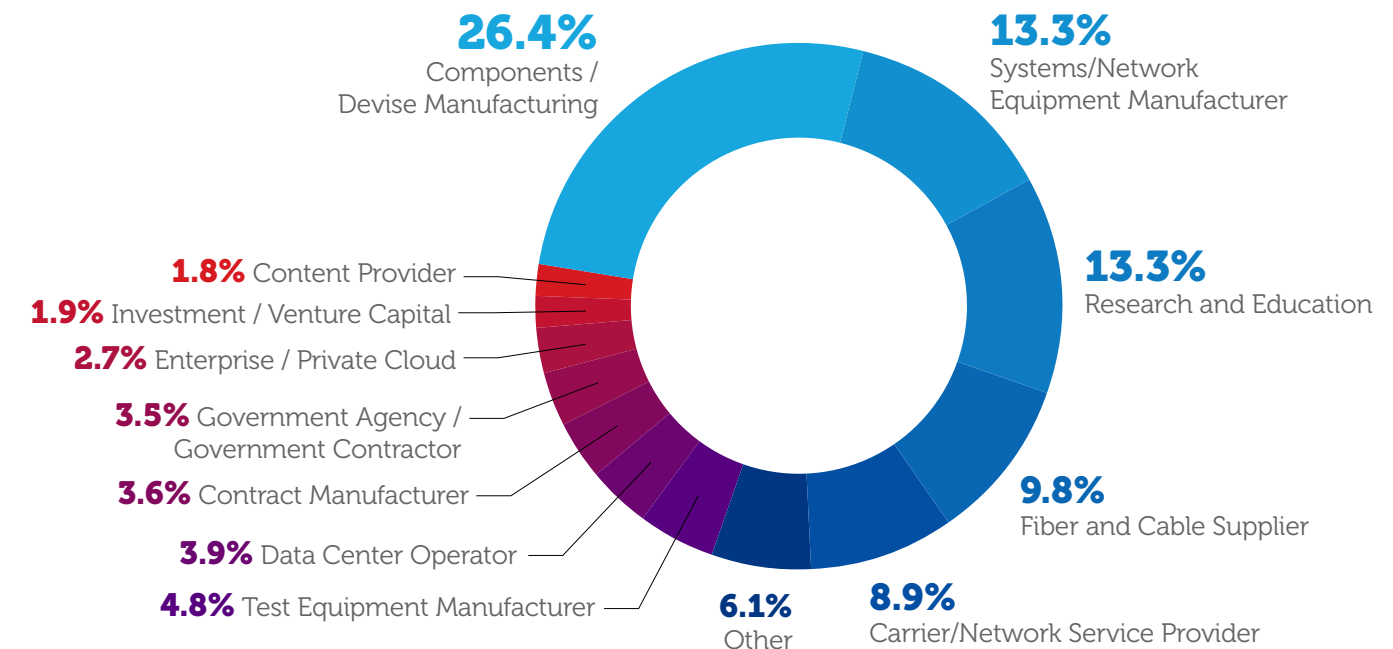
are purchasing influencers

33%



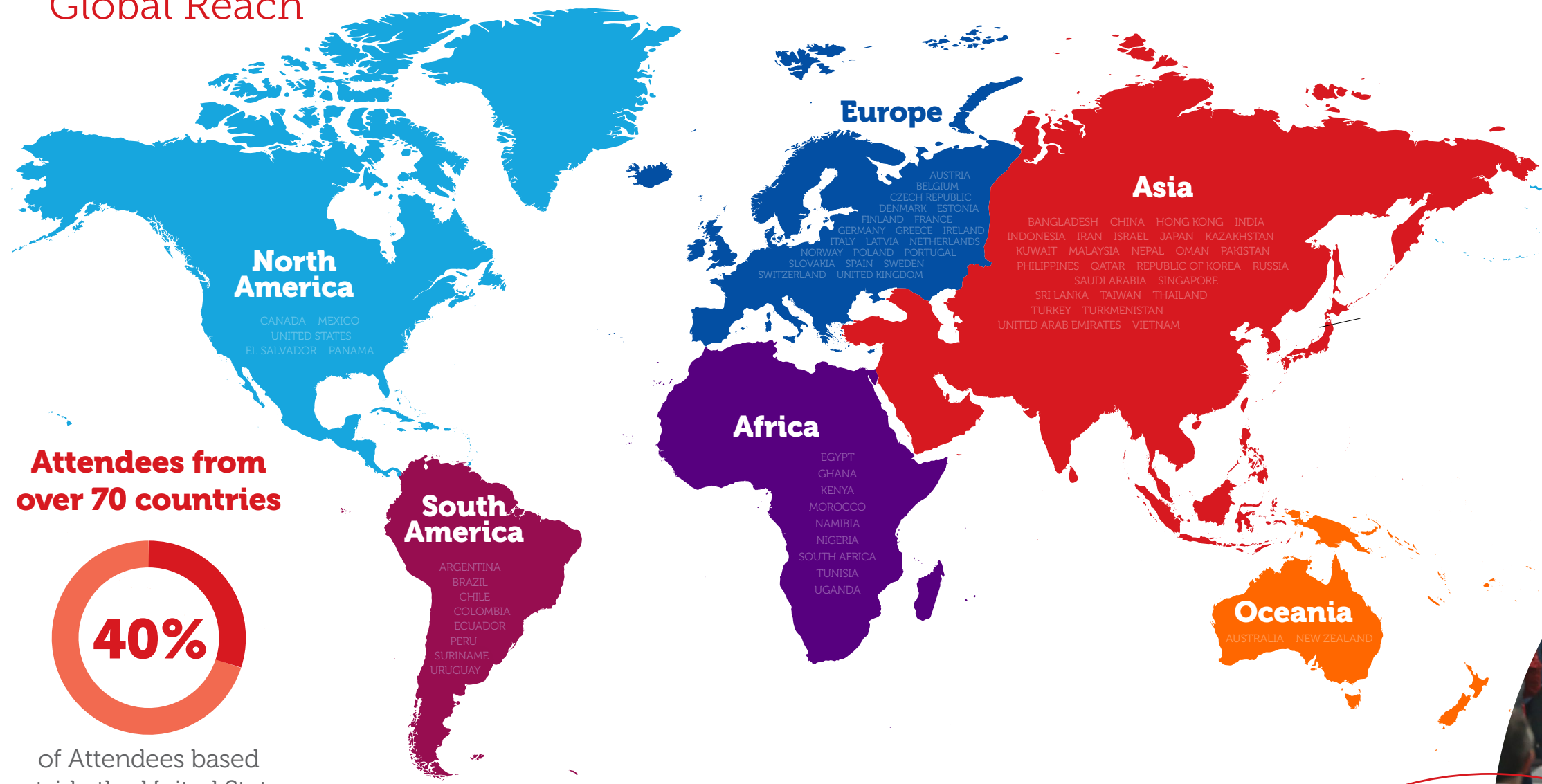
are purchasing decision-makers

Bringing the Entire Industry Together

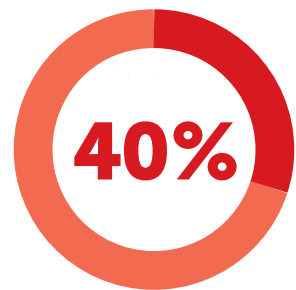


A Rapidly Growing Marketplace

Global Reach



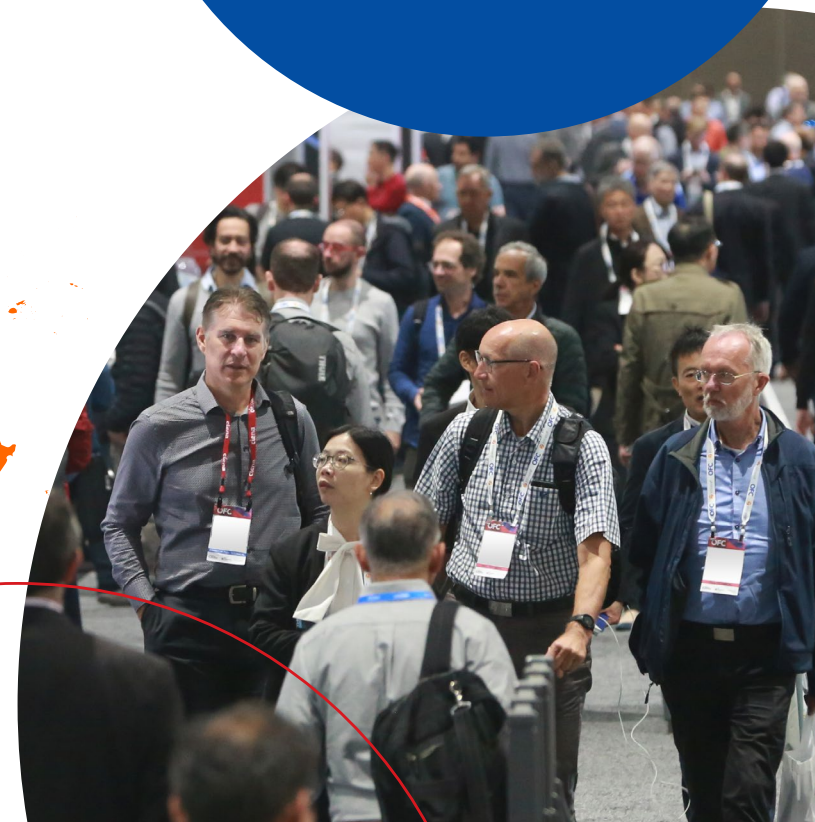
Attendees from over 70 countries



of Attendees based outside the United States

“ 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



Be a Part of the OFC Experience

“2023 witnessed a remarkable resurgence of the OFC conference following the pandemic. The event drew a significant turnout, and the atmosphere was buzzing with enthusiasm and energy. The level of excitement was matched by the abundance of groundbreaking announcements and product launches. Thanks again for making this happen.”

Sameh Boujelbene
Dell'Oro Group, Inc.



9,004

news articles generated from OFC 2023 reaching an audience of **1.4 billion**



80+

media and analysts **registered** for the conference



1,311,860,000+

Media Placement Impressions

Visibility is crucial to the success of any business. By partnering with OFC, you will expand your impact at the event and identify yourself as an industry leader.

Media Partners

Bloomberg



Forbes



LIGHTWAVE

Lead Change in the Industry with OFCnet

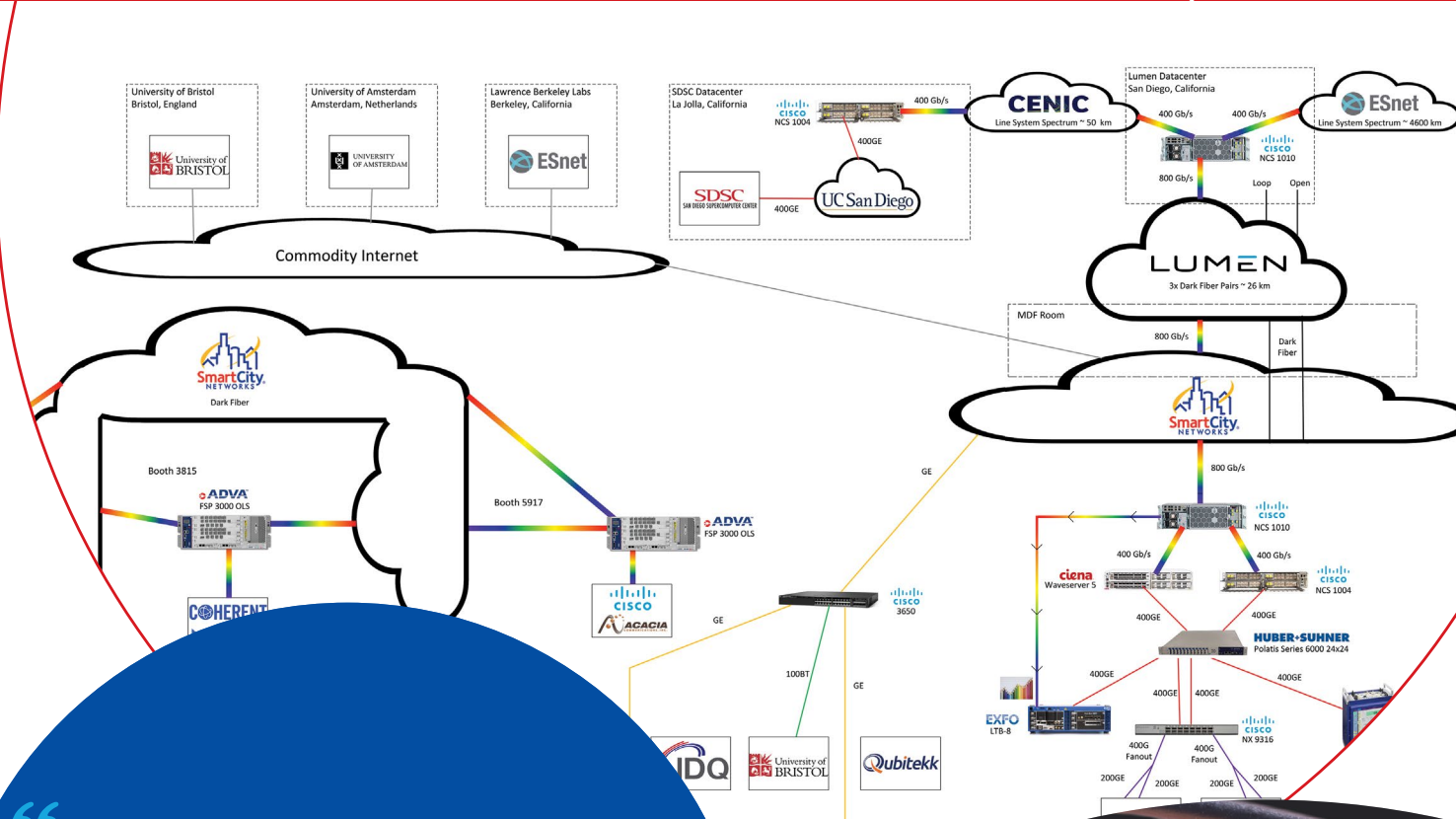


OFCnet is Attracting an Even Greater Audience

OFCnet, OFC's live high-speed optical network, enabled booth-to-booth fiber connectivity for on-site optical demonstrations while also extending CENIC, the Corporation for Education Network Initiatives in California, to the OFC show floor. Technology solutions provider, SmartCity, provided the on-site support in the San Diego Convention Center for exhibitor connectivity. This connectivity enabled exhibitors to collaborate with academic institutions to showcase technological advancements in a live real-time, fully operational network environment.

In 2023, **19 organizations** came together to support large-scale optical networking demonstrations. **Nine companies** contributed equipment to extend the reach of the demonstrations across multiple booths. In 2024, OFCnet will showcase **30 live demonstrations** and have more than a dozen companies contributing equipment.

[Find out how you can be part 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 the OFC Long Range Planning Committee

Stay Ahead of the Competition at OFC 2024

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, resulting in **91% of 2023 exhibitors rebooking on site for 2024.**

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



REPUBLIC OF KOREA

Exhibit Space

Exhibit space is the essential way to stand out in the crowd. With exposure to over 13,000+ projected 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 54 per sq. ft.
USD 5,400 per 100 sq. ft.
- Minimum 100 sq. ft / 9 sq. m.
- USD 300 per Exposed Corner

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 55 per sq. ft.
USD 5,500 per 100 sq. ft. for Exhibitors
- USD 62 per sq. ft.
USD 6,200 per 100 sq. ft. for Non-Exhibitors

Secure Your Exhibit Space Today!

+1 202.416.1988 | sales@ofcconference.org

Exhibit at OFC 2024 | ofcconference.org/exhibit

View the Floor Plan today!



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 your 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
- Registration Bag Inserts

BRAND VOICE

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

- Technology Showcases
- 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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Sponsor at OFC 2024 | ofcconference.org/exhibit



Join these Industry Leaders



OFC 2023
SPONSORS



Secure Your Exhibit Space and Sponsorship Today!

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