

OFC 2025

Exhibitor Prospectus

Connections That Create Possibilities

Technical Conference: 30 March – 03 April 2025

Exhibition: 01 – 03 April 2025

Moscone Center

San Francisco, California, USA



OPTICA

Connections That Create Possibilities

Be Part of the Event That Defines the Market

The world's largest in-person, optical networking exhibition, 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 solutions and services, including:

- Active and passive components
- Optical fiber advancements
- Data center technologies
- Network equipment and software services
- Artificial intelligence and machine learning
- Test and manufacturing equipment
- Quantum networking technologies

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 product launches and numerous 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.

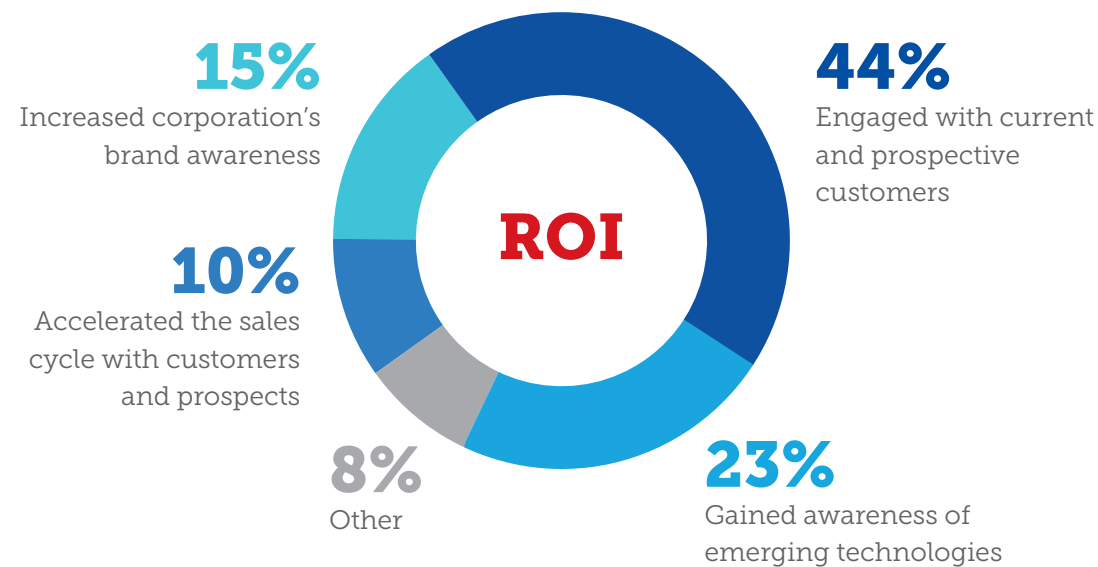


“ OFC keeps living up to its reputation as one of the best communication shows in the world with a good balance of commercial and technical content. ”
OFC 2024 Exhibitor

What Will You Accomplish at OFC?



Exhibiting Pays Off



Over 83% of exhibitors said they exhibit to meet new and existing customers at OFC

95% of exhibitors said OFC attendees possess the necessary authority to influence purchasing

91% of exhibitors agreed face-to-face interactions with attendees are "very valuable"

Over 92% of exhibitors felt the quality of OFC attendees was "very good" to "excellent"

Over 96% of exhibitors said they met attendees in their target market at OFC

“ 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



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.

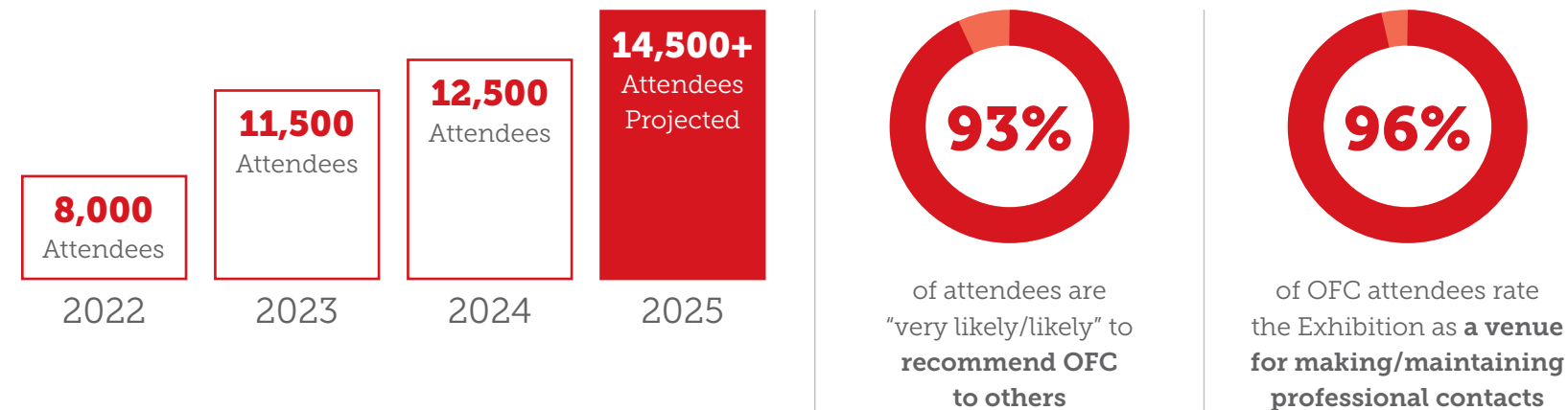
Ask us how –

careerzone@ofcconference.org

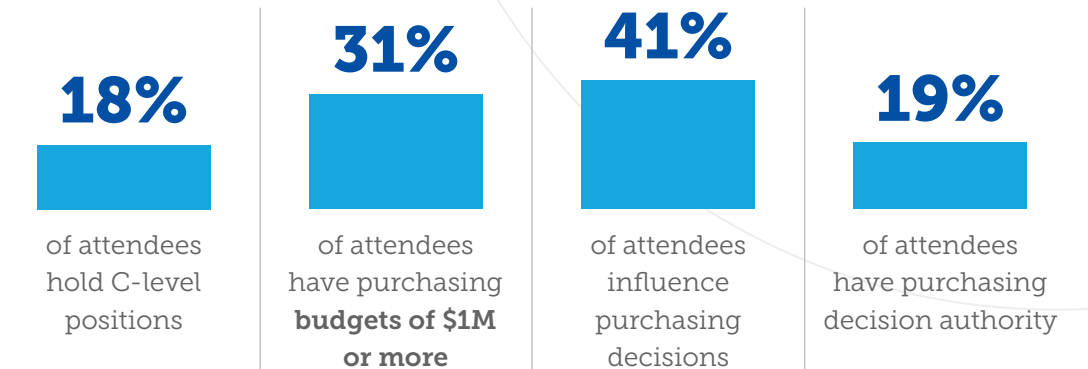
A Rapidly Growing Marketplace

Trade Show Executive's
FASTEST 50
Honored as one of the 50 Fastest-Growing Shows of 2023

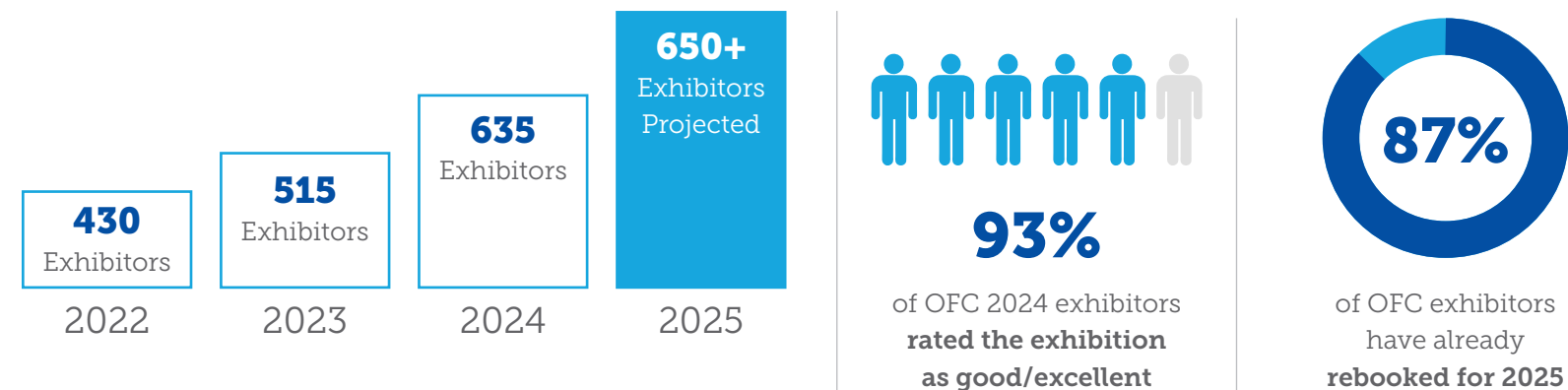
Attendee Snapshot



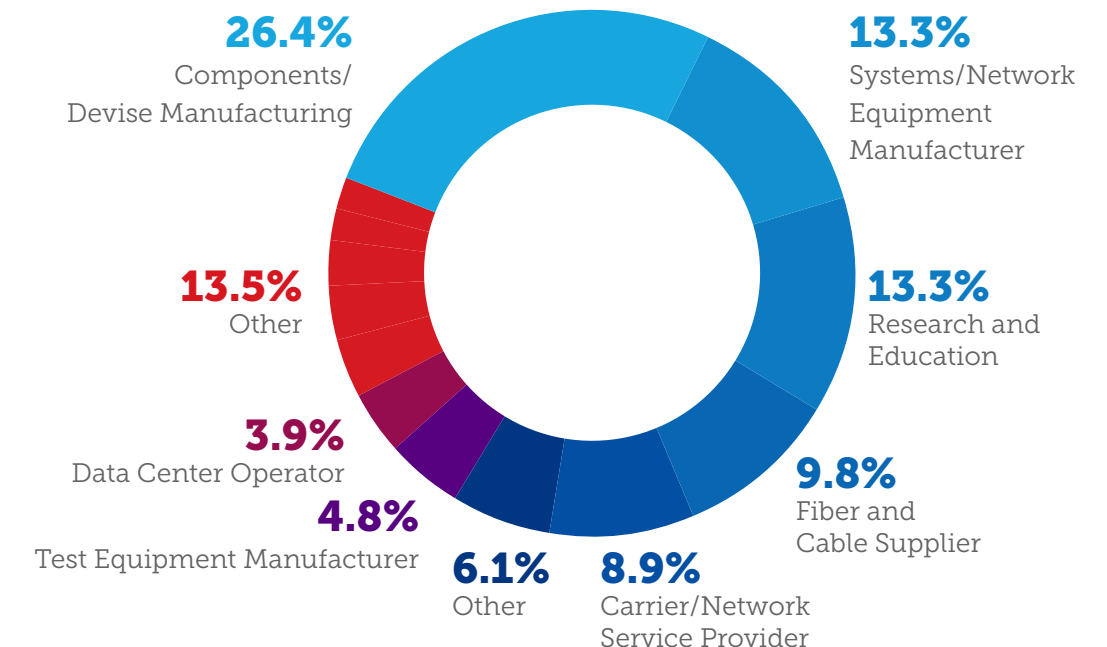
Attendee Purchasing Power



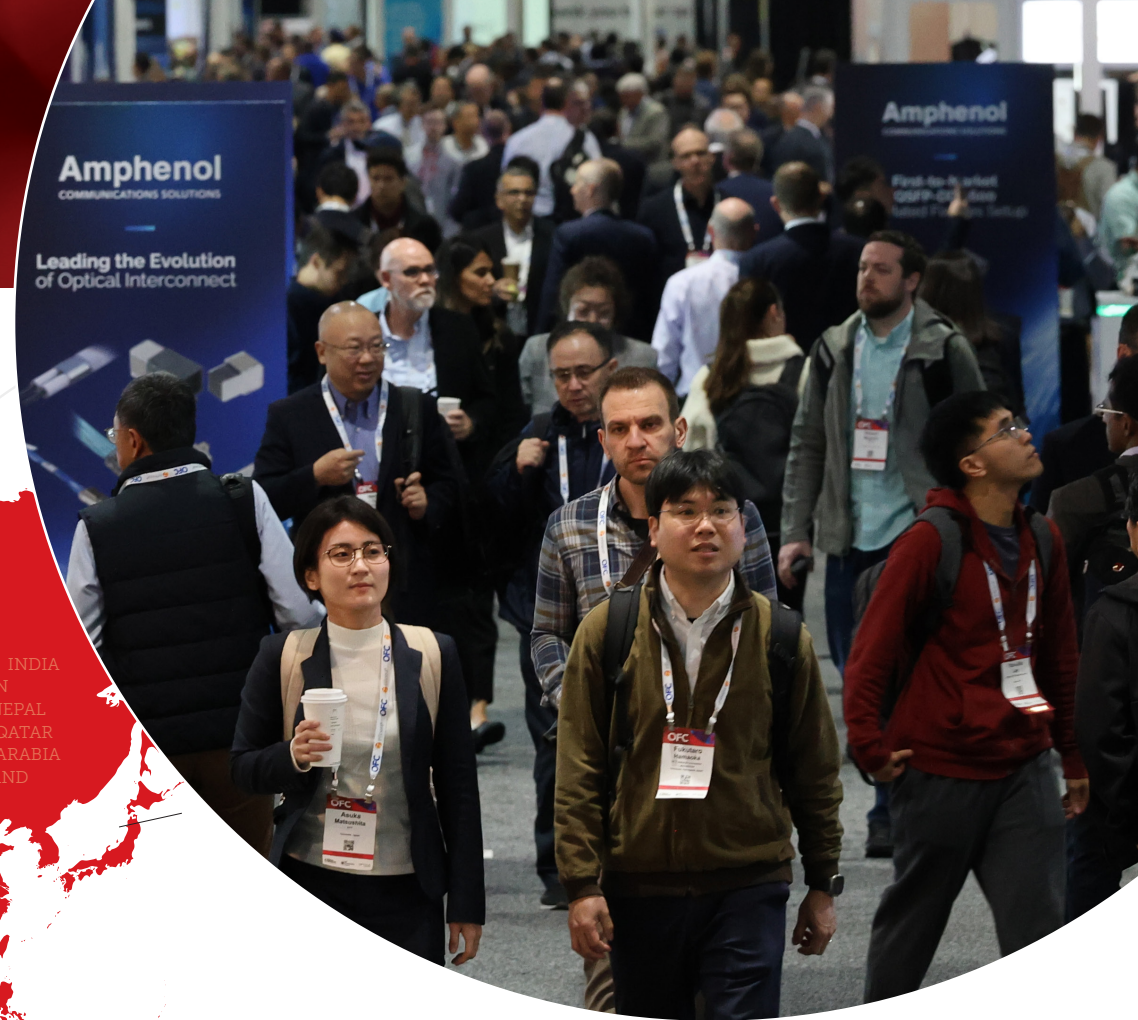
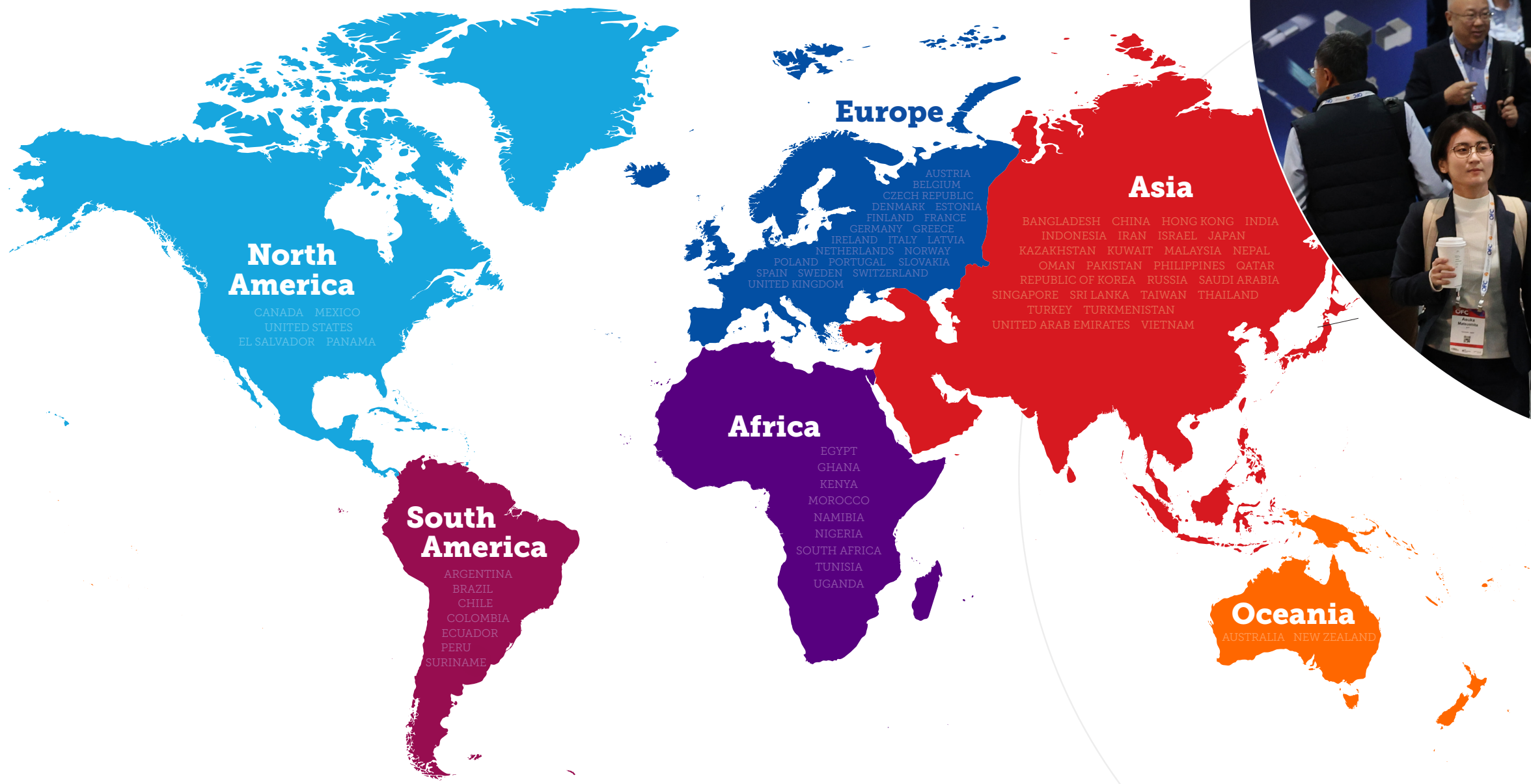
Exhibitor Snapshot



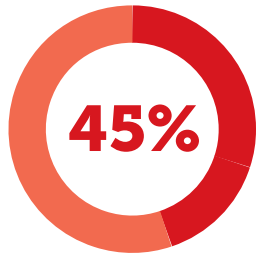
Bringing the Entire Industry Together



Global Reach



Attendees from
83 countries



of attendees based
outside the United States

*Information based on OFC 2024 registration and post-conference survey data

Making Headlines

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.



6,223

news articles generated
from OFC 2024 reaching
an audience of **13 billion**



83

media and analysts
registered for
the conference

4,892,236,313

media placement impressions

Media Partners

Bloomberg



Forbes



LIGHTWAVE

OMDIA



“ OFC has always evolved to where the optical market is going and this year is no different as AI has taken over the show. It’s clear that optical technology is going deeper in the data center, and OFC is the platform to meet a new class of innovators and the next wave of disruption. ”

Woo Jin Ho

Analyst, Bloomberg Intelligence

Showcase the Latest Innovations with OFCnet

OFCnet is Attracting an Even Greater Audience



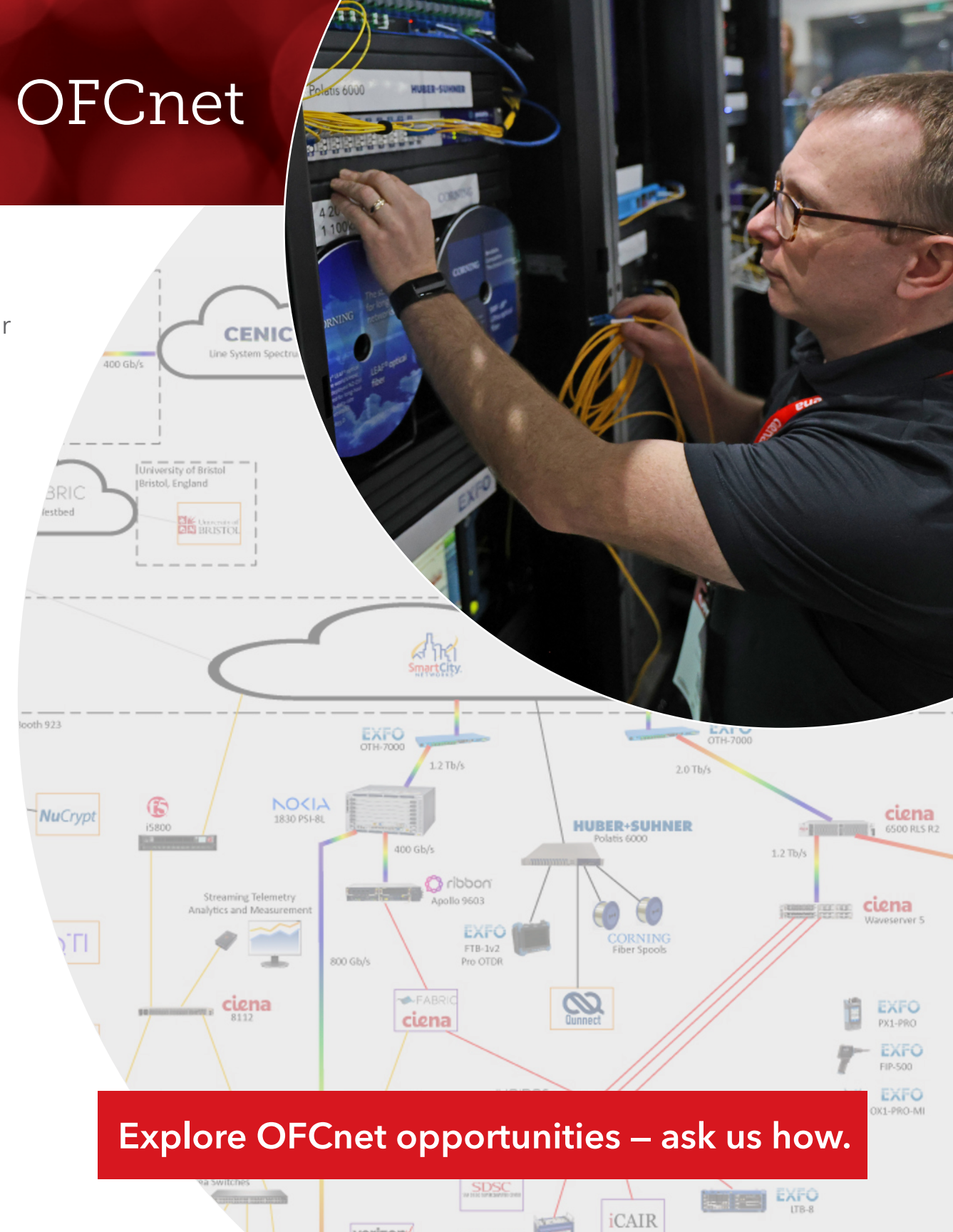
OFCnet, OFC's live high-speed optical network, enables booth-to-booth fiber connectivity for on-site optical demonstrations while also extending CENIC, the Corporation for Education Network Initiatives in California, to the OFC show floor. Technology solutions provider, SmartCity, provided the on-site 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 2024, **27 organizations** came together to support large-scale optical networking demonstrations. **16 companies** contributed equipment and services to extend the reach of the demonstrations across 14 booths and across a global network. In 2025, OFCnet will showcase **20+ live demonstrations** of emerging technologies and be supported by dozens of companies providing equipment and service for the network.

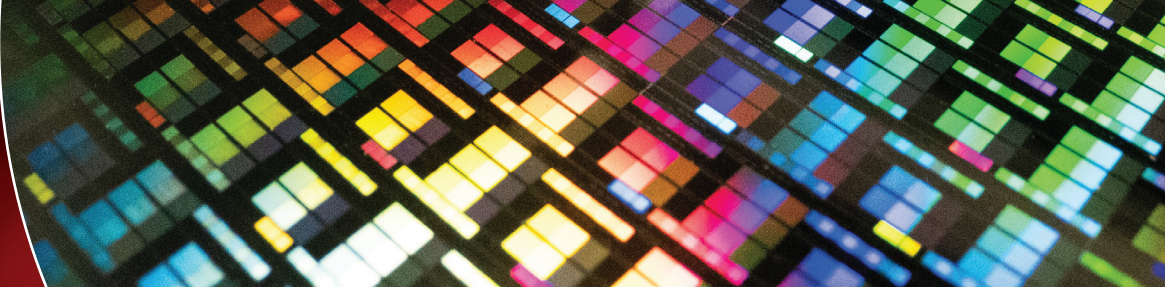
“ This ongoing collaboration will provide future OFC conference and exhibitions with a unique platform to showcase the latest advancements in optical technologies, systems, and networks, all operating in a real-world environment. ”

Steve Alexander
Chief Technology Officer, Ciena



Explore OFCnet opportunities – ask us how.

Stay Ahead of the Competition at OFC



OFC has the decision makers and influencers you want to reach. The OFC onsite experience enables businesses to showcase their transformational, innovative technologies to make connections and open doors to new business opportunities, resulting in **87% of 2024 exhibitors rebooking onsite for 2025.**

OFC Exhibit Space and Corporate Villages give you the options and flexibility needed to reach and exceed your conference goals.

5 International Pavilions



China



Germany



Holland



Japan



Republic of Korea

Exhibit Space

Exhibit Space is the essential way to stand out in the crowd. With exposure to over 14,500+ 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 on OFC's official website and mobile app

Rates

- USD 55 per sq. ft.
USD 5,500 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 two side chairs
- Wastebasket
- Room number sign
- Electrical outlet
- Carpeting

Rates

- USD 56 per sq. ft.
USD 5,600 per 100 sq. ft. for Exhibitors
- USD 63 per sq. ft.
USD 6,300 per 100 sq. ft. for Non-Exhibitors
- Minimum 100 sq. ft. / 9 sq. m.
- + USD 300 per exposed corner

Secure Your Exhibit Space Today!

View the 2025 Floor Plan today!

Sponsorships Enhance Your Brand

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.

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

Brand Visibility

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

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

Brand Voice

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

- Show Floor Theaters
- Technology Showcases

Customize Your 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.



Secure Your Sponsorship Today!

Join these Industry Leaders

OFC 2024 Sponsors and Advertisers



Secure Your Exhibit Space, Sponsorship and Advertising Today!