

Engage with Customers At

OFC 2021

A Virtual Conference and Exhibition

07-11 June 2021

ofcconference.org/exhibit

About the 2021 Virtual Conference and Exhibition

OFC is the world's largest conference and exhibition for optical communication and networking professionals.

The co-sponsors and committee plan to deliver a conference and exhibition that will accommodate speakers, exhibitors and attendees across the globe with technical content presented live and recorded for on-demand viewing; and exhibits featuring product information and demonstrations and opportunities to interact in real-time.

The virtual format impacts how the meeting is delivered, not what is presented. The breadth and depth of the technical conference will remain intact with all sessions presented virtually. The virtual exhibit will feature a large number of innovative companies showcasing their products and services.

GROW SALES

REACH KEY BUYERS

Virtual Exhibition & Sponsorship Opportunities

Now more than ever, it's important to stay connected with your customers and develop new relationships. While buyers worldwide may be avoiding physical connections, how do you engage customers and prospects? This all-virtual exhibition brings those customers to you, and enables you to reach an expanded base of potential customers from around the globe.

- Market your products and services to top buyers
- Network with technology leaders via chat
- Discover future user needs to guide your product development

Exhibitor and Sponsor Options

The exhibition experience may be virtual, but you can still get high quality sales leads to grow your business. OFC supports your objectives with a sophisticated and flexible virtual platform.

- Network and engage with prospects in real-time via chat
- Collect and qualify leads, and encourage one-on-one interactions with your best sales prospects
- Share relevant promotional literature via downloads
- Substitute in-booth demonstrations with video content
- And more!

Email the OFC Sales Team at sales@ofcconference.org who are glad to schedule a Zoom meeting to review all of the exhibitor and sponsor options in detail with you.

Join the All-Virtual

OFC Conference and Exhibition

Your customer universe just expanded!

Detailed descriptions of the three virtual exhibitor page options and other specialized and targeted sponsorships follow this page.


Click to See Exhibitor Options

Standard Level

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Exhibitor & Sponsorship Prospectus

Standard Level Exhibitor, LLC.

**LOGOIPSUM**

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Silver Level

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Exhibitor & Sponsorship Prospectus

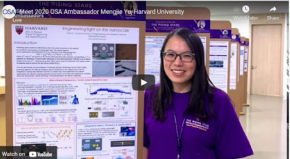
Silver Level Exhibitor, LTD.

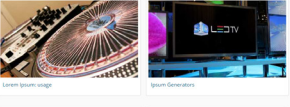
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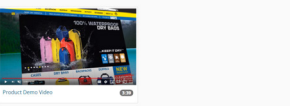
About Us

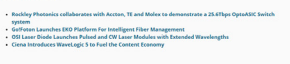
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**Meet 2020 USA Ambassador Mengjie Tan Harvard University**

**Product Showcase**

**Videos**


**Press Releases**

Gold Level

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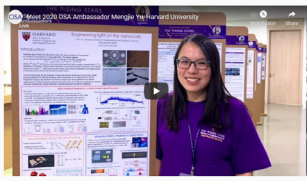
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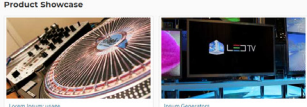
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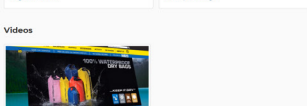
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Contact us today to reserve your presence or sponsorship.
+1.202.416.1952 | sales@ofcconference.org

OFC Conference and Exhibition

Options for Participation

VIRTUAL EXHIBIT FEATURES	GOLD LEVEL	SILVER LEVEL	STANDARD LEVEL
	USD 2,000	USD 1,250	USD 750
Headquarter Information - general company contact information and website, published online, and in the mobile app	✓	✓	✓
Online Company Profile - published online and in mobile app	400 words	200 words	100 words
Company Profile Banner Image - display a large company graphic at the top of your virtual booth	✓	-	-
Company Logo in Exhibitor Directory	✓	✓	✓
Company Brochure - upload a PDF copy of your company brochure	✓	✓	-
Product Categories - displayed online and in the mobile app	6	6	6
Product Showcase - product names, tagline, description, photo, and URL	8	4	-
Company Contacts - list contact information for sales and customer support	6	2	1
Press Releases (PDF upload) - post the latest news about your company	6	4	-
YouTube Video URL - add company YouTube videos to your online profile	2	2	-
Company Social Media Links - post your company's social media links (Facebook, LinkedIn, and Twitter)	✓	✓	✓
Visitor Report - review your digital booth traffic, report is provided after event	✓	✓	✓
Virtual Business Card Button & Reports - review your digital booth traffic, and receive lead information after the event	✓	✓	-
1:1 and Group Chat - function enabled only on exhibition dates	✓	✓	-
Booth Staff Registrations - access to virtual show floor content (Note: Access to technical conference content is not included)	Unlimited	Unlimited	Unlimited

Specialized and Targeted Sponsorships

	PRICE	DESCRIPTION
Plenary Session Video Sponsorship	USD 20,000	30 second video to play prior to the plenary. Video provided by sponsor. Limited to 1 sponsor.
Daily Tech Zoom Room Sponsorship	USD 6,000	Static logo on Embedded Frame around Zoom videoconferencing window. Includes title of session, presider name, sponsor logo. 1 Sponsor per Day.
Hot Topic Coffee Break Sponsorship	USD 3,000	Breakout room(s) for attendees to network & connect with the sponsor based on a particular hot topic chosen by the sponsor, for discussion facilitation.
Technology Showcase	USD 3,000	Highlight your company or products in a 30 minute presentation in a dedicated Zoom room (20 min. presentation, 10 min. Q&A). Showcases are listed in the conference schedule.
Registration Sponsor	USD 7,500	Sponsor Logo with link to sponsor website on registration information page and registration confirmation email. Limited to 3 sponsors.
Email Blast - What to Know Before You Go Banner Ad	USD 3,000	Banner ad in the email sent to pre-registered attendees. Limited to 3 sponsors.
Email Blasts - Daily Schedule Banner Ad	USD 4,000	Banner ad in the daily email deployed at the start of each event day. Limited to 1 sponsor per day.
Conference App Banner Advertising	USD 1,000	Includes logo exposure on the start page and custom landing page, in addition to a rotating banner ad.
Featured Exhibitor Ad Package	USD 5,000	Ad with links to advertiser's website located at the top of the exhibitor directory, bundled with the Animated Ad and Static Ad placements as described below. Limited to 5 ad placements. Limited to 5 ad placement.
Animated Ad	USD 2,000	Ad with links to advertiser's website located on home page of the event website. This ad rotates with other advertisers.
Static Ad	USD 1,000	Ad with links to advertiser's website located on secondary pages of the event website. This ad rotates with other advertisers.
Social Media Wall Ad Slots	USD 1,000	A social media wall is a feed of aggregated live posts that are displayed on digital signage in real time. Sponsors receive premium space to display a message, image and/or logo.

Amplify your exposure to new connections that will boost your bottom line!

Contact us today to reserve your presence or sponsorship.
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