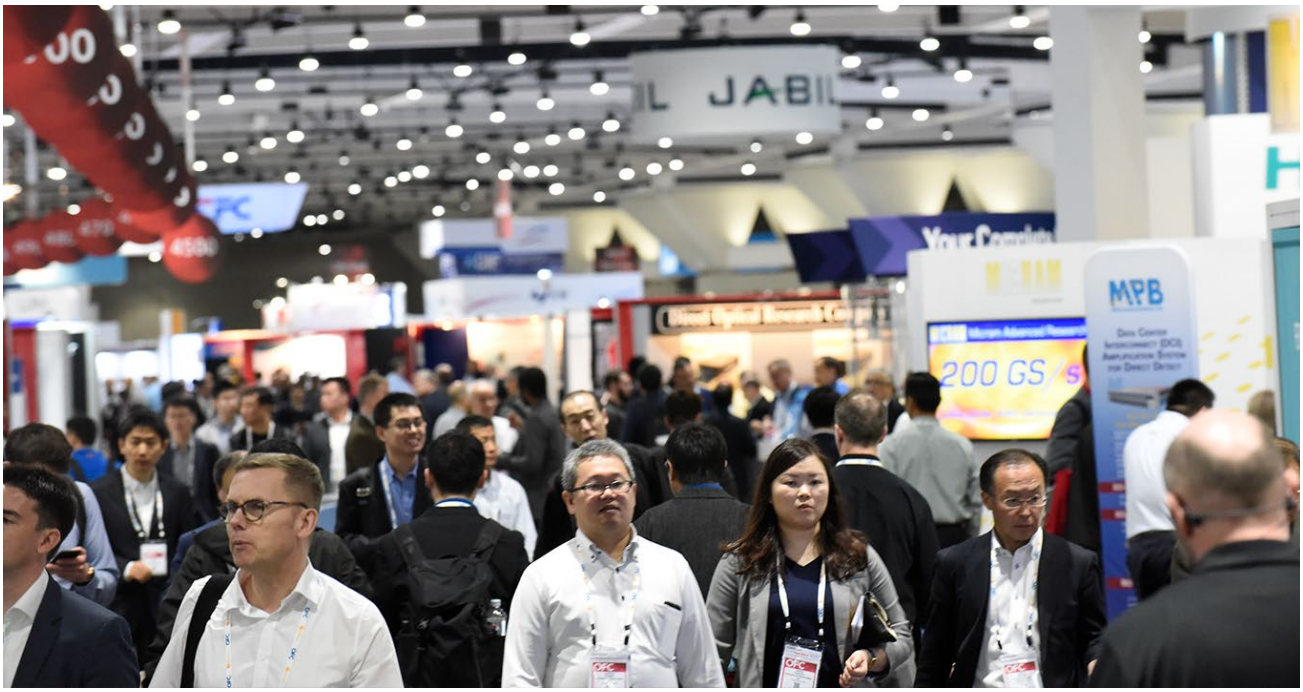
OFC 2023 EXHIBITOR PR TOOLKIT



TECHNICAL CONFERENCE: 05-09 MARCH 2023
EXHIBITION: 07-09 MARCH 2023

OFC
The future of optical networking and communications is here.

This comprehensive toolkit is designed to provide OFC exhibitors with the public relations and social media information, opportunities and content you need to maximize your investment in OFC 2023.

OFC 2023 PR Opportunities & Deadlines

Submit Exhibitor News Releases

OFC PR Team

Program and Speakers

Programs and Schedule

OFC Blog

Exhibitor Service Center

TECHNICAL CONFERENCE: 05-09 MARCH
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2023 OFC Exhibitors,

OFC provides exhibitors the unique opportunity to get their products, solutions and executives in front of members of the media and analyst community from around the world. OFC is the most important optical networking event, making it an unparalleled resource for media/analysts to meet with, interview, cover, network and develop stories and reports about the companies, individuals and organizations making news at OFC.

According to a survey of attending media and analysts, 100 percent of respondents felt that attending OFC provided them with key information otherwise not available and 67 percent felt that **no other industry event offers the same or more value regarding optical communications than OFC**.

This toolkit contains all the information you need to make the most of OFC 2023—from free PR opportunities to the pre-registered media/analyst list to how to post news releases. If you have any questions, concerns or ideas, please don't hesitate to contact us at media@ofcconference.org.

Whether this is your first or your 10th OFC, the OFC Public Relations Team is here to support you and your organization!

Checklist/Important OFC 2023 Deadlines

ONGOING

__ **FOLLOW** and post to the OFC Twitter (@OFCConference) to network with our community of 3,900+ optical communications professionals
Deadline: Today/Ongoing |Opportunity: Twitter

__ **JOIN** the OFC LinkedIn community to network with more than 3,900+ optical communications professionals
Deadline: Today/Ongoing | Opportunity: LinkedIn

__ **REGISTER** your PR contacts to receive important and timely PR information
Deadline: Ongoing | Opportunity: PR Contact Form

__ **UPLOAD** your company news releases. See later in this document for more information
Deadline: Ongoing | Opportunity: News releases | Contact email: media@ofcconference.org

__**DOWNLOAD** the free OFC Conference App to help plan your OFC experience.
Deadline: Ongoing | Opportunity: Conference App | Contact email: media@ofcconference.org

__ **SUBMIT** ideas and content for the OFC Blog
Deadline: Ongoing and during the event | Opportunity: Blog
Contact name: Leah Wilkinson | Contact email: ofc@wilkinson.associates

__ **POST** your organization's white papers to the OFC Media Center.
Deadline: Ongoing | Opportunity: White papers | Contact email: ofc@wilkinson.associates

FEBRUARY

__ **SEND** News: *OFC First News* Issue #1
Deadline: 03 February | Opportunity: OFC *First News* Issue #1
Contact name: Leah Wilkinson | Contact email: ofc@wilkinson.associates

__ **SEND** News: *OFC First News* Issue #2
Deadline: 17 February | Opportunity: OFC First News Issue #2
Contact name: Leah Wilkinson | Contact email: ofc@wilkinson.associates

__ **SEND** your booth/event/demo information (prize drawings, special demos, celebrity appearances, happy hours, etc.)
Deadline: 24 February | Opportunity: OFC Newsletter to media/analysts
Contact name: Leah Wilkinson | Contact email: ofc@wilkinson.associates

__ **SUBMIT** request to participate in Breakfast Briefings with media/analysts
Deadline: 17 February | Opportunity: Breakfast Briefings
Contact name: Leah Wilkinson | Contact email: ofc@wilkinson.associates

I. Media Relations Program

Register as a PR representative

Register your organization's PR and/or marketing contact to receive the OFC PR Team newsletters, deadline reminders, media opportunities and the advanced pre-registered media and analyst list. Complete the form here.

Working with the media and analyst community

One of the first steps in planning public relations activities for a conference and exhibition is to develop a media strategy. Once the initial planning has begun and product/solution/partnership announcement decisions have been made, creating a strategy document to focus your PR plans is critical. A media strategy is beneficial if you are planning to launch a new product or make a significant announcement.

A media strategy is a plan that contains the following information (and sometimes more):

- *Messages for all event communications and activities*
- *Statement of PR goals and objectives for the show*
- *Announcement schedule*
- *If launching a product or significant announcement, statement of PR goals and objectives for specific announcements (if the announcement is significant enough, you may wish to write a separate strategy for each announcement)*
- *Target media and analysts for briefings*
- *Recommendations and requests for company spokespeople*
- *Media kit components*

Click here to see a sample media strategy.

Tips for scheduling interviews; background briefing materials

OFC is a news-making event. Be a part of it. Communicate your news and expertise with the key media and analysts that cover OFC. Take advantage of the opportunity to meet them for an interview, briefing or product demonstration. Keep in mind that media and analysts' calendars book up extremely fast – so PLAN AHEAD. Please register as a PR representative to receive the pre-registered media and analyst list as soon as it is available and target those who plan to participate in OFC.

The best way to work with the media and analyst community is to take the time to understand their coverage area, editorial approach and audience in order to target only those who cover your technology/industry space.

It's critical to be prepared to communicate your story in a manner that best meets the needs and style of the reporter or analyst. While most of them have their own style, we've developed these guidelines to provide a general overview of how to maximize your time with them. Click here for interview tips.

Media kit materials: explanation/overview and tips

We strongly encourage our exhibitors to post their media kits and media information on their websites.

A media kit provides vital background information, including an overview of your company, its management, significant milestones and recent news. It is a tool that can be used to communicate news and key messages, garner interest in your company, complement a media briefing or follow up with a reporter or analyst.

Recommended elements include:

- *Backgrounder – background information on your company, its history, mission, value proposition, etc.*
- *Fact Sheet – one-page snapshot of your company, including management team, mission, corporate address, funding/investors (if private), stock symbol (if public), public relations contact.*
- *Management Bios – Biographical details for key members of your company's management team.*
- *Product/Service Overview – Overview of the company's product and service portfolio.*
- *News Releases – Current and significant company announcements.*
- *Other elements often found in media kits include product data sheets, white papers, product photos and PR contact information.*

Pre-registered media and analyst list

The pre-registered media and analyst list includes contact information for the editors, reporters and analysts representing national and international trade and business outlets and analyst firms. This list will be available in early January. To request a copy of the list, please complete the Exhibitor PR Contact Form. Note: the list will only be available to exhibiting companies and their PR agencies.

OFC Conference app

Download the free OFC Conference app to help plan your OFC experience. Search for technical presentations; explore the list of exhibitors and programs; and network with attendees.

II. Free PR Opportunities

News release posting

Are you announcing new products? Partnerships? Solutions? Share the news for FREE with OFC media, analysts and attendees - exhibitor news releases (up to 500 words, with a 100-character headline limit) submitted online will be included on the OFC website Media Center, where the PR team directs media and analysts for industry and show-related news. News releases will also be promoted via Twitter (@ofcconference, #OFC23).

White paper posting

Maximize exposure for your company's white papers. Submitted white papers will be posted on the OFC website and promoted on Twitter and LinkedIn. To submit your white paper, please forward it as a PDF to ofc@wilkinson.associates. White papers will be accepted through 07 March 2023.

Guest blog submissions

Promote your company's expertise by contributing to the OFC conference blog. Please contact Leah Wilkinson at ofc@wilkinson.associates for more information and blog entry guidelines. We can work with you to determine an appropriate blog topic - examples include viewpoints on the state of the industry, perspectives on exhibiting, hot topic areas (e.g., SDN, NFV, data center, cloud computing, optical packet switching), etc. The blog is actively promoted to all attendees and prospective attendees. Here are a few examples.

OFC FIRST NEWS: New product preview

Are you planning to launch/show a new product, service or solution during OFC? Don't miss an opportunity to have it included in the *OFC First News* guide. *OFC First News* is a comprehensive guide to new product, service, partnership and company announcements distributed to media and analysts leading up to OFC for writing their pre-show coverage and scheduling briefings during the event. This guide allows exhibitors to provide media and analysts advance information on corporate announcements leading up to and during the event. In addition to distributing the guide to registered media and analysts, OFC partners with leading technology analysts to review the announcements and provide members of the media with an exclusive, real-time analysis of the industry trends and technologies announced during OFC.

Appropriate information includes company, customer and partner announcements; new product announcements; product enhancements; research initiatives, etc. Beginning in the middle of February 2023, we will distribute two issues of the *OFC First News* guide to pre-registered media and analysts communicating exhibitor news and events. The information provided may also be used in the OFC Hot Topic videos.

OFC First News submissions can be made through the online form. Please direct any questions to ofc@wilkinson.associates.

Distributions are currently scheduled for 14 February and 01 March (*subject to change*).

The first issue deadline is 03 February, and the final deadline for news submissions is 17 February.

OFC Hot Topic Videos:

The OFC PR Team is creating a series of Zoom videos highlighting the industry's hottest topics and OFC exhibitor announcements news and hot topics being announced by OFC exhibitors. More details to come.

On-Site Publicity Opportunities

- **OFC media/analyst panel**
  ***Attendance at this event is restricted to media and analysts only. Please note the timing of this event when scheduling your company's PR activities.*
  Tuesday, 07 March, 12:00

- **Reception for media/analysts & exhibitor PR/marketing professionals**
  San Diego Convention Center
  Tuesday, 07 March, 17:00 – 18:30
  Network directly with attending media and analysts! This networking event is

open to all PR/Marketing professionals at OFC exhibiting companies and registered industry media and analysts. Additional details will be provided closer to the show.

- **Breakfast briefings**
  San Diego Convention Center
  Wednesday, 08 March, 08:00
  Interested in introducing your company to industry media and analysts? Want to secure one-to-one face time for your CEO, product engineer or technical expert with the media, but not sure how? Breakfast Briefings are for you. Some of the industry's top media and analysts have allocated their time to meet with exhibitor representatives participating in this program. Additional information regarding briefings and details on how to sign up for spots will be available in the PR Team newsletters in late January (make sure you've completed the Exhibitor PR Contact Form so you receive the team newsletters). Once again, a limited number of briefing slots are available, and priority will be given to smaller companies.

III. On-Site Information

On-site media center hours of operation

San Diego Convention Center

Sunday, 05 March 2023, 12:00 – 16:00
Monday, 06 March 2023, 07:30 – 18:00
Tuesday, 07 March 2023, 07:30 – 18:00
Wednesday, 08 March 2023, 07:30 – 18:00
Thursday, 09 March 2023, 07:30 – 16:00

Media workroom

San Diego Convention Center

The Media Work Room is where members of the media and analyst community may work uninterrupted — filing stories, making phone calls, reviewing exhibitor media kits, and more. Access to the Media Work Room is restricted to registered media/analysts and official OFC staff.

News conference room

San Diego Convention Center

Space is available in the Media Center for exhibiting companies to host news conferences. For details and to reserve the room, please visit the OFC website.

Interview/briefing room

San Diego Convention Center

OFC offers a semi-private room for booking one-on-one interviews and/or briefings with media and analysts. Please note that this room is to be used for media/analyst interviews only. Access is restricted to media/analysts and pre-approved exhibiting company contacts. Rooms are reserved on a first-come, first-served basis. To book this room, please email ofc@wilkinson.associates.

IV. Social Media

OFC has a very active social media community, including media, analysts and industry thought leaders. Don't miss the opportunity to raise your company's visibility among media, analysts and OFC attendees. Get active on OFC's social media platforms.

- **Twitter**
  Is your company one of OFC's 3,900+ followers on Twitter? If not, join the community now @ofcconference. In addition to posting and re-tweeting industry news, we provide updates and PR opportunities via Twitter. Don't miss out on important OFC news and updates #OFC23.
- **LinkedIn**
  Join the more than 3,900 optical networking professionals in the OFC LinkedIn group to connect with media and industry insiders who are planning to attend. LinkedIn is a great social media channel to help drive industry thought – we keep up with the latest news and trends through our group's discussion and sometimes even get content and ideas for our blog. Post your company news, cross-post your blogs and stay in the know.
- **YouTube**
  The OFC YouTube channel features videos and content from previous events and previews of hot topics for the 2023 conference. Visit regularly for plenary interviews, discussions with session chairs and insight into the key issues and trends you will learn more about at OFC.

  Have your own YouTube channel? Be sure to promote your videos leading up to, during and after OFC by posting them to the OFC Twitter channel, and submit them to the OFC PR team for posting to OFC's LinkedIn and YouTube channels.

V. Sample Media/Analyst Attendance

Below is a sample of the industry news outlets and analyst groups that cover and participate in OFC:

ACG Research
China Fiber Optics Online
650 Group
Converge! Network Digest
Dell'Oro Group
EE Times
Fibre Systems
Forbes
Gazettabyte
Informa Tech
Jefferies & Company, Inc.
Laser Focus World
Light Reading Europe
Broadband Technology Report
Cignal AI
5G Technology World
GlobalData
EDN
fibeReality, LLC
FierceTelecom
Gartner
Heavy Reading
Information Gatekeepers, Inc.
JPMorgan Equity Research
Light Reading
LightCounting

Lightwave
NovusLight
OMDIA
SDxCentral
TeleGeography
Morgan Stanley
Optical Connections
Satellite Markets
Strategy Analytics

VI. Marketing

Available marketing tools

There are various marketing tools available to OFC exhibitors that can help attract potential customers to your booth. Find more information on the Exhibitor Service Center page of the OFC website.

Take advantage of these opportunities:

- The OFC show team offers an official OFC Buyers Guide which appears online via the OFC website. Contact the OFC Exhibit and Sponsorship Sales Team to learn more:
  +1 202.416.1988
  sales@ofcconference.org