

**Stand Up and Stand Out!** *Booth efficiency increases by 104% when promotional opportunities are included in the marketing plan (source: Center for Exhibition Industry Research).* OFC sponsorship & promotional opportunities are designed to maximize your exposure, expand your brand, target your market, and drive traffic to your booth. Please contact the OFC Exhibit and Sponsorship sales staff at [sales@ofcconference.org](mailto:sales@ofcconference.org) to learn more about sponsorship opportunities at OFC.

### **Sharing Your Booth with Another Division of Your Company?**

There is a USD 250 fee per additional listing for your company. Complete the [Additional Listing Form](#), to include a separate printed listing and online digital booth for another division or branch of your company,

**Additional Listing Form Submission Deadline: Friday, 02 December 2022** to be included in the printed Guide.

### **Meeting Space**

Not enough room in your booth for important meetings? Take advantage of one of the great options for meeting space available in the San Diego Convention Center. Contact the OFC Exhibit Sales Team at [sales@ofcconference.org](mailto:sales@ofcconference.org) for further details.

Option 1:	Corporate Village space inside the Exhibit Hall. See the <a href="#">Corporate Village Contract</a> for what is included in this self-contained on-floor meeting space.
Option 2:	Meeting Room outside the Exhibit Hall but inside the Convention Center. Contact the OFC Exhibit Sales Team for pricing and more information at <a href="mailto:sales@ofcconference.org">sales@ofcconference.org</a>

### **Logo Distribution – Coming Soon**

To obtain an OFC 2023 logo banner to post on your website or in your promotional materials, go to the Exhibitor Service Center and click on "Promote Your Booth". A variety of logo types and sizes will be available to download soon.

### **Upgraded Online Digital Booth – USD 295 – USD 495**

Be sure to stand out from your competition and give attendees more detail about your company offerings. An upgraded online digital booth is an excellent investment for maximum web exposure.

### **OFC Career Zone & OFC e-Career Center**

#### Exploring A Career in Fiber Optics

You are invited! Participate in the premier optical networking and communications recruiting event of the year, the OFC Career Zone.

Co-located with OFC, the OFC Career Zone connects the world's leading companies with the most qualified candidates. This is your once-a-year opportunity to connect with the best in-person talent. Employers and job seekers can connect in person during the conference at the OFC Career Zone and online through the OFC e-Career Center. The OFC e-Career Center includes a large database of resumes and job opening listings.

## **Employers—Your One-Stop Opportunity to Find the Best Employees!**

Exhibit at the Career Zone and meet face-to-face with highly-qualified candidates

Reach job seekers before, during, and after the conference

Access hundreds of resumes from our high-powered resume bank

Schedule on-site interviews before you arrive at OFC

Affordable participation rates that deliver top candidates

### **Day #1: Tuesday, 07 March 2023**

OFC Career Zone Job Fair

11:00 - 14:00 PST

Professional Photo Booth Hours

15:00 - 17:00 PST

### **Day #2: Wednesday, 08 March 2023**

OFC Career Zone Job Fair

11:00 - 14:00 PST

Resume Critique Workshop

15:00 - 16:00 PST

Professional Photo Booth Hours

15:00 - 17:00 PST

### **Day 3: Thursday, 09 March 2023**

OFC Career Zone Job Fair

11:00 - 14:00 PST

Personal Branding for Social Media Workshop

15:00 - 16:00 PST

Contact for more information:

[careerzone@ofcconference.org](mailto:careerzone@ofcconference.org)

<http://www.ofcconference.org/careerzone>

### Exhibit Buyers' Guide Submission Deadline: Monday, 12 December 2022 (for print version only)

Any changes or submissions received after this deadline may not be reflected in the print version. Exhibiting companies may continue to submit changes to their online digital booth anytime. Should a company miss this deadline, only the contact information entered by the exhibitor in the online profile for the current year will appear. Information entered in previous years is not carried over. Management reserves the right to edit any submissions if necessary.

**\*\*\* Submissions must be made [online](https://www.ofcconference.org). Email [exhibits@ofcconference.org](mailto:exhibits@ofcconference.org) if you have questions. \*\*\***

The Buyers' Guide is the printed show directory provided to each attendee. Each exhibiting company receives one free listing in this book. In addition, each company will receive one listing online (or "digital booth"), and in the conference app. The information submitted for the online digital booth and the printed Buyers' Guide can be the same or different – it's up to you!

#### Submission Instructions:

1. Go to <http://www.ofcconference.org/home/exhibitor-service-center/submit-company-description/>
2. Click on the "Submit Description" button to go to the submission site. Enter the email address associated with the online profile.
3. Enter the Password created by the online profile account user; if the Password is not available, please click the Forgot password link on the login page. A reset email will be sent to the email address of the primary logistics contact on file.
4. Where the submitted information will appear

Digital Booth (online only)	Conference App	Printed Buyers' Guide (submission deadline Monday, 12 December 2022)
Headquarter Information (all information)	Headquarter Information (all information)	Company Name and Website
Online Company Profile (all information)	Online Company Profile (all information)	Buyers' Guide Information
Categories	Categories	Categories
Products & Multi-Media <i>Gold &amp; Silver Digital booth upgrades only</i>	N/A	N/A

5. To ensure **complete** and **accurate** information for your listing in your online Digital Booth and OFC Buyers' Guide, please review and submit the following:

Digital Booth Features	Gold Level	Silver Level	Standard Level
	USD 495	USD 295	Included
Business Card – general company contact information and website published in Exhibitor Listings			
Company Profile – 50-word description of your products and services			
Company Logo as Booth Wallpaper – change the standard floor plan booth fill color to your company logo		-	-
Company Logo on Description – display your company logo on your online profile			-
Company Brochure – upload a PDF copy of your company brochure			-
Product Categories – displayed online and in the conference app, fully searchable by attendees	6	6	6
Product Names – these are associated with the full Product Showcase details	5	2	-
Product Showcase – product names, tagline, description, photo, brochure, and URL	5	2	-
Booth Contacts – display contact information for booth personnel who will be at the show	4	2	-
Coupon – upload a PDF, JPG, or GIF of a promotional card for attendees to print and bring or show at your booth			-
Special Event Information – let attendees know what events are happening in your booth	4	-	-
Press Releases (PDF upload) – post the latest news about your company	2	-	-
Podcast Link – post a link to your company's podcast		-	-
YouTube Embedded Video – embed a company YouTube video in your online profile			-
Company LinkedIn Profile Link – post your company's LinkedIn page link			
Company 'Find us on 'Facebook' Button – post your company's Facebook page link			
Company 'Follow us on 'Twitter' Button – post your company's Twitter link			
Visitor Report – monitor your digital booth traffic		-	-

Complete the [Digital Booth Contract](#) and submit it to the OFC Exhibit Sales Team at [sales@ofcconference.org](mailto:sales@ofcconference.org).

### Rebook Appointments

Rebook Appointments are scheduled based on the number of Priority Points a company has accrued.

### How Priority Points are Calculated

Your company earns Priority Points in two ways:

#### History Points

One Point is accrued for each year your company has exhibited since 1993. These points continue accumulating throughout a company's future participation.

***All History Points will expire after 2 consecutive years of non-participation.***

#### Investment Points

Based on the chart below, investment Priority Points are awarded annually based on the total US dollar amount spent on exhibit space, corporate village space, meeting room rental, sponsorships, and advertising. These points are valid for one year and do not accumulate.

USD 1 - USD 5,000	1
USD 5,001 - USD 10,000	2
USD 10,001 - USD 15,000	3
USD 15,001 - USD 20,000	4
USD 20,001 - USD 30,000	5
USD 30,001 - USD 40,000	6
USD 40,001 - USD 50,000	7
USD 50,001 - USD 60,000	8
USD 60,001 - USD 70,000	9
USD 70,001 - USD 80,000	10
USD 80,001 - USD 90,000	11

USD 90,001 - USD 100,000	12
USD 100,001 - USD 110,000	13
USD 110,001 - USD 120,000	14
USD 120,001 - USD 130,000	15
USD 130,001 - USD 140,000	16
USD 140,001 - USD 150,000	17
USD 150,001 - USD 160,000	18
USD 160,001 - USD 170,000	19
USD 170,001 - USD 180,000	20
USD 180,001 - USD 190,000	21
USD 190,001 - USD 200,000	22

**Example.** Elevated Photonics has exhibited since 2007 and spent USD 20,000 in 2020 for sponsorships & advertising. Elevated Photonics has 14 History Points and 5 Incentive Points, totaling 19 Priority Points.

Companies that accrue the same number of total points, the selection order will then be ranked by the total US dollar amount spent on exhibit space, corporate village space, meeting room rental, sponsorships and advertising during the current year for each exhibitor.