

参展指南

# OFC 2021

虚拟会议和展览

2021年6月07-11日

网址: [www.ofc-expo.com](http://www.ofc-expo.com)

## 关于OFC2021虚拟会议和展览

OFC是世界上最大的光网络与通信研讨会和博览会。

联合赞助商和委员会计划举办这个会议和展览，为全球演讲者、参展商和观众提供现场展示和录制内容，供点播观看；以及展示产品信息、演示和实时互动的机会。

虚拟展览影响的是会议的传达方式，而不是呈现内容。技术会议的广度和深度将保持不变，所有会议都将以虚拟形式展示。虚拟展览将有大量的创新公司展示他们的产品和服务。

## 扩大销售额

### 吸引关键买家

虚拟展览和赞助机会

现在比以往任何时候更需要与客户保持联系，发展新的关系。全球买家都在避免人与人之间的接触，那如何吸引客户和潜在客户呢？这个全虚拟展览为您带来了这些客户，使您能够从全球范围内扩展潜在客户群。

- 将您的产品和服务推向顶级买家
- 通过聊天与技术领导者建立联系
- 寻找未来用户的需求以指导您的产品开发

参展商和赞助商选择

展会体验是虚拟的，但您仍然可以获得高质量的销售线索，以拓展您的业务。OFC通过这个复杂而灵活的虚拟平台来达到您的目标。

- 通过聊天实时与潜在客户建立联系
- 收集和确认潜在客户，并鼓励用您的最佳销售展望进行一对一的互动
- 通过下载分享相关宣传资料
- 用视频内容代替展台内演示
- 更多！

向OFC销售团队发送电子邮件: [info@ofc-expo.com](mailto:info@ofc-expo.com).他们将会很乐意的安排Zoom会议，与您一起详细回顾所有参展商和赞助商的选择。

**OFC 2021**

请立即与我们联系，以保留您的出席或赞助。

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参加虚拟展览

# 第46届光网络与通信研讨会及博览会(OFC)

## 标准


三个虚拟参展商页面选项和其他专门有针对性的赞助，详细说明。

单击以查看  
参展商选项

Engage with Customers At  
**OFC 2021**  
A Virtual Conference and Exhibition  
07-11 June 2021  
ofc.conference.org/exhibit

Exhibitor & Sponsorship Prospectus

Standard Level Exhibitor, LLC.

**LOGOIPSUM**

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## 银级

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Exhibitor & Sponsorship Prospectus

Silver Level Exhibitor, LTD.

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

**Product Showcase**

**Widgets for Science****Speckles Around**

**Videos**

**Product Demo Video**

**Press Releases**


- Rockley Photonics collaborates with Accuris, TE and Moxie to demonstrate a 25.4Tbps Optical Switch system
- Goffinet Launches ESD Platform for Intelligent Fiber Management
- OSI Laser Diode Launches Pulsed and CW Laser Modules with Extended Wavelengths
- Core Networks Meet Up To Tackle the Central Economy

## 黄金级

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Exhibitor & Sponsorship Prospectus

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参加虚拟展览

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参与选择

虚拟展览特色	黄金级	银级	标准
	USD 2,000	USD 1,250	USD 750
公司信息— 公司联系信息和网站，在线发布，并在移动应用程序中发布	✓	✓	✓
在线公司简介— 在线和移动应用程序中发布	400 字	200 字	100 字
公司简介横幅图片— 在虚拟展位顶部展示一个大型公司图片	✓	-	-
参展商名录中的公司标识	✓	✓	✓
公司宣传手册— 上传公司宣传手册的PDF副本	✓	✓	-
产品类别— 在线和移动应用程序中显示	6	6	6
产品展示— 产品名称、标语、描述、照片和URL	8	4	-
公司联系人— 列出销售和客户的联系信息	6	2	1
新闻稿（PDF上传） — 发布有关贵公司的最新消息	6	4	-
YouTube视频URL— 将公司YouTube视频添加到您的在线个人资料中	2	2	-
公司社交媒体链接— 发布公司的社交媒体链接（Facebook、LinkedIn和Twitter）	✓	✓	✓
访客报告— 查看您的数字展位流量，报告在活动结束后提供	✓	✓	✓
虚拟名片按钮和报告— 查看您的数字展位流量，并在活动结束后接收潜在客户信息	✓	✓	-
1:1和群组聊— 仅在展会日期启用此功能	✓	✓	-
展位员工注册— 访问虚拟展厅内容（注：不包括访问技术会议内容）	不限人数	不限人数	不限人数

专项、有针对性的赞助

	价格	描述
全体会议视频赞助	USD 20,000	会前播放30秒—赞助商提供的视频。*仅限1名赞助商。
每日技术 Zoom 聊天室赞助	USD 6,000	静态标志插入视频会议的窗口缩放框架中。包括会议名称、主持人姓名、赞助商标志。一天一个赞助商。
Zoom 聊天室热门话题、咖啡休息赞助	USD 3,000	提供给与会者的会议室，可通过网络，根据主办方选择的特定热门话题与主办方建立联系，以促进讨论。
技术展示赞助	USD 3,000	在特定的 Zoom 会议室（20分钟演示、10分钟问答）中，有30分钟的演示突出贵公司或产品。展示案例列在会议日程中。
注册胸牌赞助	USD 7,500	注册信息页面和注册确认电子邮件上带有赞助商网站链接的赞助商徽标。限于3个赞助商。
电子邮件发送—让你了解更多展会情况的横幅广告	USD 3,000	发送给预先注册的与会者的电子邮件中的横幅广告。限于3个赞助商。
电子邮件群发—每日会议预报的横幅广告	USD 4,000	每天会议和展览开始时将群发电子邮件给观众和参展商，邮件中带有您的广告横幅。每天限1个赞助商。
会议应用程序横幅广告	USD 1,000	包括起始页和客户登录页页面的标志展示，除了旋转横幅广告。
特色参展商广告套餐	USD 5,000	赞助商网站的广告链接位于参展商目录的顶部，捆绑动态广告和静态广告，如下所述。仅限5个广告投放。
动画广告	USD 2,000	赞助商网站的广告链接位于活动页面主页，此广告与其他赞助商轮换。
静态广告	USD 1,000	赞助商网站的广告链接活动网站的第二页的链接，此广告与其他赞助商轮换。
社交媒体墙广告插入	USD 1,000	社交媒体墙是实时显示在数字标牌上的实时帖子的总计。赞助商可获得额外空间来显示信息、图像和/或徽标。

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Engage with Customers At

# OFC 2021

A Virtual Conference and Exhibition

07-11 June 2021

[ofcconference.org/exhibit](https://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](mailto:sales@ofcconference.org) who are glad to schedule a Zoom meeting to review all of the exhibitor and sponsor options in detail with you.

Click to See  
Exhibitor Options

## Gold Level

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Exhibitor & Sponsorship Prospectus


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

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# 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. Limited to 5 sponsors, one 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 6 ad placements.
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!**

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