

THE ECOC EXHIBITION



Exhibition 24 – 26 September Conference 23 – 27 September | Rome, Italy



SPONSORSHIP AND EXHIBITION OPPORTUNITIES

www.ecocexhibition.com

WHY GET INVOLVED WITH ECOC EXHIBITION 2018?

Sponsoring or exhibiting at the ECOC Exhibition will give you the chance to engage with top level individuals and organisations from the fibre optic communication industry.

We have a wide range of opportunities, starting from as little as £250, to help you get noticed at the event, generate new sales leads and promote your company and products.

Our bigger supporter packages are flexible and can be tailored to meet your objectives.

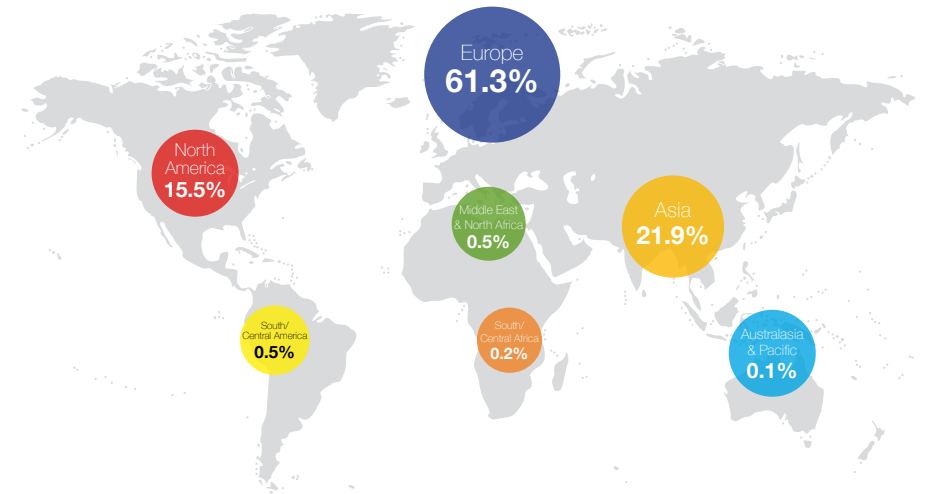
“We’ve seen a lot of interest at this year’s event, both from familiar faces and new players entering the market.”

Erik Babbe – Keysight Technologies

Attendees by job role



Attendees by geographic location

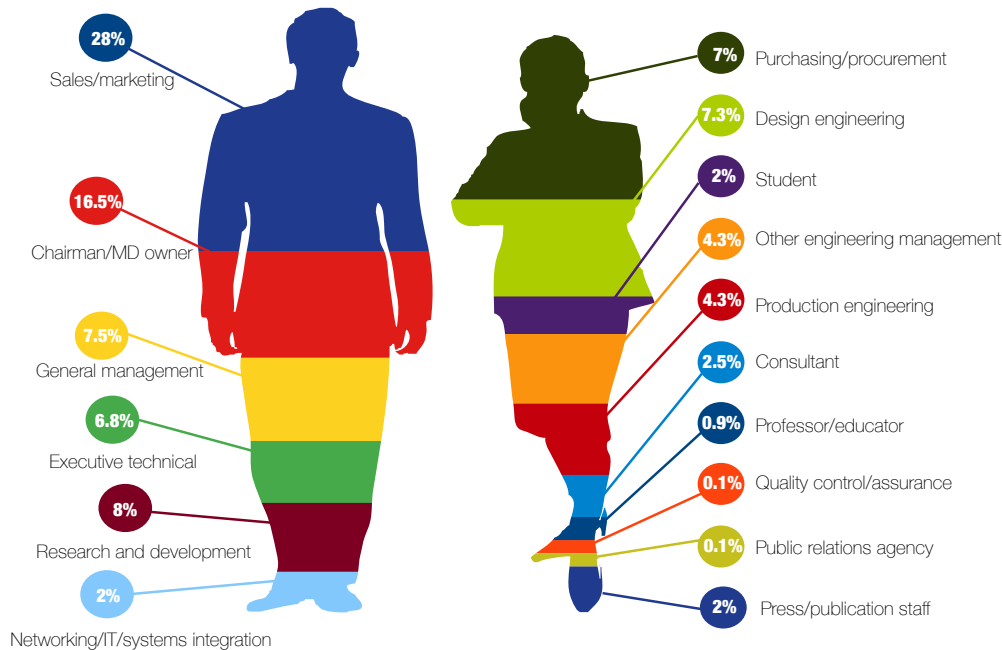


“ECOC is the biggest show in Europe as far as we are concerned and is the ideal place for us to launch our rebrand. The exhibition gives us the opportunity to show our current and potential customers what we do, as well as acting as a meeting point for the entire industry”

Ward Williams, CEO, ProLabs



Main focus activity of attendee organisation



MARKET FOCUS SPONSORSHIP



About Market Focus

Market Focus is one of the most popular areas of the exhibition, attracting over 3,100 people across three days. Featuring 27 business focused presentations, topic areas in 2017 included:

- Optics in Cloud Computing
- Fibre access
- Service provider of optical transmission
- Optical network agility and Packet Optical transport
- Photonic integration and digital silicon photonics

"The Market Focus sessions were very informative"

ECOC Exhibition Visitor

Market Focus Sponsorship

Be seen as a thought leader and get your organisation in front of industry decision makers. As sponsor you will receive:

- corporate branding across the outside of the Market Focus theatre and directional signage at the event
- corporate branding in the Exhibition Show Guide, Whats On Guide and on Market Focus literature
- acknowledgement as Market Focus sponsor online - across the Market Focus pages and across the ECOC Exhibition website
- acknowledgement in monthly newsletters and related emails including the Call for Papers email
- opportunity to distribute promotional material on chairs in the Market Focus theatre
- inclusion of branding to be displayed on visual equipment between speaker sessions
- acknowledged as one of the major ECOC Exhibition sponsors, listed in the Show Guide and on the website.

Market Focus Sponsor - £7,950



93% of visitors said the Market Focus sessions were useful



70% of visitors said Market Focus was one of their main reasons for attending the event

FTTx CENTRE: ZONE SPONSORSHIP



About FTTx Centre

The FTTx Centre takes up 225 square meters of space, making this the largest single area on the exhibition floor. Split into 11 individual zones, each focusing on a specific area of fibre to the home deployment, the centre provides a common meeting place for all attendees with an interest in this particular field. Staff from CTTS (Cable Telecommunication Training Services) man the centre throughout the event, providing live fibre blowing demonstrations and answering questions on the individual zones.

"The FTTx Centre has once again been extremely busy, with the demo and training sessions booked to capacity."

Martyn Cook, Group Chairman, CTTS

FTTx Centre Zone Sponsorship

Promote your work directly to key decision makers within the field. As a zone sponsor you will receive:

- exclusive use of the largest central plinth in your zone
- corporate branding on the front face of all four display plinths in your zone
- use of an electrical socket to run in-zone product demonstrations or promotional videos
- shared use of four large screens to display your 10-minute promotional video
- acknowledgement as an FTTx Centre zone sponsor online - across the FTTx Centre pages and across the ECOC Exhibition website
- inclusion of your logo, company and product related text and url, in a 'Meet the Sponsors' email sent to our full email database (approx. 12,000 contacts)
- your logo, 50 words about your company and 50 words promoting relevant products in the FTTx Centre section of the Show Guide, What's On Guide and on the website.

FTTx Centre zone sponsor: £2,550



54% of visitors attended the FTTx Centre



66% of those who visited the FTTx Centre, said it was useful

SHOW GUIDE SPONSORSHIP



Distributed to all attendees of ECOC, the show guide is used as a reference point both during and after ECOC, giving you year round coverage.

The Show Guide contains vital show information such as floorplans, timetables and the variety of areas within the exhibition, as well as a directory listing all exhibiting companies.

As Show Guide sponsor you will receive:

- corporate branding on the front cover
- a full page advert in the inside front cover
- 'Message from our sponsor' editorial within the show guide
- an enhanced directory entry (if exhibiting)
- a highlighted booth area on the floorplan (if exhibiting)
- acknowledgement as one of the major ECOC Exhibition sponsors, listed in the Show Guide and on the website.

Show Guide Sponsorship: £4,750



WHAT'S ON GUIDE SPONSORSHIP

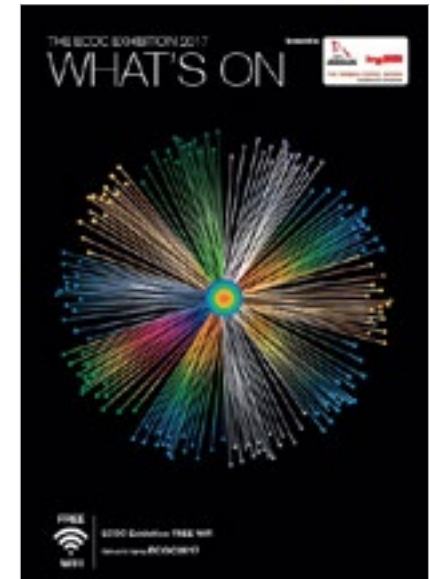


The What's On Guide is distributed to all attendees of ECOC, this guide highlights all of the feature areas, demonstrations and presentations in a handy reference leaflet and, along with the Show Guide, this is one of the most commonly referred to pieces of show literature.

You will receive:

- corporate branding on the front cover of the guide
- a full page advert on the back of the guide
- 'Message from our sponsor' editorial within the guide
- acknowledgement as one of the major ECOC Exhibition sponsors, listed in the Show Guide and on the website

Whats On Guide Sponsorship: £3,450



EXHIBITION MAP SPONSORSHIP



A pocket sized book containing the exhibition floorplan with all exhibiting companies listed by booth number.

As the Exhibition Map sponsor you will receive:

- corporate branding on the front cover
- a full page advert on the opposite side to the map – the first page to be seen on opening the map
- a highlighted booth on the floorplan
- a highlighted entry within the exhibition listing section
- acknowledgement as one of the major ECOC Exhibition sponsors, listed in the Show Guide and on the website

Exhibition Map Sponsorship: £7,150



SHOW GUIDE ADVERTISING



Distributed to all attendees of ECOC, the show guide contains vital show information such as floorplans, timetables and the variety of areas within the exhibition, as well as a directory listing of all exhibiting companies.

We have a range of different advertising options to attract visitors to your stand and to promote your brand.

Advertising / Advertorial

Both full and half page advert spaces are available within the Show Guide. Advertorials can hold up to 800 words plus a picture and article header. A half page allows up to 350 words, plus a picture and article header.

Full page advert: £1,905

Half page advert: £1,095

Inside front cover: £2,510



HIGHLIGHTED ENTRY



A perfect way to showcase new products to the industry. Your highlighted entry will include:

- your corporate logo
- an enhanced company profile (100 words)
- two product gallery sections (product image plus a 50 word summary)
- your entry with a border, on the outside edge of the listings

Highlighted entry: £850



CORPORATE LOGO



Make your profile entry stand out by adding your corporate logo, included above your entry in the show guide and online directory.

Corporate Logo: £250

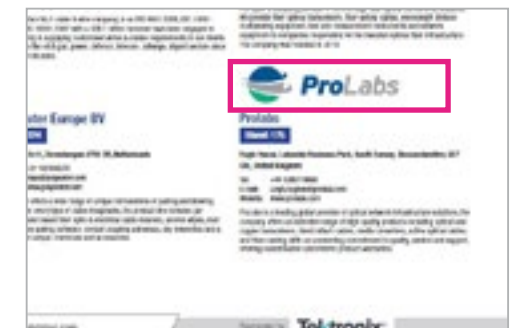


PRODUCT GALLERY



A smaller option to the highlighted entry, the product gallery will run beneath your company profile and includes one product image plus a 50 word summary.

Product Gallery £375



ADDITIONAL EVENT SPONSORSHIP OPPORTUNITIES

Lanyards



One of the most popular items at any show, badge lanyards provide continuous visibility of your brand throughout the show.



Lanyards: £6,215

General Signage



We have several unique and highly visible locations available for poster boards, pull up banners and billboards. All extremely effective ways to direct visitors to your stand.



General signage: £PoA

Badges



Placed inside the badge holders sitting approximately 1" above the visitor badge, inserts are a great way to promote an exhibition competition or to promote a new product.



Badges: £4,450

Meeting Rooms



There are a variety of rooms for hire at the event ranging from private meeting rooms to large scale entertainment rooms.



Meeting rooms: from £3,150

Visitor Bags



One of the most highly visible advertising opportunities, the visitor bags are carried throughout the whole event and offer an effective way to promote your company. You will be acknowledged as one of the major ECOC Exhibition sponsors, listed in the Show Guide and on the website.

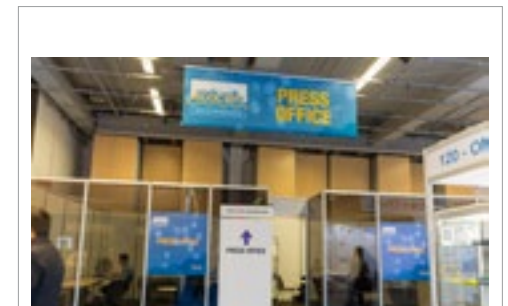


Visitor bags: £7,450

Press Office



A key meeting place for industry journalists to report, interview and discuss the event. A fantastic arena for you to promote your company.



Press Office Sponsorship: £6,985

ECOC TV STUDIO SPONSORSHIP



The ECOC TV Studio was launched in Valencia in 2015 and is a key place for interviews with industry leaders.

As ECOC TV Studio Sponsor you will receive a guaranteed interview to promote your presence at ECOC and highlight new products, as well as:

- corporate branding on each ECOC TV Interview (intro screen and interviewee information)
- recognition as sponsor on ECOC TV Studio backdrop with an enhanced logo alongside all key exhibition sponsors
- acknowledgement as one of the major ECOC Exhibition sponsors, listed in the Show Guide and on the website

ECOC TV Studio Sponsorship: £PoA



AISLE BANNERS



Ten huge banners hanging in high visibility locations, above the exhibition. Sponsorship provides company logo and stand number on both sides of all ten banners throughout the hall.

Sponsor is also recognised as one of the major ECOC exhibition sponsors, listed in the Show Guide and on the website.

Aisle Banner Sponsorship: £PoA



DATA RENTAL



The ECOC database now stands at over 12,000 recipients who have requested to receive information about ECOC and its exhibitors. Our list is cleaned on a regular basis and the individuals on our database mirror those who attend the event, so your message will reach staff at director level and those with influence on purchases and development and deployment responsibility.

1 email broadcast - £2550

3 email broadcasts - £2040 per email

6 email broadcasts - £1657 per email



SHOW DAILY

The show daily email is sent out after each day at the show highlighting events and announcements from the show.

The last ECOC third party email campaign received the following statistics:

- Total Sent = 12,430
- Total Delivered = 12,344
- Total Opens = 5,572
- Unique Opens = 2,871



3 email broadcasts - £4550

VISITOR NEWS



The exhibitor spotlight provides guaranteed inclusion in our monthly visitor newsletter, which is sent to all pre-registered attendees, plus the 12,000 industry professionals who have signed up to receive information from ECOC.

You would receive twice the space of a normal product entry (up to 200 words), with space for a product picture and your company logo. Both the product picture and logo can be hyperlinked to a chosen URL and we can also include a 'read more' hyperlink to go back to your chosen web page too (these can be separate pages, if preferred). The entry would sit above all other product entries and also above the 'event announcements' section, so would not be missed by our readers.

Exhibitor Spotlight: £525 per month



ENHANCED COMPANY PROFILE



Enhance your company profile on one of the most read pages on the ECOC Exhibition website and make sure your company stands out from the rest. Exhibitors automatically receive a 60 word company profile entry in the printed show guide and online, but you can now also include your company logo, product announcements, pictures and videos all within the exhibitor A to Z Directory pages.

Enhanced company profile:

Logo (on website and in Show Guide): £250

Logo, 200 words + 2 pictures or videos - £375

Logo, 500 words + 4 pictures or videos - £655



PACKAGE OPTIONS

Gold package

- 1 x guaranteed inclusion in the monthly visitor e-newsletter
- 1 x half page advert in showguide
- 1 x highlighted entry in the show guide
- 1 x premium enhanced directory entry online

Gold package: £2,095



Silver package

- 1 x guaranteed inclusion in the monthly visitor e-newsletter
- 1 x highlighted entry in the showguide
- 1 x standard enhanced directory entry online

Silver package: £1,285



Bronze package

- 1 x product gallery in the showguide
- 1 x logo on the website and the showguide
- 1 x guaranteed inclusion in the monthly visitor newsletter

Bronze package: £835



Key to Icons

Objectives



Publicity



Exposure



Promote products



Drive traffic to your stand

Types



Online



Offline

Budgets



Cost