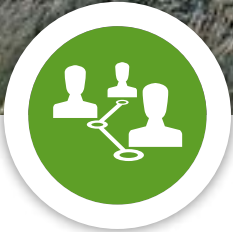
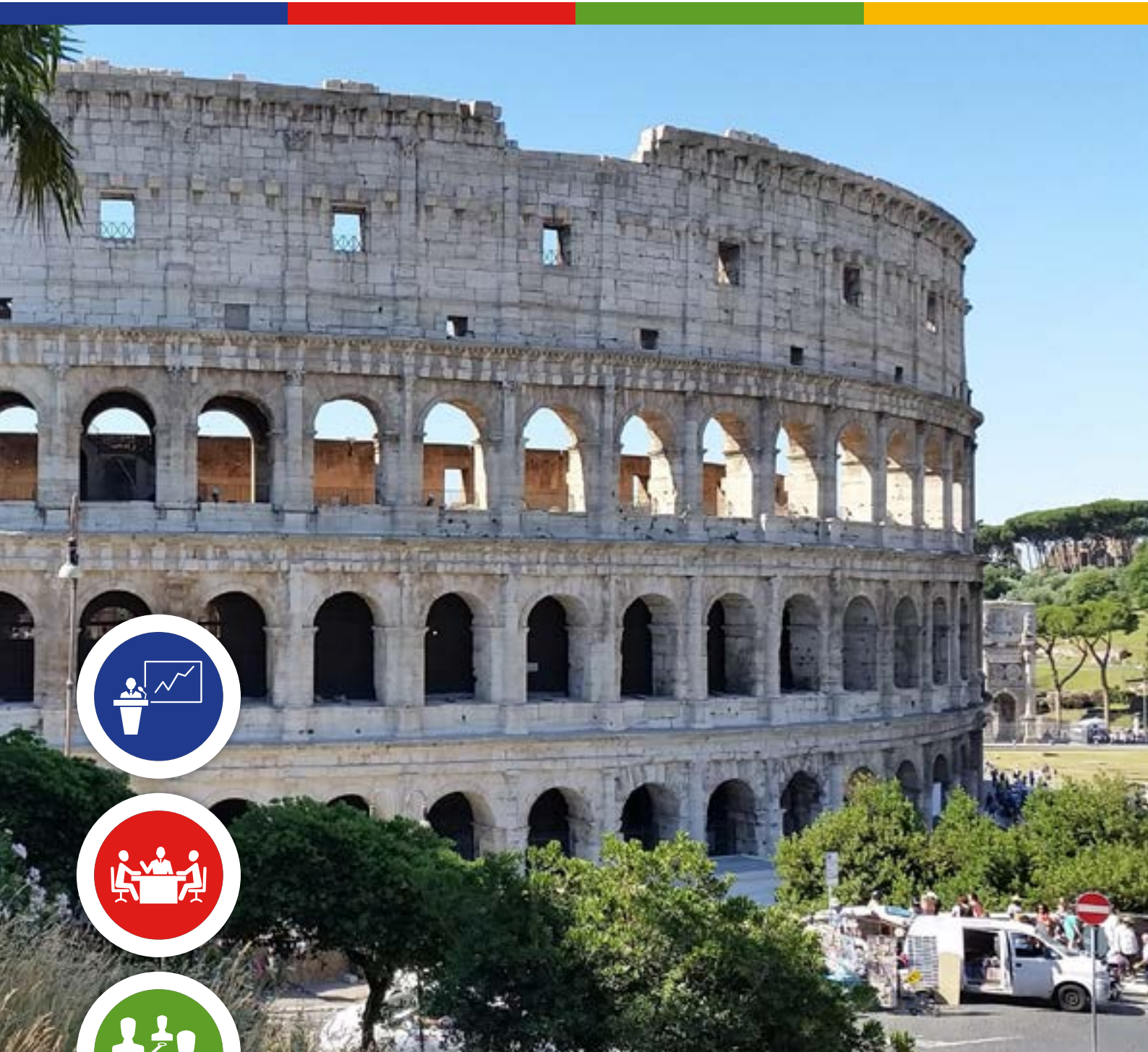


# THE ECOC EXHIBITION

EXHIBITION 24-26 SEPT CONFERENCE 23-27 SEPT | Rome, Italy



## EXHIBITOR PROSPECTUS

[www.ecocexhibition.com](http://www.ecocexhibition.com)



# Destination: Rome

**We are pleased to announce that ECOC Exhibition 2018 will take place from 24-26 September at the Fiera Roma, in Rome, Italy.**

The ECOC Exhibition is now in its 23rd year and has grown to become the largest optical communications exhibition in Europe and the key meeting place for decision makers from across the fibre optic communications technology industry. Find out more about the exhibition this year at [www.ecocexhibition.com](http://www.ecocexhibition.com).

Considered one of the most beautiful cities in the world and one with the richest cultural and architectural heritage. Known as the 'Eternal City', Rome is a vibrant and lively city with reminders of its history everywhere – from ancient monuments, Renaissance palazzos and Baroque fountains. The city is the capital of modern Italy and also boasts many fine restaurants and cafes, good nightlife, and lively streets and squares.

ECOC 2018 takes place at Fiera Roma, situated in the West of the city close to Rome's Fiumicino Airport and around 30 minutes from the centre of Rome.



## Event highlights

### Free Market Focus programme

Market Focus is now one of the key focal points of the ECOC Exhibition and a popular platform to gain industry knowledge and insight into the latest technology and developments.



Hot topics for 2018 will be announced in March. Meanwhile, you can access videos and presentations from Market Focus 2017 at [www.ecocexhibition.com](http://www.ecocexhibition.com).

Located in the exhibition hall, Market Focus is free to attend.

Find out how you can apply for a speaker presentation slot at Market Focus 2018 by contacting [emma.harvey@nexusmediaevents.com](mailto:emma.harvey@nexusmediaevents.com).



### Training Sessions

Organised in conjunction with CTTS, the UK's leading telecommunications training provider, these free hands on and intensive sessions provide essential insight into key techniques, including:

- Modern fusion splicing using hand held fusion splicers
- Passive optical network testing using PON optimised OTDRs
- Passive optical network testing using bidirectional smart testers
- Fibre optic testing workshop covering acceptance to commissioning testing



### FTTx Centre

Held at ECOC over the past ten years the FTTx Centre incorporates eleven zones exploring different areas of fibre deployments alongside live interactive demonstrations, which include fibre optic network delivery methods and OSP and ISP for FTTx vendor independent products.

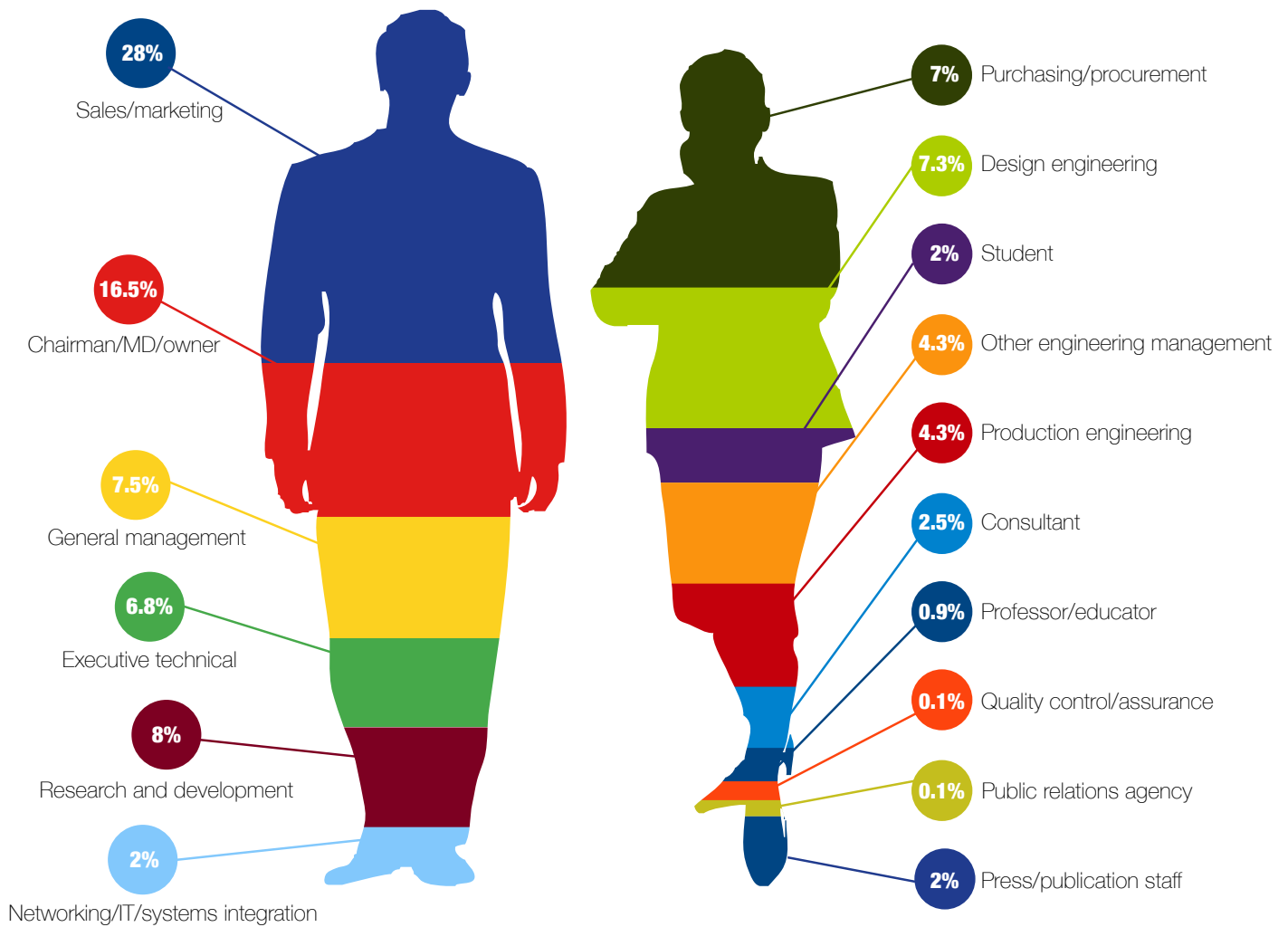
Technical experts from CTTS will be on hand to provide explanations of the products featured, and deliver cutting-edge, live engineering demonstrations of some of the most exciting developments in the deployment of Fibre to the 'X' and Fibre to the Home.



# Who attends the ECOC Exhibition?


The ECOC Exhibition is a must-attend three-day event attracting over **5,900** decision makers from companies around the world. If you are a manufacturer, supplier or service provider of optical communications products and services, you are guaranteed to network with your most active prospects at ECOC 2018.

## Main focus activity of attendee organisation



 **5,914** visitors

 **81** countries represented

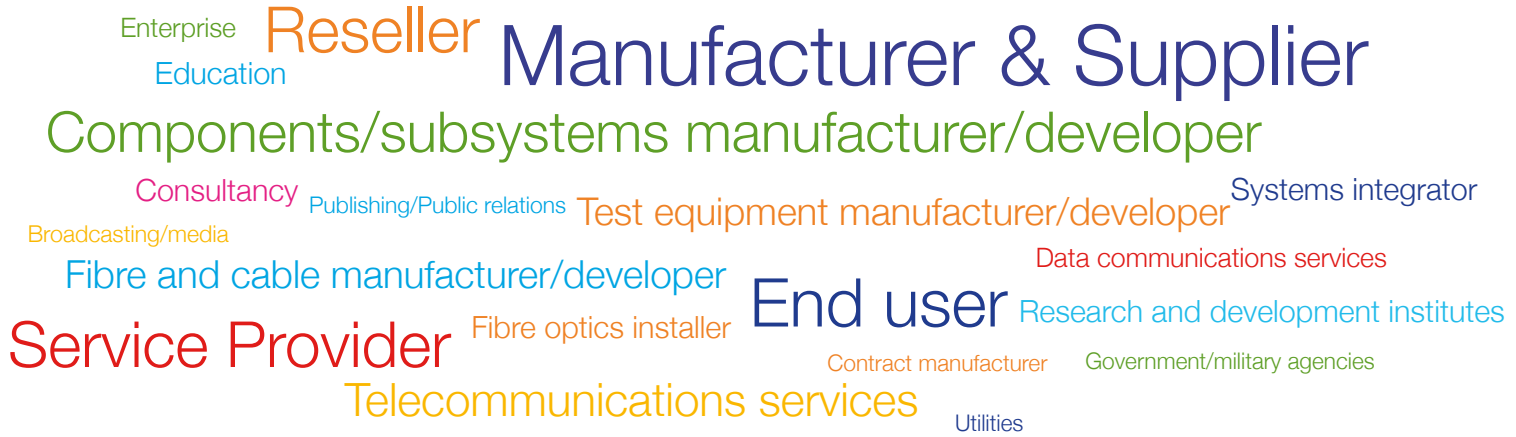
 **327** exhibiting companies

*"The ECOC Exhibition has grown in the seven years we have been attending, and it is becoming more and more evident that this is the place to go for the industry in Europe. We are now not only meeting with suppliers, but customers and end-users as well."*

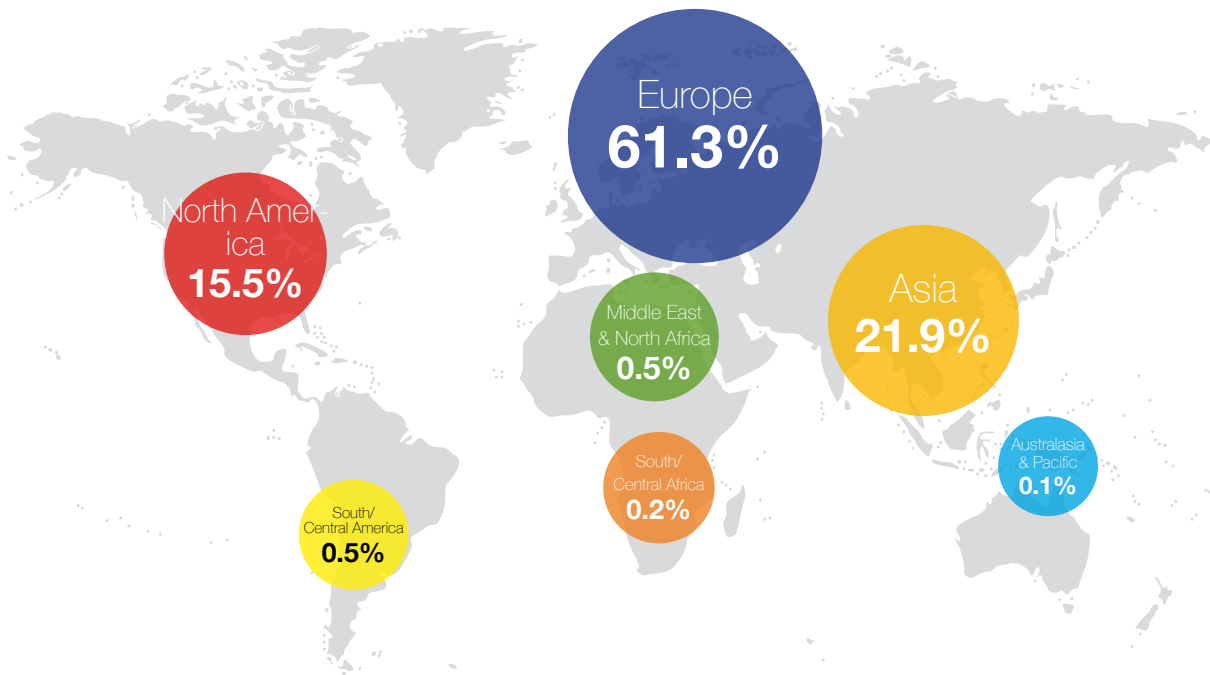
**Yigal Ezra, CEO, ColorChip**

## Attendees by job role

Systems/network equipment manufacturer/developer



## Attendees by geographic location



*"This year's event seems massively pumped up – there's a lot of new faces around. The market is moving very quickly, companies are having to respond to it and you are seeing that innovation here with the exhibitors and attendees."*

Max Penfold, Sales Director, Europe, Deviser



**100%** of visitors found the show useful in finding out about new product developments



**95%** of visitors went to ECOC with the aim of finding a new supplier



**85%** of visitors have an influence on purchases within their organisation



**75%** of visitors attended the exhibition for two days or more



**90%** of visitor said their time at the show was successful



**76%** of visitors agree that ECOC is the most important show of its kind in Europe



**87%** of visitors said they would recommend the ECOC Exhibition to a colleague



**87%** of visitors are planning to attend the show in Rome

# Showcase your products and services to a global audience

Exhibitor packages can be created for either shell scheme or space only bookings, with additional sponsorship opportunities available to help you raise the profile of your business, both in the lead up to, and at the show, through our pre- and post-show marketing campaign.

## Stand options

### Space Only – £380 per sqm

Design and build your own stand.

(Please note there is no partition between space only stands)

### Shell Scheme - £415 per sqm

A complete booth structure, with solid walls and carpet, fascia board (company name and stand number), 500w electrical socket, spotlights and daily cleaning.

As an exhibitor you will also receive:

- A 60-word company profile in the ECOC Exhibition 2018 Official Show Guide
- 60-word company profile on the ECOC Exhibition website
- Unlimited exhibitor badges
- Complimentary company branded visitor email invitations



**89%** of exhibitors are planning to exhibit again in 2018



**83%** of exhibitors said their time at the show was successful

*"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**

## Get noticed at ECOC

Take advantage of a global platform to promote your products and services to an international audience of top decision makers in the optical communications industry. Please contact Liam Taylor for further details or to discuss your requirements.

## Sponsorship opportunities

- Market Focus Theatre
- FTTx Centre Zones
- Official Show Guide
- Visitor e-Newsletter
- Visitor Bags
- Visitor Lanyards
- Exhibition Map
- ECOC TV Studio
- Signage
- Online pre-registration
- What's On Guide
- ...and many more.

## Promotional opportunities

We have a range of opportunities available online, in print and on site at the event, all designed to help you promote your business:

- Data Rental/Email broadcast
- Website banner advertising
- Show Guide advertising
- Visitor e-Newsletter inclusion
- Enhanced Directory listing
- Product Gallery
- Editorial features

## Reserving stand space

2018 reservations can be made independently through the ECOC Exhibition website at [www.ecocexhibition.com](http://www.ecocexhibition.com) or via our sales team. An online account will be created for each exhibitor which allows you to reserve, book and manage your stand.

## ECOC Exhibition sales team:

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For the latest event details and to start planning your stay visit [www.ecocexhibition.com](http://www.ecocexhibition.com)