Destination: Düsseldorf

We are pleased to announce that ECOC Exhibition 2016 will take place from 19-21 September at CCD Congress Center in Düsseldorf, Germany.

The ECOC Exhibition has been running for over 20 years 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.

ECOC 2016 takes us to Düsseldorf, Germany; in the bustling Rhine metropolis in the heart of Europe. The city name Düsseldorf means "fascination of variety" and its unique mix of Rhenish charm and sophisticated elegance makes the city irresistible. It is no surprise Düsseldorf has been voted the city with the best quality of life worldwide.

The city has a lot to offer, whether it’s taking a stroll through the legendary Old Town, the ‘Altstadt’, famous for its 260 inns and restaurants - known as the ‘longest bar in the world’, visiting the most prestigious shopping street ‘Königsallee’, considered one of the world’s most luxurious boulevards, enjoying the traditional Rhenish specialities at the local brewery ‘Uerige’, well known for its famous Alt Beer, or simply taking a walk along the Rhine embankment promenade, there is a wealth of attractions worth visiting during your time in Germany.

Event highlights

Free Market Focus programme

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

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

Hot topics for 2016 will be announced in March. Meanwhile, you can access videos and presentations from Market Focus 2015 at www.ecocexhibition.com. Find out how you can apply for a speaker presentation slot at Market Focus 2016 by contacting catherine.williams@nexusmediaevents.com.

FTTx Centre

Expanding on the CTTS popular feature held at ECOC over the past ten years the FTTx Centre will this year again incorporate live interactive demonstrations including 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.

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
Who attends the ECOC Exhibition?

The ECOC Exhibition is a must-attend three-day event attracting over 5,400 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 2016.

Main focus activity of attendee organisation

- **Sales/marketing**: 27.5%
- **Chairman/MD/owner**: 16.0%
- **General management**: 9.6%
- **Executive technical**: 7.7%
- **Research and development**: 6.9%
- **Design engineering**: 6.7%
- **Purchasing/procurement**: 5.5%
- **Networking/IT/systems integration**: 4.1%
- **Student**: 4.1%
- **Other engineering management**: 3.6%
- **Production engineering**: 2.7%
- **Consultant**: 2.5%
- **Professor/educator**: 1.3%
- **Quality control/assurance**: 0.4%
- **Public relations agency**: 0.4%
- **Press/publications staff**: 0.4%

5,402 visitors
74 countries represented
302 exhibiting companies

*Statistics from ECOC Exhibition 2014*
Attendees by geographic location

- Europe: 63.6%
- Asia: 20.4%
- North America: 14.0%
- Middle East & North Africa: 0.9%
- South/Central America: 0.5%
- South/Central Africa: 0.2%
- Australia & Pacific: 0.4%

Attendees by job role

- Systems/network equipment manufacturer/developer
- Manufacturer & Supplier
- Reseller
- End user
- Test equipment manufacturer/developer
- Components/subsystems manufacturer/developer
- Research and development institutes
- Utilities
- Telecommunications services
- Systems integrator
- Contract manufacturer
- Service Provider
- Publishing/Public relations
- Consultancy
- Reseller
- Education
- Government/military agencies
- Telecommunications services
- Data communications services
- Fibre and cable manufacturer/developer
- Fibre optics installer
- Manufacturer & Supplier
- End user

*Statistics taken from ECOC Exhibition 2015 Visitor Survey

- 79% of visitors arranged business with an existing supplier whilst at the show
- 77% of visitors went to ECOC with the aim of finding a new supplier
- 83% of visitors have an influence on purchases within their organisation
- 89% of visitors agree that ECOC is the most important show of its kind in Europe
- 75% of visitors attended the exhibition for two days or more
- 88% of visitors are planning to attend the show in Düsseldorf
- 90% of visitors said their time at the show was successful
- 89% of visitors would recommend the ECOC Exhibition to a colleague
- 91% of visitors said they would recommend the ECOC Exhibition to a colleague
- 77% of visitors went to ECOC with the aim of finding a new supplier
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 – £365 per sqm**
Design and build your own stand.

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

**Shell Scheme - £399 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 2016 Official Show Guide
- 60-word company profile on the ECOC Exhibition website
- Unlimited exhibitor badges
- Complimentary company branded visitor email invitations

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. Some of the opportunities on offer are outlined below. 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
- Wifi
- Signage
- Online pre-registration
- Registration Desks
- Press Office
- Recruitment Centre
- …and many more.

Promotional opportunities

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

Reserving stand space

2016 reservations can be made independently through the ECOC Exhibition website at 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:

Liam Taylor: liam.taylor@nexusmediaevents.com
Beverley Lucas: beverley.lucas@nexusmediaevents.com

For the latest event details and to start planning your stay visit www.ecocexhibition.com

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