Destination: Gothenburg

We are pleased to announce that ECOC Exhibition 2017 will take place from 18-20 September at the Svenska Massan, the Swedish Exhibition and Congress Centre.

The ECOC Exhibition is now in its 22nd 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.

ECOC 2017 takes place at the Svenska Massan - the Swedish Exhibition & Congress Centre located in Gothenburg city centre, close to restaurants and the city’s main attractions.

Gothenburg is a charming and vibrant city of culinary and cultural uniqueness and something for everyone. The city is big enough and small enough at the same time. Swedes have voted Gothenburg as the friendliest city in Sweden and a growing number of international visitors fully agree with them. Situated on the west coast of Sweden close to the sea, forested areas and a stunning archipelago, Gothenburg has so many factors that make it an enjoyable place to be. The city is clean, green and safe and has a multitude of things to do and discover - shopping, antiques, art, opera, theatre, galleries and museums and the relaxing and friendly atmosphere is just part of the deal.

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.

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

Hot topics for 2017 will be announced in March. Meanwhile, you can access videos and presentations from Market Focus 2016 at www.ecocexhibition.com.

Find out how you can apply for a speaker presentation slot at Market Focus 2017 by contacting emma.harvey@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 5,200 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 2017.

Main focus activity of attendee organisation

- **Sales/marketing**: 31.1%
- **Chairman/MD/owner**: 14.3%
- **General management**: 7.8%
- **Executive technical**: 7.3%
- **Research and development**: 7.7%
- **Design engineering**: 7.4%
- **Purchasing/procurement**: 6.1%
- **Networking/IT/systems integration**: 2.9%
- **Student**: 0.4%
- **Other engineering management**: 3.8%
- **Production engineering**: 3.7%
- **Consultant**: 3.3%
- **Professor/educator**: 0.9%
- **Public relations agency**: 0.7%
- **Quality control/assurance**: 0.4%
- **Press/publication staff**: 0.7%

**5,234 visitors**

**78 countries represented**

**313 exhibiting companies**

“We’ve been a regular attendee of ECOC for over a decade now – it’s the best place in Europe to see all of our customers and the latest advances in photonics technology.”

Nick Parsons - Polatis

*Statistics from ECOC Exhibition 2016*
Attendees by job role

- Systems/network equipment manufacturer/developer
  - Manufacturer & Supplier
  - Components/subsystems manufacturer/developer
  - End user
  - Test equipment manufacturer/developer
  - Fibre and cable manufacturer/developer
  - Fibre optics installer
  - Systems integrator
  - Research and development institutes
  - Data communications services
  - Telecommunications services
  - Utilities
  - Reseller
  - Manufacturer & Supplier
  - Test equipment manufacturer/developer
  - Fibre and cable manufacturer/developer
  - Fibre optics installer
  - Systems integrator
  - Research and development institutes
  - Data communications services
  - Telecommunications services
  - Utilities
  - Reseller

Attendees by geographic location

- Europe: 59.9%
  - North America: 13.6%
  - Asia: 23.0%
  - South/Central America: 0.4%
  - Africa: 0.4%

"This is the perfect place to launch new services and hold partner demonstrations. We have so many colleagues and partners here that it is a 'must attend' event for us."

Thomas Yanez, Solutions and Product Marketing at Viavi Solutions

- 100% of visitors found the show useful in finding out about new product developments
- 84% of visitors went to ECOC with the aim of finding a new supplier
- 92% of visitors have an influence on purchases within their organisation
- 75% of visitors attended the exhibition for two days or more
- 93% of visitors said their time at the show was successful
- 80% 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
- 82% of visitors are planning to attend the show in Gothenburg

*Statistics taken from ECOC Exhibition 2016 Visitor Survey*
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 – £375 per sqm**
Design and build your own stand.

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

**Shell Scheme - £410 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 2017 Official Show Guide
- 60-word company profile on the ECOC Exhibition website
- Unlimited exhibitor badges
- Complimentary company branded visitor email invitations

![95% of exhibitors are planning to exhibit again in 2017](image)

![89% of exhibitors said their time at the show was successful](image)

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

2017 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

Asia Stand Sales Representatives

**Shenzhen China - Jelly Yang**
- jellyyang@acemarketing.com.cn
- +86-755-8398-5667 Ext. 106
- +86-755-8398-8420

**Shanghai China - Greeley Ge**
- greeleyge@acemarketing.com.cn
- +86-21-5108-2666 Ext. 203
- +86-21-6445-4519

**Taiwan - Joey Yen**
- joey@aceforum.com.tw
- +886-2-2570-6960 Ext. 209
- +886-2-2570-2305

**Korea - Jimi Kim**
- jimi@acemarketing.co.kr
- +82-2-5412988
- +82-2-5412985

### CONTACTS

**Event Director**
Beverley Lucas
- beverley.lucas@nexusmediaevents.com
- +44 (0) 1732 752128

**Sales Manager**
Liam Taylor
- liam.taylor@nexusmediaevents.com
- +44 (0) 1732 752127

**Event Administrator**
Michelle Dampier
- michelle.dampier@nexusmediaevents.com
- +44 (0) 1732 752125