



EXHIBITOR PROSPECTUS 2019

EXHIBITION
23 – 25 SEPTEMBER



RDS VENUE, DUBLIN, IRELAND
www.ecocexhibition.com

SEMINARS

DEMONSTRATIONS

TRAINING



DESTINATION: DUBLIN

We are pleased to announce that ECOC Exhibition 2019 will take place from 23-25 September at The RDS Venu, in Dublin, Ireland.

The ECOC Exhibition is now in its 24th 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.

Dublin is a city full of culture, history and entertainment and will provide

some beautiful backdrops during your visit at ECOC 2019, including the iconic Ha'penny Bridge, which provides a beautiful viewpoint of Dublin.

Visit the Guinness Brewery or simply stroll down the famous Grafton Street. Filled with shops and musicians, it's a great place to immerse yourself in the culture and atmosphere of the city.

St Stephens Park is situated just next to Grafton Street to discover hidden lakes and scented gardens, the perfect spot to experience the contrast of both sides of Dublin and enjoy the beautiful Irish surroundings.

The ECOC Exhibition runs from 23 to 25 September 2019. For the latest event details visit www.ecocexhibition.com



EVENT HIGHLIGHTS



Market Focus

Market Focus is one of the most popular areas of the exhibition. Located within the exhibition hall, the sessions are free for visitors, delegates and exhibitors to attend and a popular platform to gain industry knowledge and insight into the latest technology and developments.

Hot topics for 2019 will be announced in March. Meanwhile, you can access presentations from Market Focus 2018 at www.ecocexhibition.com.

Find out how you can apply for a speaker presentation slot at Market Focus 2019 by contacting 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

Secure a place in advance - find out more online at ecocexhibition.com/exhibit/training-zone



FTTx Centre

Created in association with CTTS Training, the FTTx Centre showcases a range of fibre-related products in a specially-designed feature area within the exhibition hall, along with live interactive demonstrations of OSP and ISP systems and deployment methods. Technical experts will be on hand to provide explanations of the products featured, and deliver cutting-edge, live engineering demonstrations in the deployment of Fibre to the 'X' and Fibre to the Home.

Exhibitors can display products within in one of the eleven FTTx zones. Visit ecoc.exhibition.com/exhibit/fttx-centre for more details

WHO ATTENDS THE ECOC EXHIBITION?

The ECOC Exhibition is a must-attend three-day event attracting over 6,500 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 2019.



6,531 visitors

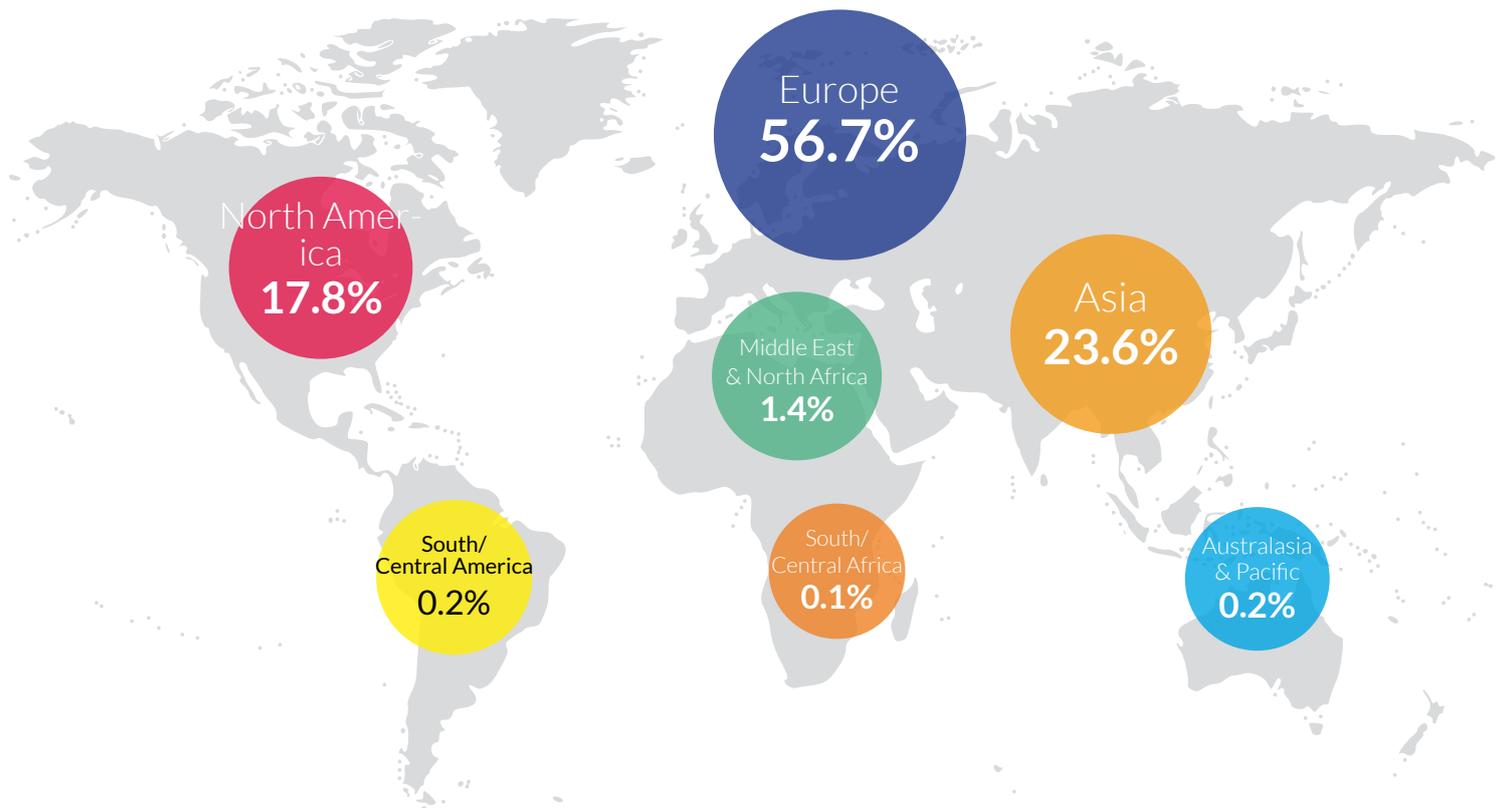


90 countries represented



331 exhibiting companies

ATTENDEES BY GEOGRAPHIC LOCATION



98% of visitors found the show useful in finding out about new product developments



91% of visitors went to ECOC with the aim of finding a new supplier



90% of visitors have an influence on purchases within their organisation



82% of visitors attended the exhibition for two days or more



87% of visitor said their time at the show was successful



79% of visitors said they would recommend the ECOC Exhibition to a colleague



94% of visitors found the show useful in establishing new business contacts



86% of visitors are planning to attend the 2019 show in Dublin

"We have been so pleased with how well things have gone for us here in Rome...We already know that the research and development contacts we seek are here and with the effective stand positioning at the same time, we've certainly had a productive time here!"

Yigal Ezra, CEO, ColorChip

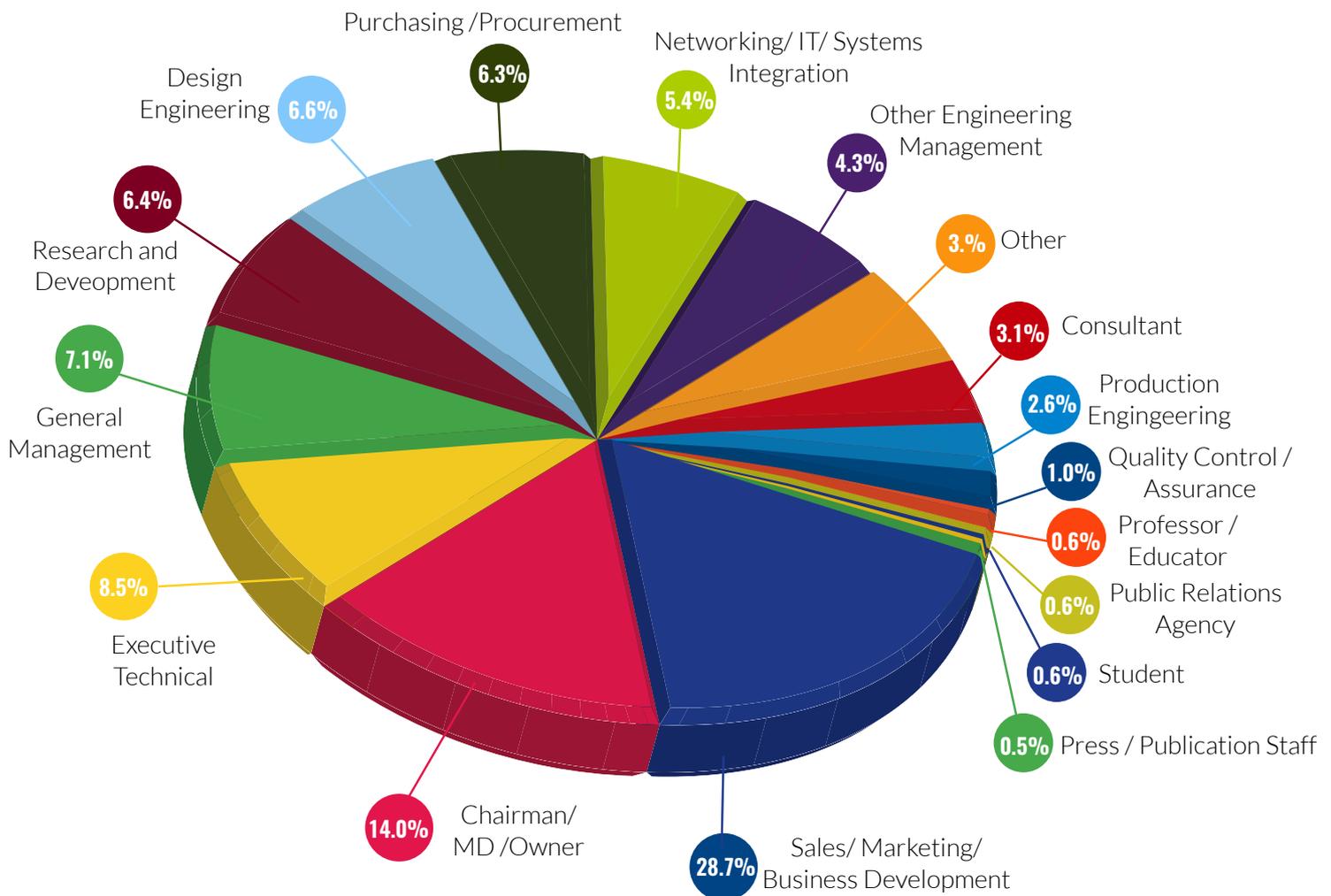
MAIN ACTIVITY OF ORGANISATION

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

"ECOC is perfect for us as it simply brings together some of our most important optical customers, especially from Europe, to one central place"

Doug Busch, Vice President and General Manager Optical Solutions, Molex

ATTENDEES BY JOB ROLE



"Go!Foton has been a participant and supporter of ECOC for a number of years and we value the opportunity to come to ECOC and engage with all of our important distribution and service provider customers. It's an awesome show for us to get the exposure and the opportunity to meet customers from all over Europe"

Michael Zammit, VP & GM Connectivity Solutions, Go!Foton

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 – £385 per sqm

Design and build your own stand.

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

Shell Scheme - £420 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 2019 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. 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
- What's On Guide
- Show Daily
- ...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:

- Visitor e-Newsletter
- Exhibitor Showcase
- Highlighted Directory Entry
- Onsite stand filming
- Show Guide advertising

"For optical communications in Europe, there really is nowhere else to be!"

Andy Stevens, CEO, Coherent Solutions



92% of exhibitors are planning to exhibit again in 2018



84% of exhibitors said their time at the show was successful

RESERVING STAND SPACE

2019 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.

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