THE ECOC EXHIBITION
Exhibition 18 – 20 September  Conference 17 – 21 September | Gothenburg, Sweden

SPONSORSHIP AND EXHIBITION OPPORTUNITIES
www.ecocexhibition.com
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 been coming to ECOC for twenty years now and it’s getting bigger and better each year”

Jonathan Evans – Santec

Attendees by job role

Systems/network equipment manufacturer/developer

End user

Consultancy

Research and development institutes

Component/subsystems manufacturer/developer

Service Provider

Test equipment manufacturer/developer

Fibre and cable manufacturer/developer

Government/military agencies

Data communications services

Attending by geographic location

Europe 59.9%

Asia 23.0%

North America 13.6%

Middle East & North Africa 1.4%

South/Central America 0.4%

Australasia & Pacific 0.2%

Attending by role

Chairman/MD/owner 31.1%

Other engineering management 6.1%

Executive technical 5.8%

Student 3.8%

Purchasing/procurement 3.7%

Research and development 7.7%

Production engineering 3.3%

General management 7.8%

Consultant 3.3%

Sales/marketing 14.3%

Consultant 3.3%

Professor/educator 0.8%

Public relations agency 0.7%

Press/publication staff 0.7%

“ECOC is an essential event for us. Every year we see increased attendance and interest in our products, and it gives us a fantastic chance to meet with both current and potential customers.”

Chris Loberg – Tektronix

For further information contact Liam Taylor on +44 (0)1732 72127 or liam.taylor@nexusmediaevents.com | www.ecocexhibition.com
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, What’s 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

95% of visitors said the Market Focus sessions were useful

69% of visitors said Market Focus was one of their main reasons for attending the event

56% of visitors attended the FTTx Centre

87% of those who visited the FTTx Centre, said it was useful

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**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**

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Message from the Conference Chairs

Every year, and this 41st edition is no exception, ECOC is the leading forum in Europe for keeping up-to-date with the latest discoveries in the field of optical communications. With a global attendance and delegates coming from all over the world, nobody interested in the field should miss.

Valencia is unique in combining Mediterranean charm with the home of one of the universal dishes of the world, paella. With first-class blue-flag beaches and it is, in fact, the largest city in Spain.

ECOC 2015 provides the ideal opportunity for market developers, to develop an up-to-date understanding of the field. Furthermore, year after year, ECOC remains as relevant and vibrant as ever. The fact that 45% of the conference attendees are from outside Europe highlights that ECOC is a truly global conference.

Closely linked to the conference, the ECOC Exhibition is one of the largest events in Europe to present the most advanced R&D in communication technologies. Its attractiveness is reflected in the attendance of over 1050 delegates from 35 countries along with the 300 exhibitors.

As in prior editions, exhibitors are welcome to attend the plenary session on Monday morning where assistants will have the opportunity of debating while enjoying Spanish wine and tapas. The rump session will be held after the Welcome Reception that will include traditional Spanish food and drinks.

ECOC 2015 will hold two technical symposia, both of which will be unique and special. The first symposium, Light: Enabling the Global Internet will focus on the major trends in business and research. This session features talks by Sir David Payne, Director of the Optoelectronics Research Centre, University of Southampton; Mr Enrique Blanco, Global CTO of Telefónica, Spain; Dr. Thibaut Capmany, Financial Director of Fotonica.

The second symposium, Optical Communications for Tomorrow’s Networks will focus on the evolution of the Internet as we know it as well as virtualization (NFV) continue to be hot topics, while silicon and InP integrated optics, multicore fibres and in-home networks. In addition and, as it is our tradition, we have experienced it in the last two decades, we will have a plenary session on Tuesday afternoon that will give attendees the opportunity for highly interactive discussions.

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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**

**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**

**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**

**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**

**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**

**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**

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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**

*NEW* PHONE CHARGING STATIONS

Ten charging stations will be placed in high visibility areas around the venue and provide ECOC attendees with the opportunity to charge their mobile phones or tablets during the event. Each charging station comes with four electrical outputs and is compatible with all major smart phone manufacturers: Android, Apple, Blackberry, Microsoft and Nokia. Sponsor branding covers the main face of the unit and includes LED lighting behind.

**Charging station sponsorship: £1,143**

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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.

The last ECOC third party email campaign received the following statistics:
- Total Sent = 12,249
- Total Delivered = 11,795
- Total Opens = 4,697 (39.8%)
- Unique Opens = 2,557 (21.7%)

**1 email broadcast - £2550**

**3 email broadcasts - £2040 per email**

**6 email broadcasts - £1657 per email**

**Exhibitor Spotlight: £525 per month**

Enhance your company profile on one of the most visited 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**

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### 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**

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