



EXHIBITION 21 – 23 SEPTEMBER
CONFERENCE 20 – 24 SEPTEMBER
Brussels EXPO, Brussels, Belgium



SPONSORSHIP OPPORTUNITIES

www.ecocexhibition.com

WHY GET INVOLVED WITH ECOC EXHIBITION 2020?

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

Andy Stevens, CEO, Coherent Solutions

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.

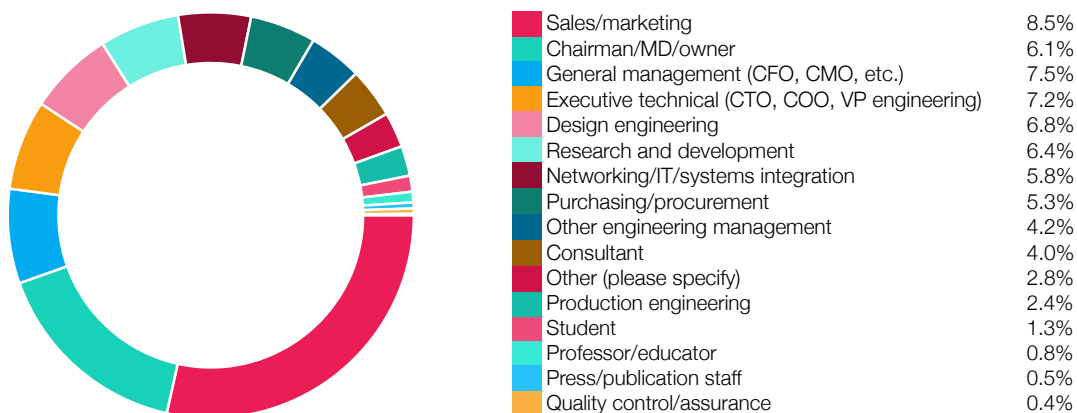
We have a wide range of opportunities, starting from as little as £265, to help you get noticed at the event, generate new sales leads and promote your company and products.

Our bigger supporter packages are flexible and can be tailored to meet your objectives.

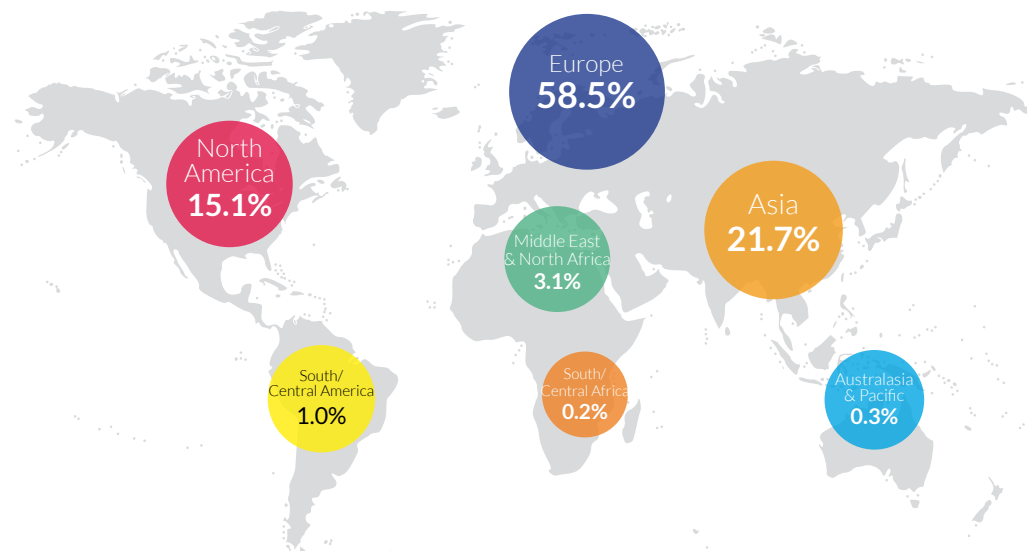
"ECOC is a great show for us, everybody in the industry knows ECOC as the key event in Europe It's a great chance for us to meet with current distributors and new distributors and really just to see what's happening in the market"

Liam Taylor, European Business Manager, Fibre Optics, MicroCare

MAIN ACTIVITY OF ORGANISATION



ATTENDEES BY GEOGRAPHIC LOCATION

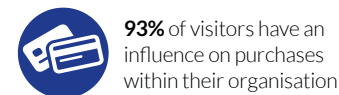


ATTENDEES BY AREAS OF RESPONSIBILITY



"ECOC is really a milestone every year, because all of our customers are here and all of our partners are here... so for us it's a very important show"

Tomas Yanez, Solutions and Product Marketing Manager, Viavi Solutions



KEY SPONSORSHIP OPPORTUNITIES



KEY SPONSORSHIP: SHOW GUIDE SPONSOR

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 key ECOC Exhibition sponsors, listed in the Show Guide and on the website.

Show Guide Sponsorship: £7,150

KEY SPONSORSHIP: VISITORS 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 key ECOC Exhibition sponsors, listed in the Show Guide and on the website.

Visitor bags Sponsorship: £7,450



KEY SPONSORSHIP: WHATS ON GUIDE SPONSOR

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 key ECOC Exhibition sponsors, listed in the Show Guide and on the website

Whats On Guide Sponsor £3,450



KEY SPONSORSHIP: EXHIBITION MAP SPONSOR

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 booth on the online 'My Schedule' floorplan
- a highlighted entry within the exhibition listing section
- acknowledgement as one of the key ECOC Exhibition sponsors, listed in the Show Guide and on the website

Exhibition Map Sponsorship: £7,150



KEY SPONSORSHIP OPPORTUNITIES



KEY SPONSORSHIP: MARKET FOCUS SPONSOR

ABOUT MARKET FOCUS

Market Focus is one of the most popular areas of the exhibition, attracting over 3,600 people across three days. Featuring 30 business focused presentations, topic areas in 2019 included:

- Optics in Cloud Computing
- Fibre access
- Service and content provider optical transmission
- Optical Network Agility and Software Defined Networks
- New Markets
- Photonic integration and digital silicon photonics

“The Market Focus sessions were very informative”

ECOC Exhibition Visitor

90% of visitors said the Market Focus sessions were useful

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, Whats 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 key ECOC Exhibition sponsors, listed in the Show Guide and on the website.

Market Focus Sponsorship - £7,950

82% of visitors said Market Focus was one of their main reasons for attending the event

KEY SPONSORSHIP: TV STUDIO SPONSOR

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)
- recognition as sponsor on ECOC TV Studio backdrop with an enhanced logo alongside all key exhibition sponsors
- acknowledgement as one of the key ECOC Exhibition sponsors, listed in the Show Guide and on the website

TV Studio Sponsorship £4,950



KEY SPONSORSHIP: SHOW DAILY SPONSOR

The show daily email is sent out after each day at the exhibition highlighting events and announcements from the show.

Show daily sponsorship includes:

- corporate branding on each Show Daily email and on the corresponding website page, with your logo linking through to your chosen URL
- one Exhibitor Showcase html, to share your company or product news, sent to registered visitors in September
- corporate branding on the event highlights email sent after the show in October
- acknowledgement as one of the key ECOC Exhibition sponsors, listed in the Show Guide and on the website

Show Daily sponsorship - £5,000



SPONSORSHIP OPPORTUNITIES



KEY SPONSORSHIP: AISLE BANNERS SPONSOR

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.

You will be acknowledged as one of the key ECOC Exhibition sponsors, listed in the Show Guide and on the website.

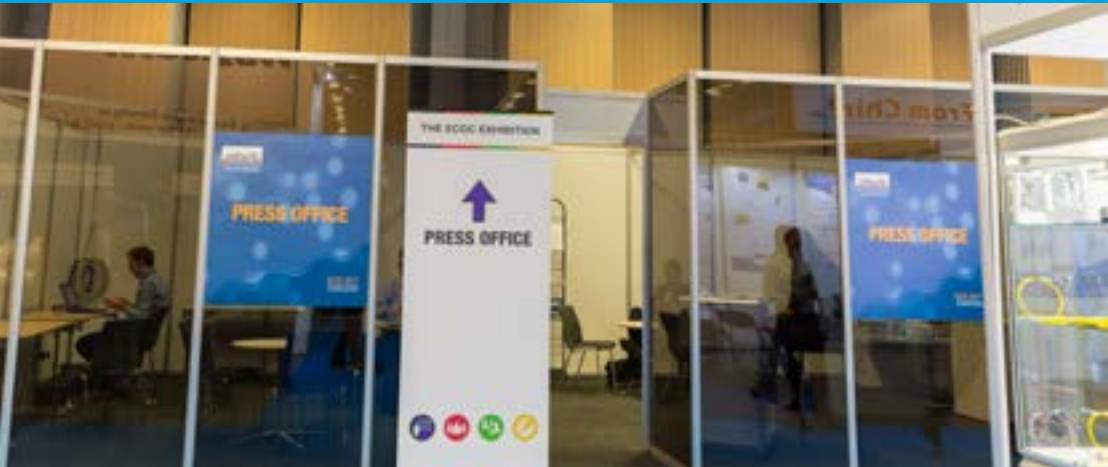
Aisle Banner Sponsorship: £PoA

KEY SPONSORSHIP: LANYARDS

One of the most popular items at any show, badge lanyards provide continuous visibility of your brand throughout the show.

You will be acknowledged as one of the key ECOC Exhibition sponsors, listed in the Show Guide and on the website.

Lanyard Sponsorship: £6,215



KEY SPONSORSHIP: PRESS OFFICE SPONSOR

A key meeting place for industry journalists to report, interview and discuss the event, and a fantastic arena for you to promote your company.

You will be acknowledged as one of the key ECOC Exhibition sponsors, listed in the Show Guide and on the website.

Press Office Sponsorship: £6,985

KEY SPONSORSHIP: BADGE INSERT

Using our new eco-friendly badges which attach directly to the lanyard with no plastic wallet, your badge insert will clip on behind the badge and hang approximately 1" below the visitor badge. Inserts are a great way to promote an exhibition competition or to promote a new product.

You will be acknowledged as one of the key ECOC Exhibition sponsors, listed in the Show Guide and on the website.

Badge Insert Sponsorship: £PoA



ADDITIONAL OPPORTUNITIES



FTTx CENTRE ZONE SPONSOR

ABOUT FTTx CENTRE

The FTTx Centre takes up 225 square meters of space, making this the largest single area on the exhibition floor. Split into 11 individual zones, each focusing on a specific area of fibre to the home deployment, the centre provides a common meeting place for all attendees with an interest in this particular field. Staff from CTTS (Cable Telecommunication Training Services) man the centre throughout the event, providing live fibre blowing demonstrations and answering questions on the individual zones.

"The FTTx Centre has once again been extremely busy, with the demo and training sessions booked to capacity."

Martyn Cook, Group Chairman, CTTS

FTTx CENTRE ZONE SPONSORSHIP

Promote your work directly to key decision makers within the field. As a zone sponsor you will receive:

- exclusive use of the largest central plinth in your zone
- corporate branding on the front face of all four display plinths in your zone
- use of an electrical socket to run in-zone product demonstrations or promotional videos
- shared use of four large screens to display your 10-minute promotional video
- acknowledgement as an FTTx Centre zone sponsor online - across the FTTx Centre pages and on the ECOC Exhibition website home page
- inclusion of your logo, company and product related text and url, in a 'Meet the Sponsors' email sent to our full email database (approx. 12,000 contacts)
- your logo, 50 words about your company and 50 words promoting relevant products in the FTTx Centre section of the Show Guide, What's On Guide and on the website.

FTTx Centre zone sponsor: £2,550

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



STAND VIDEO PACKAGE

The ECOC TV film crew will be available to hire to capture professional footage on your stand for you to use after the event.

Your footage could include product demonstrations, interviews with senior members of staff or promotional footage of your team on your stand interacting with your visitors. All you need to do is direct the team when they arrive at your stand.

After the show you will receive fully edited footage for you to share on social media, your company website and send out to your clients so you can really make the most of your time at ECOC 2020.

Only six video slots are available and all filming will take place on Wednesday only.

45 minute slot - £1,250



SHOW GUIDE ADVERTISING



Distributed to all attendees of ECOC, 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 of all exhibiting companies.

We have a range of different advertising options to attract visitors to your stand and to promote your brand.

ADVERTISING

Both full and half page advertising spaces are available within the Show Guide.

Full page advert: £1,905

Half page advert: £1,095

Inside front cover: £2,510



HIGHLIGHTED ENTRY

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. A perfect way to showcase new products to the industry.

Include your company logo, additional profile text and two product announcements with pictures or videos all within the exhibitor A to Z Directory pages both online and in the Show Guide.

Your highlighted entry will include:

- your corporate logo
- an enhanced company profile (100 words)
- two product gallery sections (product image plus a 50 word summary) included in the Show Guide and on the online A-Z directory
- your entry highlighted with a border in the Show Guide

Highlighted entry: £850

CORPORATE LOGO

Make your profile entry stand out by adding your corporate logo, included above your entry in the show guide and online directory.

Corporate Logo: £265



PROMOTIONAL OPPORTUNITIES

VISITOR NEWSLETTER ENTRY

The newsletter entry provides guaranteed inclusion in our monthly visitor newsletter, which is sent to all pre-registered visitors and event attendees from April through to September.

You will receive a guaranteed inclusion in the newsletter (up to 100 words), with space for a product picture, which can be hyperlinked to a chosen URL. We can also include a 'read more' hyperlink to go back to your chosen web page too (these can be separate pages, if preferred). The entry would sit above all other standard product entries, so would not be missed by our readers.

Limited availability.

Newsletter Entry: £375 per month

EXHIBITOR SHOWCASE

Share your message, plans for the event or new product information with the ECOC Exhibition audience in our new Exhibitor Showcase newsletter series.

Limited availability with only one showcase newsletter slot per month between April and August.

Exhibitor Showcase: £1,500

PRODUCT GALLERY

Showcase your new product to the industry with a product gallery entry. Include one product image along with a 50 word summary, placed below your profile entry in the Official Show Guide.

Product Gallery: £375



GOLD PACKAGE

- Highlighted entry including your corporate logo (featured both in the Show Guide and online A-Z Directory)
- Guaranteed entry in the Visitor Newsletter - September issue
- News entry posted on the online Exhibitor News section
- Button banner advert in the Visitor Newsletter - September issue
- Half page advert in Show Guide plus an insert in the exhibition visitor bag OR a full page advert in the Show Guide

Gold promotional package: £1,945



SILVER PACKAGE

- Highlighted entry including your corporate logo (featured both in the Show Guide and online A-Z Directory)
- Guaranteed entry in the Visitor Newsletter - August issue
- News entry posted on the online Exhibitor News section
- Button banner advert in the Visitor Newsletter - August issue

Silver promotional package: £975



BRONZE PACKAGE

- Your corporate logo, included both in the show guide and online A-Z Directory
- Guaranteed entry in the Visitor Newsletter - April to June issues only
- News entry posted on the online Exhibitor News section

Bronze promotional package: £675



TECHNICAL SPECIFICATIONS

SPONSORSHIP

Show Guide	Hi-res corporate logo (300dpi eps or equivalent) 300-word 'message from our sponsor' - a personal message from MD plus a profile photo (head and shoulders only) Highlighted entry: 100-word company profile 2 x 50 word product text and accompanying image Full page advertisement: Artwork supplied as 300dpi, CMYK PDF (preferred), JPG or TIF (fonts embedded or converted to paths) Bleed - 216mm X 303mm / Trim - 210mm X 297mm / Type - 180mm X 267mm
Visitor Bags	Hi-res corporate logo (300dpi eps or equivalent) Copy requirements as defined by bag supplier 100-word company profile
What's On Guide	Hi-res corporate logo (300dpi eps or equivalent) 300-word 'message from our sponsor' - a personal message from MD plus a profile photo (head and shoulders only) 100-word company profile Full page advertisement: Artwork supplied as 300dpi, CMYK PDF (preferred), JPG or TIF (fonts embedded or converted to paths) Bleed - 154.5mm x 216mm / Trim - 148.5mm x 210mm / Type - 118.5mm x 180mm
Exhibition Map	Hi-res corporate logo (300dpi eps or equivalent) 100-word company profile Pull out advertisement: artwork supplied as 300dpi, CMYK PDF (preferred), JPG or TIF (fonts embedded or converted to paths) Type area - 420mm x 297mm Back cover advertisement: Artwork supplied as 300dpi, CMYK PDF Type area - 65mm x 105mm
Market Focus	Hi-res corporate logo (300dpi eps or equivalent) 100-word company profile
Show Daily	Hi-res corporate logo (300dpi eps or equivalent) and URL 100-word company profile Exhibitor Showcase HTML - up to 400 words and two images (JPG or PNG) with URL
Aisle Banners	Hi-res corporate logo (300dpi eps or equivalent) and URL 100-word company profile
Lanyards	Hi-res corporate logo (300dpi eps or equivalent) Copy requirements as defined by lanyard supplier 100-word company profile
Press Office	Hi-res corporate logo (300dpi eps or equivalent) 100-word company profile

Badge Insert	Artwork supplied as a 300dpi, CMYK PDF 103mm x 115mm Hi-res corporate logo (300dpi eps or equivalent) 100-word company profile
FTTx Zone Sponsor	Hi-res corporate logo (300dpi eps or equivalent) 50-word company profile and 50-word product profile 10-minute sponsor video (mp4 or equivalent)
Stand Video Package	Hi-res corporate logo (300dpi eps or equivalent)
ADVERTISING	
Full Page Advertisement in Show Guide	Artwork supplied as 300dpi, CMYK PDF (preferred), JPG or TIF. Bleed - 216mm X 303mm / Trim - 210mm X 297mm / Type - 180mm X 267mm
Half Page Advertisement in Show Guide	Artwork supplied as 300dpi, CMYK PDF (preferred), JPG or TIF. Type area - 180mm X 120mm
Highlighted Entry	Hi-res corporate logo (300dpi eps or equivalent) 100-word company profile 2 x 50 word product text and accompanying image (jpg or png) or video (mp4)
Corporate Logo	Hi-res corporate logo (300dpi eps or equivalent)
Newsletter Entry	Up to 100 words and one product images with URL
Exhibitor Showcase	Hi-res corporate logo (300dpi eps or equivalent) Up to 400 word with a banner (600px x 200px), two images (max 300px wide) and URL
Product Gallery	1 x 50 word product text and accompanying image (jpg or png)
Gold Package	Highlighted entry: Hi-res corporate logo (300dpi eps or equivalent) 100-word company profile and 2 x 50 word product text and accompanying image (jpg or png) or video (mp4) Newsletter entry: Up to 100 words and one product image with URL Button banner: 150px x 150px with URL Half page advertisement: Artwork supplied as 300dpi, CMYK PDF (preferred), JPG or TIF. Type area - 180mm X 120mm Insert into visitor bag: Single A4 flyer, to be shipped prior to the event. Full page advertisement: Artwork supplied as 300dpi, CMYK PDF (preferred), JPG or TIF. Bleed - 216mm X 303mm / Trim - 210mm X 297mm / Type - 180mm X 267mm
Silver Package	Highlighted entry: Hi-res corporate logo (300dpi eps or equivalent) 100-word company profile and 2 x 50 word product text and accompanying image (jpg or png) or video (mp4) Newsletter entry: Up to 100 words and one product image with URL Button banner: 150px x 150px with URL
Bronze Package	Hi-res corporate logo (300dpi eps or equivalent) Newsletter entry: Up to 100 words and one product image with URL