



EXHIBITOR PROSPECTUS 2020

EXHIBITION
21 - 23 SEPTEMBER



BRUSSELS EXPO, BRUSSELS, BELGIUM
www.ecocexhibition.com

SEMINARS

DEMONSTRATIONS

TRAINING



DESTINATION: BRUSSELS

We are pleased to announce that ECOC Exhibition 2020 will take place from 21-23 September at Brussels EXPO in Brussels, Belgium.

ECOC 2020 takes us back to Brussels in Belgium for our 25th anniversary event, returning to the location of the very first ECOC Exhibition in 1995.

The event will be held at the Brussels EXPO, located close to the iconic Atomium, a unique creation in the history of architecture and the most popular attraction in Brussels.

The Atomium was constructed for the first major World Expo - EXPO 58, and

the nine spheres represent an iron crystal magnified 165 billion times.

Belgium's capital city offers a huge variety of restaurants, shops, museums and historic architecture such as the Grand Place (or Grote Markt in Dutch). One of the most beautiful squares in Europe, it features architecture from eras of Baroque, Gothic and Louis XIV, and has earned a listing as one of the Sites Of World Heritage by UNESCO. Overlooking the square is the glowing Gothic tower of

the town hall (Hotel de Ville), which acts as a great landmark because you can see the tower from most corners of the city.

But Brussels is not just famous for its landmarks but also for its local foods like Belgian chocolate, waffles, frites and wide range of beers.

ECOC Exhibition runs from 21 to 23 September 2020. 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 2020 will be announced in March. Meanwhile, you can access presentations from Market Focus 2019 at www.ecocexhibition.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



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.

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 2020.

"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



6,569 visitors



90 countries represented



337 exhibiting companies



93% of visitors found the show useful in keeping up to date with new developments and trends



83% of visitors went to ECOC with the aim of finding a new supplier



93% of visitors have an influence on purchases within their organisation



86% of visitors attended the exhibition for two days or more



92% of visitors said their time at the show was successful



93% of visitors said they would recommend the ECOC Exhibition to a colleague

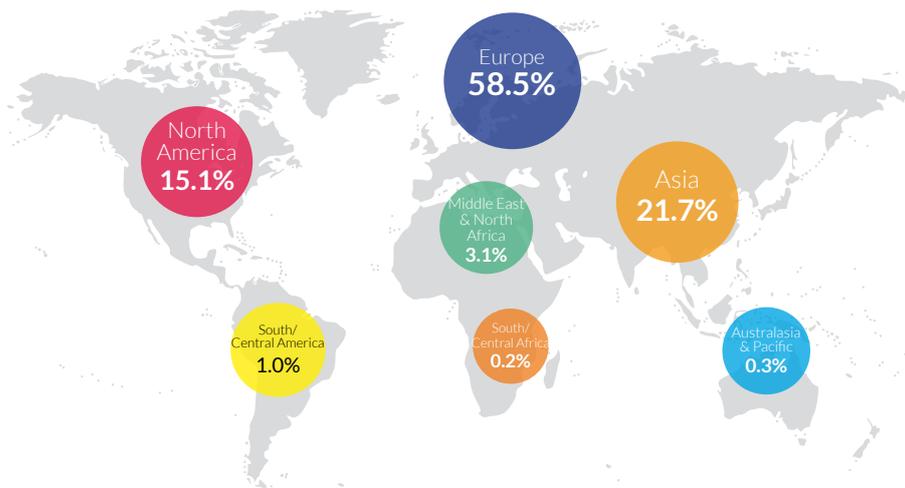


84% of visitors said they arranged business with an existing supplier



92% of visitors are planning to attend the 2020 show in Brussels.

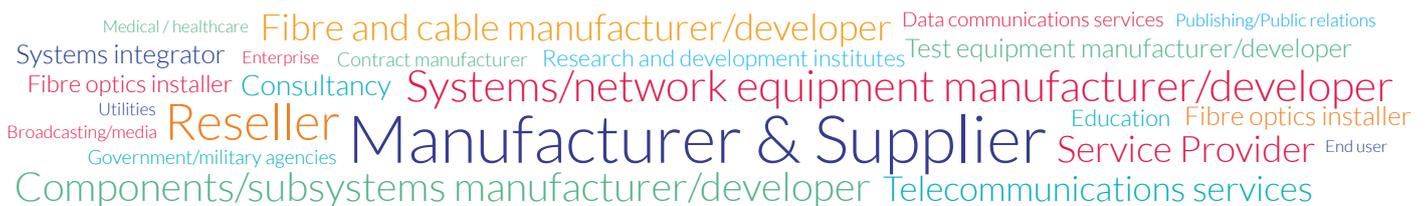
ATTENDEES BY GEOGRAPHIC LOCATION



ATTENDEES BY JOB ROLE



MAIN ACTIVITY OF ORGANISATION



"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 in general."

Liam Taylor, European Business Manager, Fibre Optics, MicroCare

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 – £390 per sqm

Design and build your own stand.

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

Shell Scheme - £425 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



98% of exhibitors are planning to exhibit again in 2020



79% of exhibitors said their time at the show was successful

RESERVING STAND SPACE

2020 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