

Sub**o**ptic 2019

TO THE BEACH AND BEYOND
RETHINKING GLOBAL NETWORKS

Sponsorship Brochure

April 8-11, 2019

New Orleans Marriott

SubOptic 2019 Sponsorship Opportunities

| Sponsorship Opportunities | Amount |
|---|-----------------|
| Host Ciena | Sold Out |
| Premier Sponsorships | |
| Diamond Sponsorship Huawei / SubCom 1 remaining | \$55,000 |
| Platinum Sponsorship Alcatel / EGS Survey / E-Marine / Infinera / NEC | Sold Out |
| Gold Sponsorship Xtera 6 remaining | \$25,000 |
| Silver Sponsorship Fugro / OFS / PCCW / Seaborn / WFN 3 remaining | \$17,000 |
| Reception Sponsorships | |
| Welcome Reception Seaborn / Xcite | Sold Out |
| Poster Session and Reception | \$20,000 |
| Small Business Networking Reception | \$15,000 |
| Technology Sponsorships | |
| Conference WiFi Exclusive Sponsor | \$20,000 |
| Conference Mobile App Sponsor Sea Talk Systems | Sold Out |
| Conference App Home Page Banner Space Limited to 4 | \$7,500 |
| Conference App Rotating Banner Space | \$4,500 |
| Mardi Gras Sponsorships | |
| Parade Reception | \$20,000 |
| Mardi Gras Gala Parade Sponsor | \$30,000 |
| Mardi Gras Gala Dinner | \$50,000 |
| Mardi Gras Entertainment Station 1 | \$10,000 |
| Mardi Gras Entertainment Station 2 | \$10,000 |
| Mardi Gras Entertainment Station 3 | \$10,000 |
| Lunch & Break Sponsorships | |
| Daily Lunch Sponsor - Monday | \$10,000 |
| Daily Lunch Sponsor - Tuesday | \$10,000 |
| Daily Lunch Sponsor - Wednesday | \$10,000 |
| Daily Lunch Sponsor - Thursday | \$10,000 |
| Daily Morning Break Sponsor - Tuesday | \$5,000 |
| Daily Morning Break Sponsor - Wednesday | \$5,000 |
| Daily Morning Break Sponsor - Thursday | \$5,000 |
| Daily Afternoon Break Sponsor - Monday | \$5,000 |
| Daily Afternoon Break Sponsor - Tuesday | \$5,000 |
| Daily Afternoon Break Sponsor - Wednesday | \$5,000 |
| Branding Opportunities | |
| Conference Networking Lounge | \$30,000 |
| Conference Charging Stations 3 available | \$15,000 |
| Conference Welcome Bag Telecom Egypt | Sold Out |
| Conference USB Drive | N/A |
| Daily Notepad Sponsor - Monday DRG Consulting | Sold Out |
| Daily Notepad Sponsor - Tuesday | \$5,000 |
| Daily Notepad Sponsor - Wednesday | \$5,000 |
| Daily Notepad Sponsor - Thursday | \$5,000 |

Premier Sponsorships

Sponsoring the premier event of the industry – SubOptic 2019 – gets your brand in front of nearly 1,000 industry professionals. There's no better way to reach your target audience – clients, customers and colleagues.

Sponsoring this event gives your company authority and boosts your credibility. It's one of the best marketing investments you can make to increase your market exposure and be recognized for your dedication and commitment to the advancement of the fiber-optic industry.

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|----------------------------|------------------------|-----------------|
| Diamond Sponsorship | Huawei / SubCom | \$55,000 |
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- 4 booths
- 4 full registration passes
- 4 booth registration passes

Conference Visibility:

- Recognition at all major functions and conference spaces
- Logo and link on conference site
- Video Clip projection prior to plenary sessions
- One insert in Welcome Bag
- Logo on general signage
- Ad Inside cover of onsite program
- Logo on conference reception refreshment Pre-Conference Visibility:
- One full web banner space on conference site
- Logo Recognition on registration website
- Commitment Announcement – Blog post (250 words + quote + headshot)
- Conference Preview – Blog post (250 words + 2-4 images)
- Monthly social media mentions
- Logo included on Emails and Direct Mail Collateral
- Recognition included with the SubTel Forum Cable Map mailing in January 2019.

Post-Event Visibility:

- Event recap on blog and social media
- Included in post conference SubTel Forum sponsor recognition (Spread)

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| Platinum Sponsorship | Alcatel / EGS Survey / E-Marine / Infinera / NEC | Sold Out |
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- 2 booths
- 2 full registration passes
- 2 booth registration passes

Conference Visibility:

- One revolving web banner space
- Recognition at all major functions and conference spaces
- Logo and link on conference site
- One insert in Welcome Bag
- Logo on general signage
- Ad on Inside back cover of onsite program
- Logo on conference reception refreshment stations

Pre-Conference Visibility:

- One full web banner space on conference site
- Logo Recognition on registration website
- Commitment Announcement Blog post (250 words + quote + headshot)
- Conference Preview Blog post (250 words + 2-4 images)
- Monthly social media mentions
- Logo included on Emails and Direct Mail Collateral
- Recognition included with the SubTel Forum Cable Map mailing in January 2019.

Post-Event Visibility:

- Event recap on blog and social media
- Included in post conference SubTel Forum sponsor recognition (Spread)

Gold Sponsorship**Xtera****\$25,000**

- 1 booth
- 1 full registration pass
- 1 booth registration pass

Conference Visibility:

- Recognition at all major functions and conference spaces
- Logo and link on conference site
- One insert in Welcome Bag
- Logo on general signage
- ½ page ad in conference program
- Logo on conference reception refreshment stations

Pre-Conference Visibility:

- One revolving web banner space on conference site
- Logo Recognition on registration website
- Commitment Announcement – Blog post (250 words + quote + headshot)
- Conference Preview – Blog post (250 words + 2-4 images)
- Monthly social media mentions
- Logo included in Emails and Direct Mail Collateral
- Recognition included with the SubTel Forum Cable Map mailing in January 2019.

Post-Event Visibility:

- Event recap on blog and social media
- Included in post conference SubTel Forum sponsor recognition (spread)

Silver Sponsorship**Fugro / OFS / PCCW / Seaborn / WFN****\$17,000**

- 1 booth
- 1 full registration pass
- 1 booth registration pass

Conference Visibility:

- Recognition at all major functions and conference spaces
- Logo and link on conference site
- One insert in Welcome Bag
- Logo on general signage
- 1/3 page ad in conference program

Pre-Conference Visibility:

- One full web banner space on conference site
- Logo Recognition on registration website
- Commitment Announcement Blog post (250 words + quote + headshot)
- Conference Preview Blog post (250 words + 2-4 images)
- Monthly social media mentions
- Logo included on Emails and Direct Mail Collateral
- Recognition included with the SubTel Forum Cable Map mailing in January 2019.

Post-Event Visibility:

- Event recap on blog and social media
- Included in post conference SubTel Forum sponsor recognition (spread)

Reception Sponsorships

This is your chance to host one of the SubOptic 2019 receptions and maximize brand visibility. Put your company in front of the industry! As a reception sponsor, you'll be recognized on event signage, conference marketing materials and will have the chance to promote your company by providing a brochure and/or giveaway to each attendee at your sponsored reception. Opportunities are limited, so be sure to confirm your sponsorship today!

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| Welcome Reception | Seaborn / Xcite | Sold Out |
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- Listing as the Welcome Reception sponsor in all pre-show print/digital material and on-site signage
- Recognition during the 2018 Welcome Reception via promotional items/giveaways
- Table top recognition
- Drink Stir Sticks with your company logo
- Reception napkins with your company logo

Welcome attendees to New Orleans during our Welcome Reception in the Exhibit Hall on Monday April 8th. Open to all registrants, this event is a great way for attendees to network with both exhibitors and fellow attendees alike! Food, bar and entertainment will be part of this fun and engaging kick-off event.

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| Poster Session and Reception | \$20,000 |
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- Acknowledgement via prominent signage at the Opening Reception
- Table top recognition
- Drink Stir Sticks with your company logo
- Reception napkins with your company logo
- Acknowledgement and company logo in printed Conference Program
- Acknowledgement on conference website

Welcome attendees to the Poster Session and Reception on Tuesday, April 9. Open to all registrants, this event is a great way for attendees to review and network with poster authors, exhibitors and fellow attendees alike! Food and beverage will be part of this educational and engaging reception.

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| Small Business Networking Reception | \$15,000 |
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- Acknowledgement via prominent signage at the Opening Reception
- Table top recognition
- Drink Stir Sticks with your company logo
- Reception napkins with your company logo
- Acknowledgement and company logo in printed Conference Program
- Acknowledgement on conference website

Be the inaugural Sponsor for the first Small Business Networking Reception for the SubOptic conference series. The Small Business Networking Reception will be held on Thursday April 11, on the Exhibition Floor and will feature small businesses from around the industry. The Networking Reception will be open to all registrants making this event a prime opportunity for brand recognition. Food and beverage will be part of this educational and engaging reception.

Technology Sponsorships

A Technology Sponsorship is one of the best ways to brand your organization as a thought leader. This is your opportunity to sponsor some of the technological advances being made at SubOptic 2019. We are introducing a new Conference App to allow more interaction between attendees. Take advantage of this opportunity to showcase these technological advances and bolster your position as an industry innovator!

Conference WiFi Exclusive Sponsorship **\$20,000**

- Acknowledgement via prominent signage at the Conference
- Customized Landing Page when attendees sign on to the Wi-Fi network
- Company logo and Wi-Fi instructions on the back of attendee name badges
- Acknowledgement and company logo in printed Conference Program
- Acknowledgement on conference website

Help all attendees get connected at SubOptic2019 as the Exclusive WiFi sponsor. Customize the log-in information to promote your company, new product or conference special.

Conference Mobile App Sponsor **Sea Talk Systems** **Sold Out**

- Your company logo on the mobile app and event website with a hyperlink to your company website
- Acknowledgement via prominent signage at the Conference

The mobile app keeps show attendees connected, engaged and informed. This tool provides access to all event details including exhibitor and sponsor directory, booth listings, exhibit hall map, social media and much more!

Put your company logo on the Mobile App Splash Page and event website with a hyperlink to your company website. Your company will also be recognized as a sponsor in the show guide. This exciting opportunity will get you in front of the SubOptic 2019 attendees before, during and after the show. SubOptic 2019 will be complemented by a mobile app available on iOS, Android and web platforms.

Conference App Home Page Banner Space **\$7,500**

- Highly exclusive: limited to 4 companies banners displayed in rotation
- One-touch access to your listing or website
- Very visible, high click-through rate
- Quick access to your booth location on the map
- Dramatic increase in the number of visits to your listing

Home Page Banners are displayed on the SubOptic 2019 Mobile App home page and limited to four companies. Your brand message will be viewed by all users who open the app.

Conference App Rotating Banner Space **\$4,500**

- Limit of 6 (in rotation)
- Banner displayed in multiple locations for maximum exposure
- One-touch access to your listing, your website or your booth location on the map
- Dramatic increase in the number of visits to your listing

Rotating Banners provide you with maximum coverage throughout the app, as they appear at the top of most pages. Significantly drive more traffic to your listing!

Mardi Gras Sponsorships

The Mardi Gras Sponsorship category has all Wednesday evening activities available, from the pre-Parade gathering to entertainment during the Mardi Gras Gala Dinner. This is your chance for high profile brand recognition during the most exclusive and high profile event of the conference.

Parade Reception **\$20,000**

- Acknowledgement via prominent signage at the Parade Reception
- Drink Stir Sticks with your company logo
- Reception napkins with your company logo
- Acknowledgement and company logo in printed Conference Program
- Acknowledgement on conference website

Welcome attendees to gather for the Mardi Gras Parade on Wednesday April 10 in the Marriott lobby. The “SubOptic SharkBite” themed drink will make its debut for all to enjoy. This will be an opportunity for all to attendees to network and be entertained as everyone is gathering to take part in Mardi Gras Parade from the Marriott to the historic and world-famous Antoine’s Restaurant.

Madi Gras Gala Parade Sponsor **\$30,000**

TBD

Mardi Gras Gala Dinner **\$50,000**

- Reserved Table for ten for Sponsor
- Acknowledgement via prominent signage at the Gala
- Table top recognition
- Drink Stir Sticks with your company logo
- Reception napkins with your company logo
- Acknowledgement and company logo in printed Conference Program
- Acknowledgement on conference website

Become the premier sponsor of the SubOptic 2019 Mardi Gras Gala Dinner. Hosted inside the historic Antoine’s Restaurant in the French Quarter with world-class food, entertainment and an unparalleled networking opportunity, the Mardi Gras Gala Dinner is the submarine cable industry’s night to celebrate.

Mardi Gras Gala Entertainment Station 1 **\$10,000**

- Acknowledgement via prominent signage at the Entertainment Station
- Cigar Bands with your Company Logo
- Acknowledgement in printed Conference Program
- Acknowledgement on conference website

Purchase an Entertainment Station at the Mardi Gras Gala Dinner. This station features a cigar roller situated next to one of the Antoine’s iconic overlooks. Your company logo will be featured on the cigar bands as well as signage at the station.

Mardi Gras Gala Entertainment Station 2 **\$10,000**

- Acknowledgement via prominent signage at the Station
- Drink Stir Sticks with your company logo
- Reception napkins with your company logo
- Acknowledgement in printed Conference Program
- Acknowledgement on conference website

This station features a world-class bourbon tasting including custom bourbons hand selected by Antoine’s. Your company logo will be featured on the napkins as well as the entertainment station.

Mardi Gras Gala Entertainment Station 3 – Mardi Gras Masks **\$10,000**

- Acknowledgement via prominent signage at the Gala
- Custom Mardi Gras mask with your Company Logo
- Acknowledgement in printed Conference Program
- Acknowledgement on conference website

This station features Mardi Gras masquerade masks to be distributed during the Mardi Gras Gala Dinner. Your company logo will be represented on the masks.

Lunch & Break Sponsorships

As a Food and Beverage sponsor, your company will have the opportunity to provide each attendee with a delicious lunch or break and valuable networking! Opportunities are limited, so be sure to confirm your sponsorship today!

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| Daily Lunch Sponsor | 3 available | \$10,000 |
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- Recognition via prominent signage at lunch
- Table top recognition
- Napkins branded with your company logo
- Reserved Table for ten for Sponsor
- Acknowledgement in sessions prior to Lunch
- Acknowledgement in printed Conference Program
- Acknowledgement on conference website

Host an attendee lunch on one of the Conference Days. Open to all registrants, this event is a great way for attendees to have a break and share a meal together during the day.

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| Daily Morning Break Sponsor | 3 available | \$5,000 |
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- Recognition via prominent signage at break
- Table top recognition
- Napkins with your company logo
- Acknowledgement in sessions prior to Break
- Acknowledgement in printed Conference Program
- Acknowledgement on conference website

Host and attendee break between sessions to grab a quick refreshment. Open to all registrants, this event is a great way for attendees to have a break and share time to network and discuss the day's sessions.

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| Daily Afternoon Break Sponsor | 3 available | \$5,000 |
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- Recognition via prominent signage at break
- Table top recognition
- Napkins with your company logo
- Acknowledgement in sessions prior to Break
- Acknowledgement in printed Conference Program
- Acknowledgement on conference website

Host and attendee break between sessions to grab a quick refreshment. Open to all registrants, this event is a great way for attendees to have a break and share time to network and discuss the day's sessions.

Branding Opportunities

Maximize your visibility at the industry's leading conference with one of the many branding sponsorship opportunities that are available at SubOptic 2019.

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| Conference Networking Lounge | \$30,000 |
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- Spacious bar-like area at the conference
- Bistro tables and lounge like seating
- Scattered stations with refreshments
- Networking Lounge napkins with your company logo
- Acknowledgement and company logo in printed Conference Program
- Acknowledgement on conference website
- Acknowledgement via prominent signage and logo placement

The Networking Lounge is the primary destination for networking during the day at SubOptic 2019. Enjoy food and beverage during breaks or have a drink at the bar and conduct meetings in a relaxed setting. The Networking Lounge Sponsor will enjoy unprecedented visibility and branding within this sleek, fully furnished lounge.

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| Conference Charging Station | 3 available | \$15,000 |
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Charging stations offer full branding, LCD screen to display a sponsor video and a variety of charging capabilities for phones and other hand-held electronics. These stations charge fast and are highly utilized by attendees.

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| Conference Welcome Bag | Telecom Egypt | Sold Out |
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This is your company's opportunity to gain exposure both during and after the show. Give your attendees a lasting souvenir they will reuse time after time.

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| Conference USB Drive | N/A |
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- Exclusive Sponsorship of conference USB Drive
- USB Drive contains conference papers and is distributed in the conference welcome bags
- Company documentation loaded on the USB Drive
- Your logo featured as a Supporting Sponsor

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| Daily Notepad Sponsor | DRG Consulting | 3 remaining | \$5,000 |
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Notepads to be placed in each session for the day. This is a chance to have your brand in front of each participant while they are attending sessions on a particular day of the conference.

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| Daily Pen Sponsor | Infinera | 3 remaining | \$5,000 |
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Pens to be placed in each session for the day. This is a chance to have your brand in front of each participant while they are attending sessions on a particular day of the conference.

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| Water Bottle Sponsor | Corning | Sold Out |
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| Lanyards | Ciena | Sold Out |
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| Hotel Keys | Alcatel | Sold Out |
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| Welcome Bag Insert | 10 remaining | \$5,000 |
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Insert a piece of product literature, product CD/flash drive or giveaway item into conference attendee bags. Bags are given to all registered SubOptic 2019 attendees. Great for announcing a promotion, giveaway or contest at your booth.

Conference Advertising Opportunities

Every three years the SubOptic Conference provides attendees with an opportunity to network, find suppliers, and learn from industry thought leaders to improve their technology and business. Advertising will provide your company with an increased level of exposure to the industry and this year's event has a great mix of opportunities for you to select from.

| | | |
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| Conference Program | | \$15,000 |
|---------------------------|--|-----------------|

The printed Conference Program has a shelf life beyond the event as many attendees will retain it after the show. Your organization will be presented on the cover as "Conference Program Sponsored By... (Your Logo)".

1 Full Page ad

| | | |
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| Exclusive Cable Map Sponsor | E-Marine | Sold Out |
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Purchase exclusive sponsorship of the SubOptic 2019 conference Submarine Cable Map, distributed in conference welcome bags received by every attendee.

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| General Session Video Clip | 3 remaining | \$10,000 |
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Have your company video (3 minute max) to be played before each General Session. Door will open 30 minutes prior to each of the General Sessions.

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| Program & Exhibit Guide - Full Page Ad | | \$7,500 |
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| Program & Exhibit Guide - Half Page Ad | | \$5,000 |
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| Seat Drop | 4 available | \$6,000 |
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Place a postcard, small brochure or item on all chairs in the general session. Designs are fully customizable.

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| Room Drop | 3 available | \$6,000 |
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This is an opportunity to place a premium item in each attendee's room at the New Orleans Marriott during the evening to highlight your products and services.

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| Web Banner | MainOne | \$4,000 |
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Purchase a web banner space on the homepage of SubOptic2019.com