

Optica
Imaging Congress

EXHIBITOR SERVICE MANUAL

Optica
Imaging
Congress

18 - 21 August 2025
Hyatt Regency Seattle
Seattle, Washington, USA

OPTICA

Optica Imaging Congress

Welcome!

Thank you for participating in the 2025 Optica Imaging Congress at the Hyatt Regency Seattle, Seattle, Washington.

This Exhibitor Services Manual includes important information and deadlines to help you prepare for the Congress. Please distribute this manual to anyone who will be attending the meeting to staff your company's exhibit.

If you have any questions or need more information regarding the logistics, please contact Exhibit Operations at exhibits@optica.org.

Important Deadlines

Deadline Date	Item
08 July 2025	Advance Registration Deadline
15 July 2025	Housing Reservation Deadline
18 July 2025	Congress App and Online Listing Form Deadline
15 August 2025	Hyatt Regency Seattle begins accepting shipments – FedEx Office
15 August 2025	Booth Orders Due (Encore)

Congress App and Online Listing Form – Deadline: Friday, 18 July 2025

The Congress App is a valuable marketing tool for your company. Each exhibiting company receives one (1) free Online Listing and one (1) in the Congress App. To ensure your company name, contact information, and product description is included in the Exhibitor Listings, complete the Congress App and Online Listing no later than **18 July 2025** in your Exhibitor Resource Center for Optica Imaging Congress.

<https://opticaevents2025.exh.mapyourshow.com/>

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Exhibit Schedule – Elwha Ballroom

Date	Time
Sunday, 17 August	
Exhibitor Move-in	12:00 – 17:00*
Monday, 18 August	
Exhibitor Move-in	08:00 – 09:30*
Exhibit Hall Opens	10:00 – 16:00
Coffee Break with Exhibitors	10:30 – 11:00
Coffee Break with Exhibitors	16:00 – 16:30
Congress Reception	18:30 – 20:00
Tuesday, 19 August	
Exhibit Hall Opens	10:00 – 18:00
Coffee Break with Exhibitors	10:30 – 11:00
Joint Poster Session with Exhibitors	16:30 – 18:00
Exhibit Hall Closes	18:00
Wednesday, 20 August	
Exhibit Hall Opens	10:00 – 17:00
Joint Poster Session with Exhibitors	10:00 – 11:30
Coffee Break with Exhibitors	16:30 – 17:00
Exhibit Hall Closes	17:00
Exhibitor Move out	17:01 – 19:00

*All exhibits must be completely installed by 09:30 on Monday, 18 August.

****Special Events:** EXTs are invited to attend the Congress Reception. Additional tickets may be purchased at the time of registration for an additional cost.

Exhibiting companies' booth staff members are not required to remain at their display for the entire Congress; **however, booths should be staffed during Exhibit, Coffee Breaks and Poster Session hours listed above.** Attendee traffic patterns vary for each meeting. Most attendees will visit the Exhibits for the coffee breaks and lunches that are located in the Exhibit Area, and then they will return to the sessions. Please secure your booth when unattended as attendees have access to the Exhibit Area during coffee breaks. **Exhibit traffic is limited during other times.** Reach out to attendees and schedule meetings, extend yourself for extra time and/or attend the sessions.

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Booth Display Details

The exhibits, poster sessions, and coffee breaks will all take place in the Elwha Ballroom. Booth floor/space assignments are determined by show management based on the date and order that space contracts were received.

Booth displays include the following:

- Two (1) 120cm x 60cm table, skirted
- Two (2) chairs
- Company identification sign

Your display must fit completely within your 10' x 10' booth space. In the front half of the booth (from aisle), the total height of all materials must not exceed 4 feet; in the back half, the total height must be no higher than 8 feet. There will be no pipe & drape provided.

Decorations and/or signage may not be attached to or hung from any permanent structure. Optica highly recommends removing valuables from your exhibit when it is unattended. Overnight security services are *not* provided by Optica.

Booth Requirements

AV, Electrical, and Telephone/ Internet Services

Encore will be providing audio visual, electric services/power supply, internet, telephone and IT services for this Congress. For ease of use Encore has set up an online ordering [page](#).

Booth orders are due on Friday 15 August 2025.

For your convenience, complimentary wireless internet will be available in the exhibit hall for checking emails only, *not* for downloading or connecting to your office.

Security

Security will not be provided by Optica to monitor the Exhibit Area during exhibit hours or overnight. Show management strongly recommends that you take any valuable equipment (i.e. laptops, small components, or other materials) with you or secure them each night. It is also recommended that you bring a drape or cloth to cover your table each night. Each exhibitor is required to have adequate insurance levels, and basic precautions should be taken. Please do not store valuables under the table, or leave valuable objects such as phones, cameras, etc. on your table unless the booth is staffed. **Neither Show Management nor the Hyatt Regency Seattle are responsible for lost or stolen items.**

Shipping Guidelines

Inbound Shipping

FedEx handles all incoming and outgoing packages for the hotel (personal and group. To expedite the delivery of your packages please follow the below template for labelling packages.

Hold for Guest: (Guest Name + Contact Information)
c/o FedEx Office at Hyatt Regency Seattle 808 Howell Street
Seattle, WA 98101
(Convention/ Conference/ Group/ Event Name)

Deliveries for events should be scheduled to arrive no more than 3 days prior to the event start date to avoid additional storage fees. Items measuring over 6.5 feet in size are considered oversize and will be assessed an additional oversize fee if stored for more than (3) calendar days. All vendors will be responsible for their own shipping/ receiving charges in addition to charges incurred through shipping provider (i.e. FedEx, UPS, etc.).

Please reference this link for more information <https://local.fedex.com/en-us/wa/seattle/office-5744>

FedEx Package Handling and Storage Fees: [Click here](#)

Outbound Shipping

All outbound shipping arrangements must be made by exhibiting companies for pick up prior to leaving the Congress on the final day or coordinate your FedEx shipment through the FedEx Office Print / Ship Center <https://local.fedex.com/en-us/wa/seattle/office-5744>.

Please bring your own tape and shipping labels to affix on your boxes to ship back to your office.

Optica cannot take responsibility for any exhibiting company's booth materials left behind at Hyatt Regency Seattle.

Preferred Customs Broker

Airways Freight is OPTICA's Preferred Vendor for international shipping for the 2025 Optica Sensing Congress. All shipments traveling internationally **MUST** use a customs broker. Show Management is not responsible for any shipments that may be stopped at customs or for any additional charges that may be incurred for international shipments. Please contact Clay Quinton at clayq@airwaysfreight.com or Brock Wood at brockw@airwaysfreight.com for more information. (See below for order forms at the bottom)

NOTE: If you are shipping from outside of the U.S. to Hilton Long Beach and your shipment includes laser equipment for display, be sure to include [FDA Form 2877](#), *Declaration of Imported Electronic Products Subject to Radiation Control Standards*. Failure to include this form may result in your shipment being held up at U.S. Customs. For more information, click [here](#).

Registration

Exhibitor Staff Name Badges

Exhibiting company staff must now register online. Pre-register your exhibit personnel now to avoid having to stand in line to register onsite! Signing up as an exhibiting company for the 2025 Optica Imaging Congress does **NOT** automatically register you or your booth personnel for the Congress. To gain access to the exhibit area during set up and breakdown times or prior to show hours, all participating companies' booth staff must have an exhibitor name badge. Your company's primary contact will receive an email from Exhibitor Registrations (ExhibitorReg@optica.org) with a link to register your staff.

It is strongly encouraged to register prior to arrival. To register, please follow the steps below:

1. Those registering are required to first have an Optica account. To make an Optica account, click [here](#). We recommend making your account at least 24 hours prior to completing your registration.
2. Once the event is open and accepting registrations, your organization's primary contact will receive an email prompt providing your exhibit codes to receive your complimentary badges, as outlined below. You may also navigate to the website and proceed through the [exhibitor registration link](#).

A completed registration must be submitted for each person staffing a booth with a unique email address for each person. For your complimentary registrations as listed below, please use your company-specific discount codes in your registration welcome email from ExhibitorReg@optica.org.

Each exhibiting company receives three (3) complimentary badges:

- One (1) Exhibitor Technical Badge (EXT) – includes access to all technical sessions, exhibits, the Congress reception and access to papers on Optics InfoBase.
- Two (2) Exhibitor Personnel Badges (EXP) – access to the exhibit area only

All registrations must be completed through the Exhibitor Registration Platform. The link to the exhibitor registration platform can be found in your Welcome Email sent from Exhibitor Registrations at ExhibitorReg@optica.org.

On-site Registration Hours

The Registration Desk will be located in the Reception Hall and will be open during the following hours for your exhibiting company's staff to pick up their badges:

Sunday, 17 August	Monday, 18 August	Tuesday, 19 August	Wednesday, 20 August	Thursday, 21 August
08:00– 17:00	07:00 – 17:30	07:00 – 18:00	07:00 – 17:30	07:30 – 16:00

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Promotional Opportunities

Maximize your company's meeting presence through the unique sponsorships available at the 2025 Optica Imaging Congress. Increase your company's visibility among qualified attendees while utilizing a cost-effective way to gain a competitive advantage. Don't miss your chance to reach hundreds of attendees! To take advantage of a sponsorship opportunity, please email exhibitsales@optica.org.

Hotel and Travel

Click [here](#) for information on hotel reservations, travel and transportation, and letters of invitation and visa information.

Hyatt Regency Seattle

808 Howell Street

Seattle, Washington USA 98101

Single/Double ROH	US \$269, per night plus taxes
Extra Person Rate	Additional US \$25 per night plus taxes

****Reservation deadline – Tuesday, 15 July 2025**

Please Note:

Housing poachers are companies offering discounted hotel rates and may claim to be working with the 2025 Optica Imaging Congress. Some companies may be reselling rooms they have secured from another source. They may require fully pre-paid, non-refundable rates, subject to steep change fees.

Show Management has NO affiliation with these organizations and in no way endorses their services.

Reservations made through these "pirate" agencies or companies will be at your own risk. These companies are contacting you by phone (and in some cases email). Please note that the 2025 Optica Imaging Congress do not provide them with any contact information.

If you are contacted by any non-official vendors, always ask them to send you details in writing and please provide exhibits@optica.org with the details regarding these calls or emails. We will follow up aggressively with them. This includes outside companies offering hotel rooms, listings in show directories as well as more standard items for your booth such as A/V or internet.



Delivering Performance

Serving the trade show industry for over 40 years!

**Economy, Small Package, International Air, and Ocean,
Domestic next day and second day air**

Show Name: _____

Booth number: _____ Company name: _____

SHIP TO: (DESTINATION)		Bill TO: (IF DIFFERENT OR FOR CREDIT CARD)	
Company Name		Company Name	
Street Address		Mailing Address	
City, State, Zip		City, State, Zip	
Contact Name	Phone	Contact Name	Phone

ESTIMATED WEIGHT

Piece count of shipment:

Next Day	2 nd Day	Economy

Service Level:(Check One)

Signature

Date

Additional
Insurance

\$

← Insurance amount

(Cost for additional insurance is \$8.50 per \$1,000.00 insured value)

Circle One)



PLEASE PROVIDE CREDIT CARD INFORMATION BELOW!

(3% convenience fee applies to all credit card transactions)

Name on Card: _____

Email for receipt: _____

Card Number

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Exp Date _____ Sec Code _____

Cardholder Signature: _____