

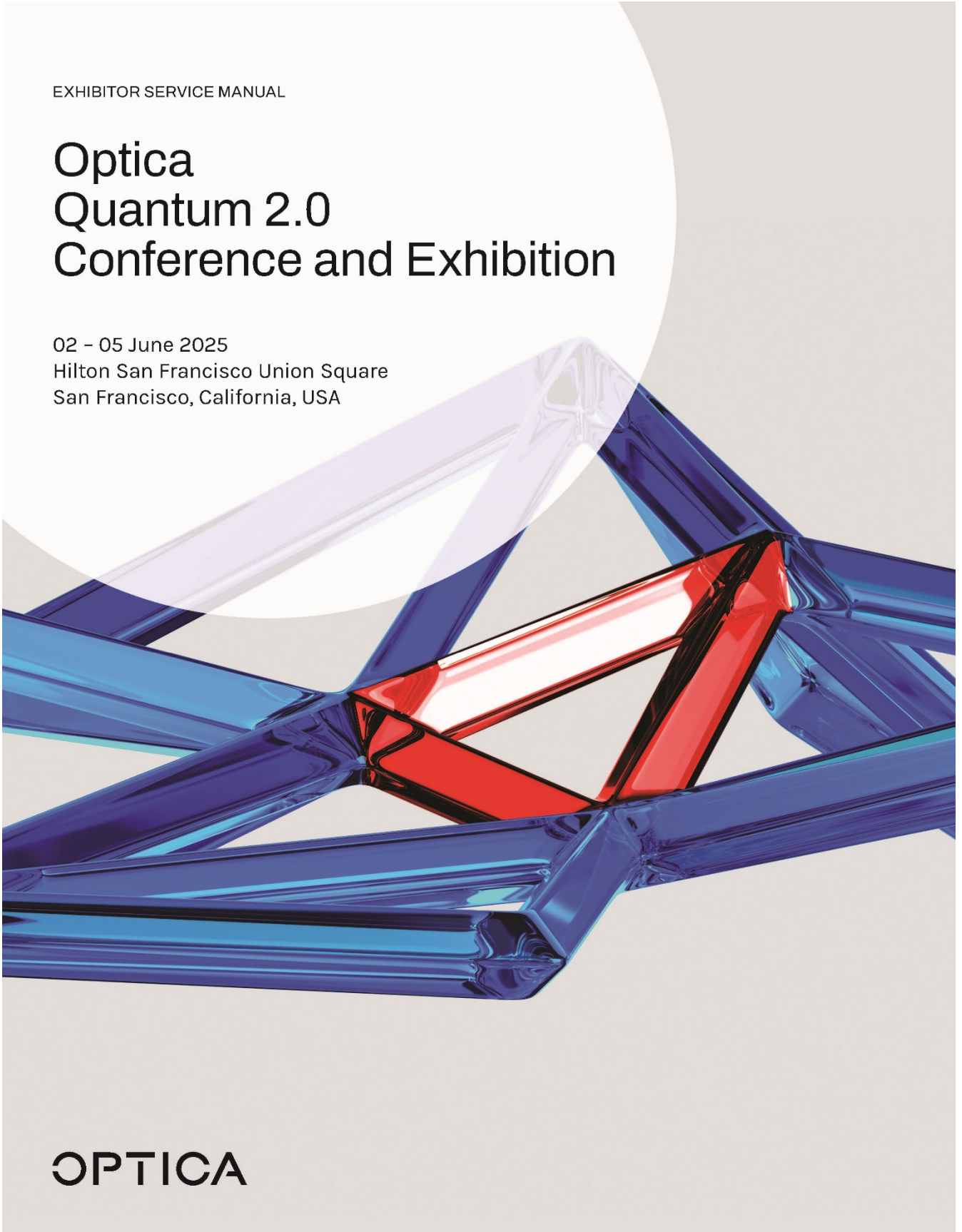
Optica Quantum 2.0
Conference and Exhibition

EXHIBITOR SERVICE MANUAL

Optica Quantum 2.0 Conference and Exhibition

02 - 05 June 2025
Hilton San Francisco Union Square
San Francisco, California, USA

OPTICA



Optica Quantum 2.0 Conference and Exhibition

Welcome!

Thank you for participating in the Optica Quantum 2.0 Conference and Exhibition at Hilton San Francisco Union Square, San Francisco, CA USA. 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
Thursday, 01 May	Hotel Room Reservation Deadline
Wednesday, 28 May	Booth Services Orders Due
Wednesday, 28 May	Hilton San Francisco Union Square Begins Accepting Booth Shipments

Optica Quantum 2.0 Conference and Exhibition

Exhibit Schedule – Grand Ballroom A & B

Date	Time
Monday, 2 June	
Exhibitor Move-In	09:00 – 16:00
Tuesday, 3 June	
Exhibitor Move-in	08:00 – 09:30*
Exhibits	10:00 – 16:00
Technology Showcase	10:00 – 10:30
Exhibits & Coffee Break	10:00 – 10:30
Exhibits Only Time	12:30 – 16:00
Show Floor Programs	13:30 – 15:45
Poster Session	14:00 – 16:00
Conference Reception	18:00 – 19:30
Wednesday, 4 June	
Exhibits	10:00 – 16:00
Technology Showcase	10:00 – 10:30
Exhibits & Coffee Break	10:30 – 11:00
Exhibits Only Time	12:30 – 16:00
Show Floor Programs	13:30 – 15:45
Poster Session	14:00 – 16:00
Thursday, 5 June	
Exhibits	10:00 – 16:00
Exhibits & Coffee Break	10:00 – 10:30
Technology Showcase	10:00 – 10:30
Exhibits Only Time	12:30 – 16:00
Show Floor Programs	13:30 – 15:45
Poster Session	14:00 – 16:00
Closing Meeting Toast	18:00 – 19:00
Exhibitor Move-Out	19:01 – 22:00

(This schedule is as of January 23, 2025. For an up to date schedule, please [click here](#).)

*All exhibits must be completely installed by 09:30 on Tuesday, 3 June.

****Special Events:** Exhibitors are invited to attend the Congress reception. One (1) complimentary reception ticket for each EXT badge holder is included per 10'x10' booth space purchase. Tickets may be purchased on-site for an additional per ticket cost.

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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 Grand Ballroom A & B. 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: One (1) 6' x 30" table, skirted

- Two (2) chairs
- One (1) wastebasket (shared by 2 exhibitors)
- A table display sign with company name

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

Electrical Services

Electric Services and/or power supply services are provided by Freeman. To avoid any on-site challenges, please be sure that you are aware of the requirements of your booth in advance of arriving to the Congress. Your contact at the hotel is: Lucas Sheeler (Lucas.Sheeler@Hilton.com). Please complete the Electrical Power and Equipment Order form in this [Manual](#).

Audio Visual and Internet Service

Encore will be providing audio visual services and internet for this Congress. If your booth requires any of these services, please complete [this order form](#) included in this manual and submit it no later than **Wednesday, 28 May**. If you have any questions regarding the order form, please contact Drew Lanning at drew.lanning@encoreglobal.com.

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.



encoreSM

EVENTS THAT TRANSFORM

Hilton

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UNION SQUARE**

Quantum 2.0 Conference Exhibitor Kit

Easy Ordering

As the Technology Provider of the Hilton San Francisco Union Square, Encore is committed to making your experience as easy and stress-free as possible.



Self-service option available through our online store – EventNow

Step 1

Visit [EventNow](#) and select your show

Step 2

Browse our technology catalog

Step 3

Select from a list of available products/product packages and service packages, then check out.*

* EventNow is only available more than two days prior to event load in. If ordering within two days, contact your Encore on-site team.

Once your order is completed, a confirmation email will be sent with all your order details and a dedicated professional will still be on-hand to answer any questions regarding your order.

EventNowSM

offers a range of solutions for any exhibitor:

As the Technology Provider of the Hilton San Francisco Union Square, Encore is committed to making your experience as easy and stress-free as possible.

- Large and small format HD monitors (40" monitors and above include floor stands)
- PC Based Laptops
- Various Audio Packages
- Wireless Presentation Controls
- HDMI Cables, Distribution Amplifiers, and Adapters
- Power Strips, Extension Cords, and Charging Stations
- LED Lighting
- Flipchart Packages
- Internet Connectivity Packages

NEED RIGGING

If so, please fill out rigging request, <https://www.encoreglobal.com/rigging-request/>

Encore representative will be in touch with you.

We make it easy



Easy ordering options



Confirmation email is sent with your order details



We regularly maintain and service all equipment



Encore delivers, installs, and tests equipment



After the show, Encore picks up your rental equipment



Need assistance or products/solutions not offered in EventNow?

Call your Encore on-site contact directly:

Drew Lanning
Senior Sales Manager
drew.lanning@encoreglobal.com

What else can we do?

Experiential Exhibits

Led Walls

Lighting Solutions

Projection

Video Solutions

And More!



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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 Hilton San Francisco Union Square are responsible for lost or stolen items.**

Shipping Guidelines

Inbound Shipping – Direct Shipping

If you plan to ship your booth materials directly to Hilton San Francisco Union Square, please address your materials as follows:

Guest's Name or Person Retrieving Parcel
Arrival Date of Hotel Guest
Hilton San Francisco Union Square
333 O'Farrell Street
San Francisco, CA 94102
Optica Quantum 2.0 Conference
Grand Ballroom A&B
Box ____ of ____

The hotel will begin accepting shipments no earlier than Wednesday, May 28, 2025. Your booth materials will be stored in a secure location prior to the show and delivered to the exhibit area (Grand Ballroom) on Monday, 02 June at 09:00. If your booth staff needs to retrieve their booth materials prior to exhibit set-up time, they may contact the hotel's shipping manager, Lucas Sheeler (Lucas.Sheeler@Hilton.com).

Outbound Shipping

All outbound shipping arrangements must be made by exhibiting companies for pick up prior to leaving the Congress on the final day. 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 the Hilton San Francisco Union Square.

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Preferred Customs Broker

Airways Freight is OPTICA's Preferred Vendor for international shipping for the Hilton San Francisco Union Square. 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.

NOTE: If you are shipping from outside of the U.S. to the Hilton San Francisco Union Square 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](#).

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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

Piece count of shipment:	ESTIMATED WEIGHT				
				____/____/____	
Service Level:(Check One)				Signature	Date

	Next Day	2 nd Day	Economy			
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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 _____ Exp Date _____ Sec Code _____

Cardholder Signature: _____

Package Express

Shipping, Receiving & Handling



The Hilton San Francisco Union Square **Package Express** provides services for receiving, handling, and delivering materials.

Should you wish to ship materials directly to the Hotel, please note the following procedures and corresponding rates:

- Heavyweight materials and large crates are not accepted
- The hotel does not accept Exhibit Hall freight or COD shipments
- Package Express does not store empty boxes or containers
- Materials should be shipped to be received no earlier than 3 days prior to the guest's arrival date
- Packages should be addressed to:

Guest's Name or Person Retrieving Parcel

Arrival Date of Hotel Guest
 Hilton San Francisco Union Square
 333 O'Farrell Street
 San Francisco, CA 94102

Name of Event or Conference
 Room Location if known
 Number of Boxes (e.g., 1 of 10)

Shipping Charges		Letters	Boxes up to 24"X18"X18"	Oversized Boxes Fiber Cases	Crates Pallet
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Receiving Only	<i>per piece</i>	\$ 5.00	\$ 10.00	\$ 40.00	\$ 300.00
Receiving & Delivery	<i>per piece</i>	\$ 10.00	\$ 20.00	\$ 60.00	\$ 300.00
Additional Movement	<i>per piece</i>	-	\$ 10.00	\$ 20.00	\$ 300.00
Build & Shrink Wrap *	<i>per pallet</i>	-	-	-	\$ 100.00
Outgoing Package	<i>per piece</i>	-	\$ 10.00	\$ 10.00	\$ 100.00
Outgoing Package with assistance*	<i>per piece</i>	-	\$ 20.00	\$ 20.00	\$ 100.00

**Must be scheduled minimum 10 days in advance*

FedEx and UPS have regular pick-ups each weekday at 3:30PM. Outgoing packages must be properly taped and labelled with a printed pre-paid label. Hand written labels will not be accepted.

Package Express hours of operation are M-F 7am to 6pm and S-S 7am to 5 pm and can be reached at extension 6211 from any house phone.

Optica Quantum 2.0 Conference and Exhibition

Registration

Exhibiting company staff must now register online. Signing up as an exhibiting company for the Optica Quantum 2.0 Conference and Exhibition 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.

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.

To avoid hassle onsite, it is strongly encouraged to register prior to arrival. Registration will open the week of 31 January 2025. 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 this exhibitor registration [link](#).

Each exhibiting company receives three (3) complimentary badges. **(As a reminder to please use the exhibit registration portal to register and add any additional attendees.)**

- 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.

If additional badges are needed, each person must purchase an Exhibitor Technical Upgrade Badge. Please click this [link](#) for pricing and registration information.

On-site Hours

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

Monday, 02 June	Tuesday, 03 June	Wednesday, 04 June	Thursday, 05 June
09:00 – 16:00	09:00 – 16:00	09:00 – 16:00	09:00 – 16:00

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Promotional Opportunities

Maximize your company's meeting presence through the unique sponsorships available at the Optica Quantum 2.0 meeting. 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

Reservation Deadline: Thursday, May 1, 2025

OPTICA has reserved special room rates at Hilton San Francisco Union Square. Click [here](#) for information on hotel reservations, travel and transportation, and letters of invitation and visa information.

Room Rates:

Single/Double/ADA	US \$289 per night plus taxes
Extra Person Rate	Additional US \$20 per night plus taxes

Please Note:

Housing poachers are companies offering discounted hotel rates and may claim to be working with the Optica Quantum 2.0 Conference. 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 Optica Quantum 2.0 Conference does 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.