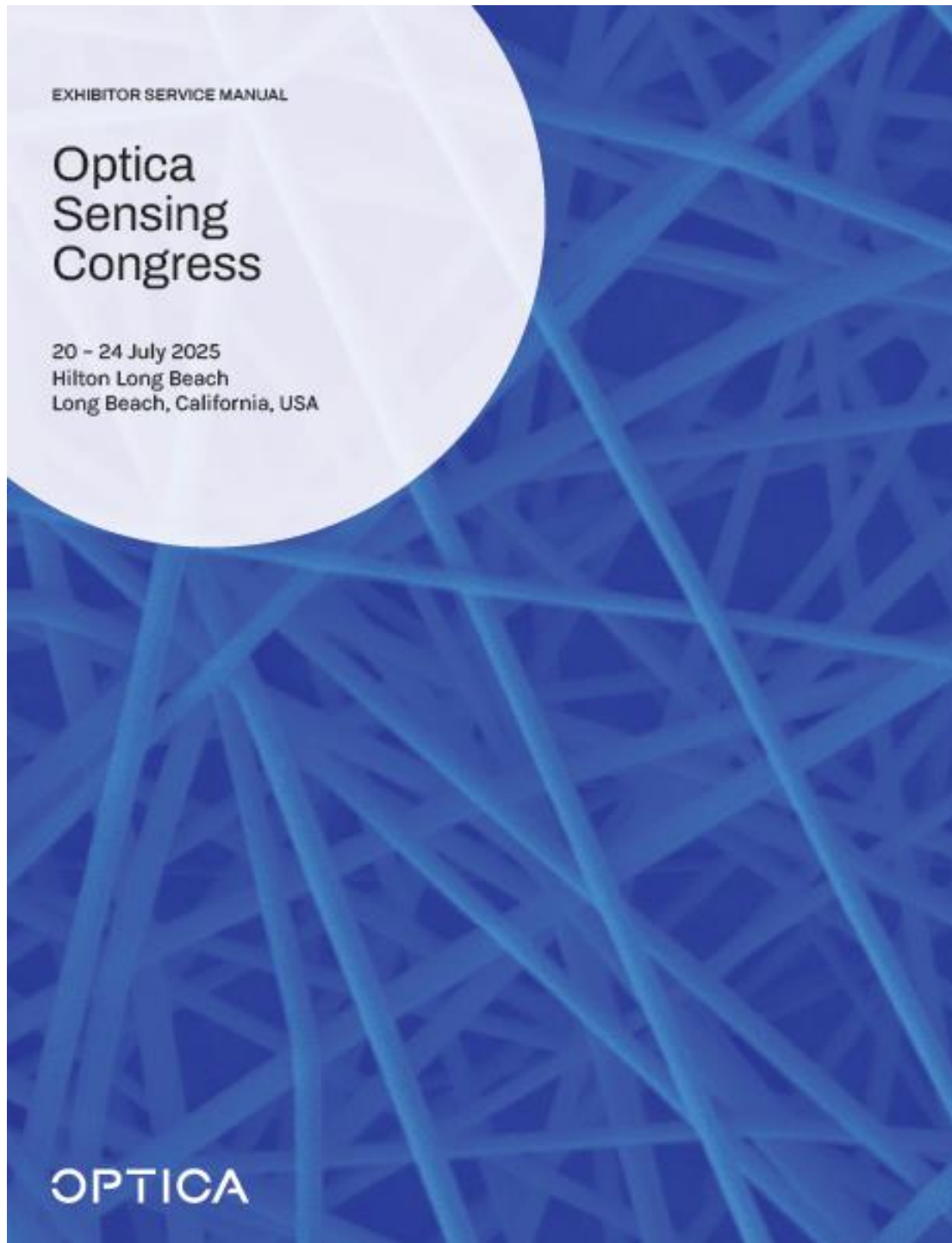


# Optica Sensing Congress



# Optica Sensing Congress

## ***Welcome!***

Thank you for participating in the 2025 Optica Sensing Congress at Hilton Long Beach in Long Beach, CA. 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](mailto:exhibits@Optica.org).

## **Important Deadlines**

Deadline Date	Item
<b>Wednesday, June 18, 2025</b>	Hotel Room Reservation Deadline
<b>July 2, 2025</b>	Electrical and Internet Booth Services Orders Wednesday 02 July
<b>Wednesday, July 16, 2025</b>	Hilton Long Beach Begins Accepting Booth Shipments

## **Congress App and Online Listing – Deadline: Monday, July 7, 2025**

Each exhibiting company receives one (1) free Online Listing and one (1) in the Congress App. Both are a valuable marketing tool for your company. To ensure your company name, contact information, and product description is included in the Exhibitor Listings, complete the Congress App through your exhibitor portal no later than **Monday, July 7, 2025**.

## **Technical Program:**

The technical program is comprised of plenary sessions, technical sessions featuring invited and contributed oral talks, poster sessions and post deadline papers — all focused on technological solutions to medical challenges and medical applications. The congress is organized into five topical meetings. Please click [here](#) for program information about the Optica Sensing Congress.

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## Exhibit Schedule – International III, IV, & V

Date	Time
<b>Sunday, 20 July</b>	
Exhibitor Move-In	09:00 – 17:00
<b>Monday, 21 July</b>	
Exhibitor Move-in	07:00 – 09:30*
Exhibits	09:30 – 16:00
Exhibits & Coffee Break	09:30 – 10:00
Exhibits, Poster Session, & Coffee Break	14:30 – 16:00
<b>Tuesday, 22 July</b>	
Exhibits	09:30 – 15:30
Exhibits & Coffee Break	09:30 – 10:00
Exhibits & Coffee Break	15:00 – 15:30
Congress Reception**	17:00 – 18:30
<b>Wednesday, 23 July</b>	
Exhibits	10:00 – 15:00
Exhibits & Coffee Break	10:00 – 10:30
Poster Session	10:00 – 11:00
Exhibits & Coffee Break	14:30 – 15:00
Industry Social Engagement Event*	17:00 – 18:00
Exhibitor Move-Out	15:01 – 19:00

*(This schedule as of July 8, 2025. For an up to date schedule, please click [here](#).)*

**\*All exhibits must be completely installed by 09:30 on Monday, 21 July.**

**\*\*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. Additional tickets may be purchased on-site.

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

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the sessions.

### Booth Display Details

The exhibits, poster sessions, and coffee breaks will all take place in the International III, IV, & V rooms. 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, Telephone, IT services***

Electrical and internet services are provided by the Hilton Long Beach. 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. For electrical services, complete the Exhibitor Order form in this Manual. Your contact at the hotel is: Emily Mora (emily.mora@hiltonlb.com).

#### ***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, complete the order form included in this manual and submit it no later than **Monday, 31 March**. If you have any questions regarding the order form, contact Amin Purliyev at [amin.purliyev@encoreglobal.com](mailto:amin.purliyev@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.

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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 Long Beach are responsible for lost or stolen items.**

## Shipping Guidelines

### *Inbound Shipping – Direct Shipping*

If you plan to ship your booth materials directly to Hilton Long Beach, please address your materials as follows:

Hilton Long Beach  
701 W. Ocean Blvd  
Long Beach, CA 90831

Guest/Recipient's Name  
Exhibitor/Company Name  
Booth #  
Optica Sensing Congress, July 20-24, 2025

Box # \_\_\_\_\_ of # \_\_\_\_\_

**The hotel will begin accepting shipments no earlier than Thursday, 17 July.** Your booth materials will be stored in a secure location prior to the show and delivered to the exhibit area (International III, IV, & V) on Sunday, 20 July.

### *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 Hilton Long Beach.

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## ***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](mailto:clayq@airwaysfreight.com) or Brock Wood at [brockw@airwaysfreight.com](mailto:brockw@airwaysfreight.com) for more information.

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.** Signing up as an exhibiting company for the **2025 Optica Sensing 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](mailto: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](mailto:ExhibitorReg@optica.org).

To avoid hassle onsite, it is strongly encouraged to register prior to arrival. Registration is now open. 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. 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 exhibitor registration link [here](#).

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 – includes access to all technical sessions, exhibits, the Congress reception and access to papers on Optics InfoBase.

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- Two (2) Exhibitor Personnel Badges – 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 inside International III, IV, & V and will be open during the following hours for your exhibiting company’s staff to pick up their badges:

Sunday, 20 July	Monday, 21 July	Tuesday, 22 July	Wednesday, 23 July	Thursday, 24 July
09:00 – 17:00	07:00 – 17:00	07:30 – 16:00	07:30 – 16:30	07:30 – 14:00

## Promotional Opportunities

Maximize your company’s meeting presence through the unique sponsorships available at the 2025 Optica Sensing 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](mailto:exhibitsales@Optica.org).

## Hotel and Travel

### *Reservation Deadline: Wednesday, 18 June 2025*

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

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## Room Rates:

Single/Double ROH	US \$229, per night plus taxes
Extra Person Rate	Additional US \$25 per night plus taxes

## Please Note:

Housing poachers are companies offering discounted hotel rates and may claim to be working with the Sensing 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 Sensing Congress 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](mailto: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.