

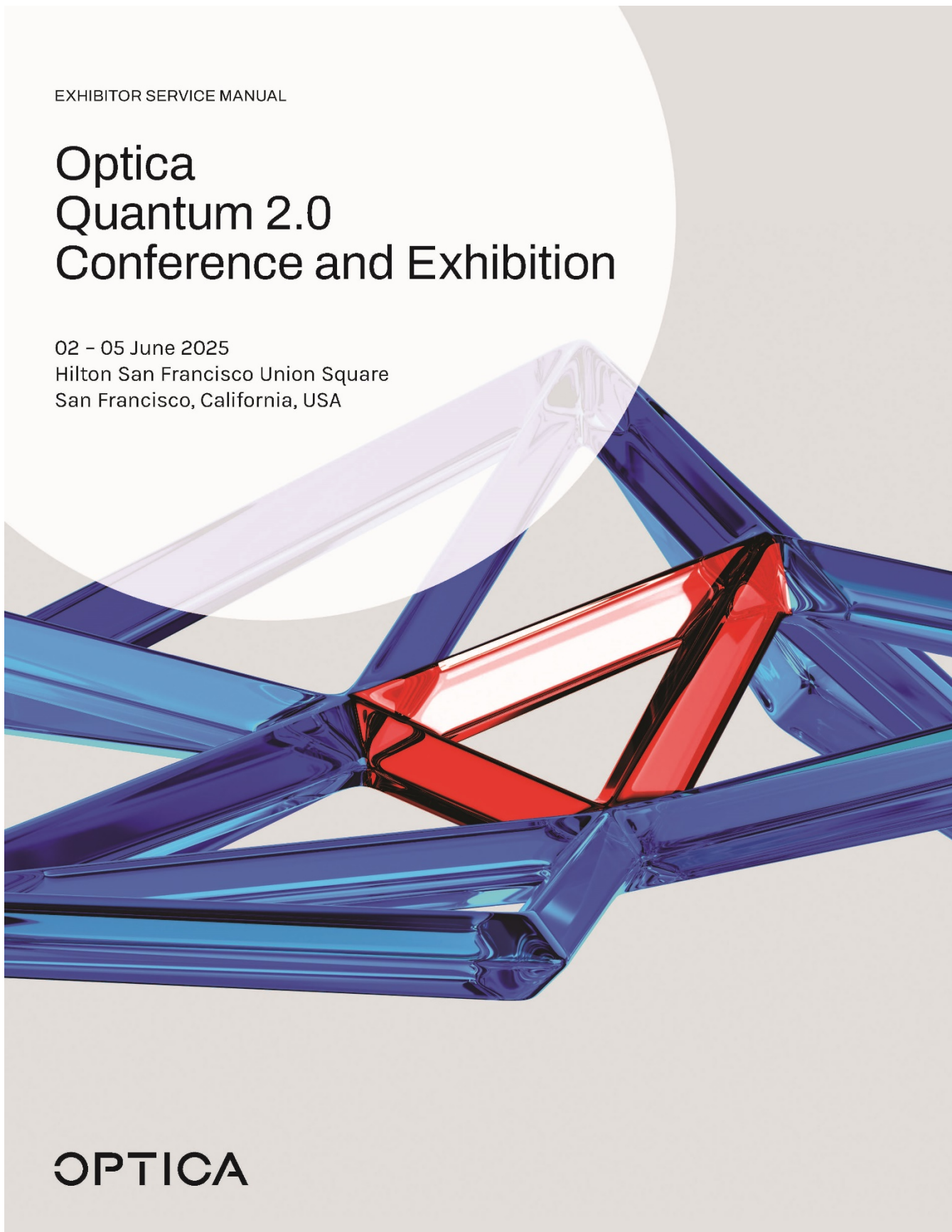
Optica Quantum 2.0  
Conference and Exhibition

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](mailto:exhibits@Optica.org).

## **Important Deadlines**

Deadline Date	Item
<b>Thursday, 01 May</b>	Hotel Room Reservation Deadline
<b>Wednesday, 28 May</b>	Booth Services Orders Due
<b>Wednesday, 28 May</b>	Hilton San Francisco Union Square Begins Accepting Booth Shipments

## **Exhibit Schedule – Grand Ballroom A & B**

Date	Time
<b>Monday, 2 June</b>	
Exhibitor Move-In	09:00 – 16:00
<b>Tuesday, 3 June</b>	
Exhibitor Move-in	08:00 – 09:30*
Exhibits	10:30 – 16:00
Technology Showcase	10:30 – 10:30
Exhibits & Coffee Break	10:30 – 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
<b>Wednesday, 4 June</b>	
Exhibits	10:30 – 16:00
Technology Showcase	10:30 – 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

# Optica Quantum 2.0 Conference and Exhibition

## Thursday, 5 June

Exhibits	10:30 – 16:00
Exhibits & Coffee Break	10:30 – 10:30
Technology Showcase	10:30 – 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 May 7, 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.

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.

## 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
- Pipe and Drape

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.

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**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: **The Freeman Electrical Order form coming soon.**

#### *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](mailto: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

### 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.**

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## Shipping Guidelines

### *Inbound Shipping – Direct Shipping*

Freeman will be accepting inbound freight beginning May 12. Please do not ship any large crates or skids to the Hilton San Francisco Union Square. Freeman will be accepting advanced shipping. More information coming soon.

Please address your materials as follows:

Exhibiting company Name / Booth Number  
Show Name  
C/O PDS / Freeman  
365 E. Grand Avenue Unit C  
South San Francisco, CA 94080  
Optica Quantum 2.0 Conference  
Grand Ballroom A&B  
Box\_\_\_\_of\_\_\_\_

Freeman will begin accepting shipments no earlier than Wednesday, May 12, 2025 – Wednesday May 28, 2025. More information regarding shipping to come.

### *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.

### *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](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 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](#).

# 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](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 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

# Optica Quantum 2.0 Conference and Exhibition

## 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](mailto: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](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.