

**OPTICA** | Formerly  
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EXHIBITOR SERVICES MANUAL

# Optica Laser Congress and Exhibition

20 – 25 October 2024  
Grand Prince Hotel Osaka Bay  
Osaka, Japan





# Optica Laser Congress and Exhibition

## ***Welcome!***

Thank you for participating in the 2024 Optica Laser Congress and Exhibition at the Grand Price Hotel Osaka Bay, Osaka, Japan. 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**

<b>Deadline Date</b>	<b>Item</b>
<b>13 September 2024</b>	Congress App and Online Listing Form Deadline
<b>18 September 2024</b>	Hotel Room Reservation Deadline
<b>24 September 2024</b>	Advance Registration Deadline

## **Congress App and Online Listing Form – Deadline: **Friday, 13 September****

Each exhibiting company receives one (1) complimentary 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 and Online Listing Instructions on the next page no later than **Friday, 13 September 2024**.

### Online Listing Submission Deadline: Friday, 13 September 2024

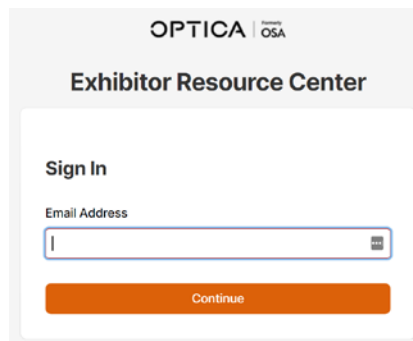
Any changes or submissions received after this deadline may not be reflected in the Conference App. Exhibiting companies may continue to submit changes to their Online Listing at any time. Should a company miss this deadline, only the contact information entered by the exhibitor in the online profile for the current year will appear. Information entered in previous years is not carried over. Management reserves the right to edit any submissions if necessary.

**\*\*\* Submissions must be done online. Email [exhibits@optica.org](mailto:exhibits@optica.org) if you have questions.\*\*\***

Each exhibiting company receives one free listing in the Conference App. In addition, each company will receive one (1) Online Listing and one (1) in the Conference App.

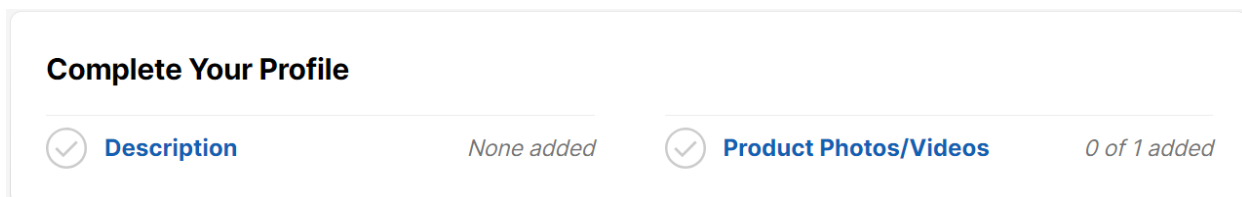
### Submission Instructions:

1. Go to <https://opticaevents2024.exh.mapyourshow.com> and log in to your Exhibitor Resource Center using your assigned credentials received by email from [service@mapyourshow.com](mailto:service@mapyourshow.com). Please contact [exhibitaccounts@optica.org](mailto:exhibitaccounts@optica.org) if you have not received your credentials.



The screenshot shows the 'OPTICA | OSA Exhibitor Resource Center' sign-in page. It features a 'Sign In' heading, an 'Email Address' label, a text input field, and an orange 'Continue' button.

2. Click on the "Description" button under Complete Your Profile to go to the submission site.



The screenshot shows the 'Complete Your Profile' section with two items:

- Description** *None added*
- Product Photos/Videos** *0 of 1 added*

3. Under Company Information, enter Headquarter Information. Enter the company name, address, city, state/ province, postal code, country, telephone, Company Email, Company description, and applicable social media sites. Please enter Company Email and Company Description **as you wish attendees to see**. This should be a **general email** or an **information email, not your personal email**.

# Optica Laser Congress and Exhibition

## Company Information

If changes/corrections to company name or address, please submit to Exhibit Sales Team at [exhibitsales@optica.org](mailto:exhibitsales@optica.org).

\* Indicates a required field

**\* Company Name**

**Address**

4. Click "Update Company Information" button once information entered.

### Edit Company Information

**\* Company Name**

**\* Address**

**City**

**State/Province**

**Postal Code/Zip Code**

**\* Country**

**Telephone**

**Fax**

**\* Company Email**

Please use the full URL for website

**Website**

**Facebook**

**Instagram**

**LinkedIn**

**Twitter**

**Company description**  40 Words Left

5. Where the submitted information will appear:

Online Listing (online only)	Conference App
Headquarter Information (all information)	Headquarter Information (all information)
Online Company Profile (all information)	Online Company Profile (all information)
<b>Categories</b>	
Products & Multi-Media <i>Gold &amp; Silver Online Listing upgrades only</i>	N/A

# Optica Laser Congress and Exhibition

6. To ensure **complete** and **accurate** information for your listing in your Online Listing, please review and submit the following:

Online Listing Features	Standard Level	Silver Level	Gold Level
	Included	USD 295	USD 495
Contact Information	✓	✓	✓
Booth Number	✓	✓	✓
Website	✓	✓	✓
Links to Social Media	✓	✓	✓
Product Categories	✓	✓	✓
50-Word Company Description	✓	✓	✓
Product Gallery Image with Description	1	2	5
Show Features	1	2	5
Event Online Contacts	1	2	4
Pieces of Collateral	-	2	4
Show Offer	-	1	1
Company Logo	-	✓	✓
Exhibitor Scheduled Events	-	-	4
Priority Placement in Search Results	-	-	✓
Highlighted Booth with Corner Peel	-	-	✓

## Upgrade Your Online Listing

Be sure to stand out from your competition and give attendees more detail about your company offerings. An upgraded Online Listing is a great investment for maximum web exposure. Reach out to the Exhibit Sales Team to upgrade your Online Listing at [exhibitsales@optica.org](mailto:exhibitsales@optica.org).

## Sharing Your Exhibit Space with Another Division of Your Company?

There is a USD 250 fee for each Booth Share. To include separate printed and Online Listings for another division or branch of your company, please contact the Exhibit Sales Team at [exhibitsales@optica.org](mailto:exhibitsales@optica.org) to secure your Booth Share.

# Optica Laser Congress and Exhibition

## Exhibit Schedule – Exhibit Hall

Date	Time
<b>Sunday, 20 October</b>	
Exhibitor Move-in	12:00 – 15:00
Welcome Reception**	15:00 – 16:30
<b>Monday, 21 October</b>	<b>10:00 – 16:00</b>
Exhibitor Move-in	07:00 – 09:30
Coffee Break with Exhibitors	10:00 – 11:00
Congress Lunch	12:00 – 13:30
Coffee Break with Exhibitors	15:30 – 16:00
<b>Tuesday, 22 October</b>	<b>10:00 – 16:00</b>
Exhibitor Move-in	07:00 – 09:30
Poster Session I and Coffee Break with Exhibitors	10:00 – 11:00
Congress Lunch	12:00 – 13:30
Coffee Break with Exhibitors	15:30 – 16:00
Industry Social Engagement Event**	18:00 – 19:00
<b>Wednesday, 23 October</b>	<b>10:00 – 16:00</b>
Poster Session II and Coffee Break with Exhibitors	10:00 – 11:00
Congress Lunch	12:00 – 13:30
Coffee Break with Exhibitors	15:30 – 16:00
Exhibitor Move-out	16:01 – 19:00
Congress Banquet**	19:00 – 22:00
<b>Thursday, 24 October</b>	
Awards and Closing Farewell Toast	16:00 – 17:00

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

\*\***Special Events:** All exhibitors are invited to attend the Welcome Reception and the Industry Social Engagement Event. Exhibitors may attend the Congress Banquet at a cost of USD 100 per person.

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.

# Optica Laser Congress and Exhibition

## Booth Display Details

The exhibits, poster sessions, and coffee breaks will all take in the exhibit floor. 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) display table
- Two (2) chairs
- 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

### ***Audio Visual, Internet Service and Electrical Services – Coming Soon!***

The Grand Price Hotel Osaka Bay will be providing audio visual services, internet, power and lighting for this Congress. To avoid any on-site challenges, please be sure that you are aware of the requirements of your booth prior to arriving to the Congress.

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 Grand Price Hotel Osaka Bay are responsible for lost or stolen items.**

# Optica Laser Congress and Exhibition

## Shipping Guidelines – *Coming Soon!*

### ***Preferred Customs Broker***

Airways Freight is Optica's preferred vendor for international shipping for the Optica Laser Congress and Exhibition. 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. Additional information about Airways Freight is included in this manual.

NOTE: If you are shipping from outside of the U.S. to the Grand Price Hotel Osaka Bay 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](#).



Event

# Optica Laser Congress and Exhibition

20 – 24 October 2024

Grand Prince Hotel Osaka Bay  
Osaka, Japan

**"OFFICIAL INTERNATIONAL CARRIER"**

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# Optica Laser Congress and Exhibition

## Registration

### *Exhibitor Staff Name Badges*

**Exhibiting company staff must now register online.** Signing up as an exhibiting company for the 2024 Optica Laser Congress 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).

Each exhibiting company receives three (3) complimentary badges. **A completed Exhibitor/Sponsor Badge Registration form must be submitted for each person staffing a booth.**

- 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 Full Technical Badge (EXT) for USD 799 before or on **24 September** (EUR 1,100 afterward).**

### *On-site Hours*

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

Sunday, 20 October	Monday, 21 October	Tuesday, 22 October	Wednesday, 23 October	Thursday, 24 October
08:00 – 17:30	07:00 – 16:30	07:30 – 16:30	07:30 – 16:30	07:30 – 16:00

# Optica Laser Congress and Exhibition

## Promotional Opportunities

Maximize your company's meeting presence through the unique sponsorships available at the Optica Laser Congress and Exhibition. 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 September 2024***

Optica has reserved special room rates at the Grand Prince Hotel Osaka Bay, Osaka, Japan. Click [here](#) for information on hotel reservations, travel and transportation, and letters of invitation and visa information.

### **Please Note:**

Housing poachers are companies offering discounted hotel rates and may claim to be working with the Optica Laser Congress and Exhibition. 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 Laser Congress and Exhibition 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.

# Optica Laser Congress and Exhibition

## Health and Safety Practices

### *COVID testing*

- We strongly recommend you self-test before leaving home and upon arriving in the meeting location.
- The Optica website will be a resource for international attendees who may need to secure testing to return to their country, or for any attendee who is feeling unwell and would like to get tested.

### *Vaccinations*

- COVID vaccination records will not be required/checked onsite this year. However, we strongly encourage COVID vaccination and boosters, as vaccines are proven to reduce the threat of critical illness.
- We strongly encourage you to get your flu shot, if available to you in your country, to further reduce the threat of illness.

### *Masks*

- Masks will be available upon request on site.
- Mask wearing for Optica Meeting participants will be a matter of personal choice and preference, and we encourage everyone to be respectful of mask decisions made by other individuals. Wear a mask indoors if you are more comfortable; we ask that you respect those around you that choose to do so.
- We advise high-risk individuals, and those with family or colleagues who are at a higher risk of getting COVID, to wear a CDC-recommended mask, such as the N95 type.

### *Healthy habits*

- Wash hands frequently, including after utilizing washroom facilities.
- Use hand sanitizer.

### *More questions?*

If you have specific questions that are not addressed here, please contact [custserv@optica.org](mailto:custserv@optica.org).