

Photonics West Show Daily 2024 - published on site each day

Fundamental to business development

Photonics West is an essential industry event and, with a real appetite from conference delegates and exhibition attendees to return to in-person attendance, there are great opportunities for face-to-face participation in the conversations and decision making that happen here.

Photonics West remains a core component in driving your business development and strategic marketing planning.

- Show Daily keeps attendees informed in real-time. Put your company brand and products alongside the latest developments and exclusive editorial coverage.ors and buyers.
- Maximise your exposure with exclusive distribution from the North and South halls ensuring your message reaches an engaged audience.
- 3,000 copies printed daily making it easily accessible to attendees
- Extended reach. Sent out digitally to all 20,000+ subscribers of the optics.org eNewsletter.
- Enjoy long-lasting visibility with your content hosted on optics.org for an entire year.
- Puts your products directly into the hands of Photonics West attendees.
- Strategically align your brand with your target markets and specific applications to enhance your market presence.
- Gain a competitive edge with effective promotion that drives traffic to your booth and facilitates direct engagement with potential clients.

Delivering your marketing messages

By working in close partnership with optics.org you will be able to reserve space in the **Photonics West Show Daily**, the official daily newspaper for Photonics West, to ensure that your products, marketing message and brand are delivered to conference attendees *each and every day of the show*.



New edition published daily

Massive daily distribution at exclusive locations

Distribution of the **Photonics West Show Daily** will be in prime locations accessible only by SPIE, including inside the Moscone Center in the Photonics West Registration areas and high traffic visitor areas, giving you more exposure to attendees than ever before.

Substantial daily distribution

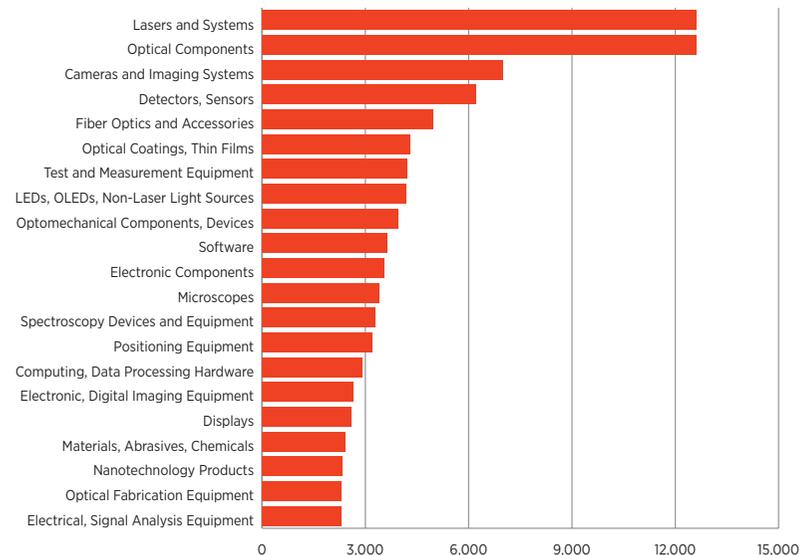
There are no substitutes

If it isn't in the Photonics West Show Daily – then it isn't official.

SPIE. PHOTONICS WEST

It's where buyers come to buy

Industrial R&D, product engineers, and scientists from around the globe come together at Photonics West. In addition to companies, leading government and research organizations also send hundreds of attendees to learn what's new.



Figures based on 2023 attendance.

Benefits of being seen in the Show Daily at Photonics West

Be a part of the most important gathering of the year

Start your year off right at the leading photonics and laser event.

FEATURED TECHNOLOGIES:

- Lasers and other light sources
- Laser accessories, laser systems
- Cameras and CCD components
- Fiber optic components, equipment, systems
- Optical components
- Communication
- Optical detectors
- High speed imaging and sensing
- Optical materials and substrates
- IR sources and detectors
- Electronic imaging components
- Optical coatings
- Lenses and filters
- Positions and mounts

Planning for 20,000 attendees in 2024

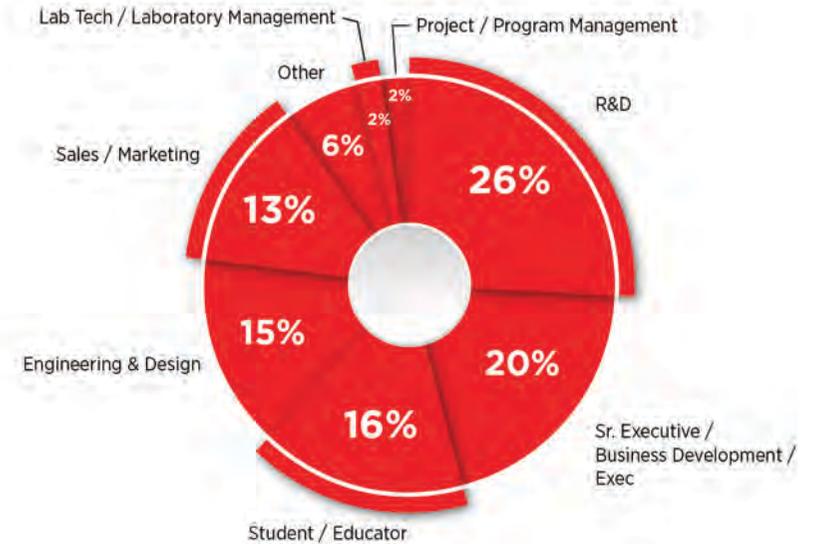
Photonics West historically attracts over 20,000 international attendees.

We look forward to seeing everyone again in San Francisco for the photonics industry's premier face-to-face, live event.

Expand your revenue and your growth

Reach the qualified audience attracted to this world-class event.

ATTENDEE JOB FUNCTION FROM PREVIOUS YEARS:



Photos courtesy of SPIE

Photonics West Show Daily 2024 - advertising opportunities

We are able to offer a wide range of advertising positions and sizes – in fact, something to meet every marketing need and budget. So whether you are looking for high-impact brand advertising or a new product advert to sit alongside relevant editorial, we have something for you.



Photo: iStockphoto.com/Rob Spie

As part of SPIE, there are many international exhibition, sponsorship, and advertising opportunities associated with SPIE events and SPIE Photonics Focus. Let's talk about how we can create a multi-channel marketing campaign together!

Deadlines

Reservations Due: **3 January 2024**

Materials Due: **10 January 2024**

Show Daily Rates

<p>FULL PAGE BLEED AND NON-BLEED</p>	<p>DOUBLE PAGE SPREAD BLEED AND NON BLEED</p>	<p>HALF PAGE HORIZONTAL</p>	<p>HALF PAGE VERTICAL</p>	<p>THIRD PAGE HORIZONTAL</p>
<p>Trim: 10.5"(w) x 13.5"(h) Bleed: 10.75"(w) x 13.75"(h) Max image area for non bleed ad: 9.75"(w) x 13"(h) Rate: \$8350/€7935/£6850</p>	<p>Trim: 21"(w) x 13.5"(h) Bleed: 21.25"(w) x 13.75"(h) Max image area for non bleed ad: 20.5"(w) x 13"(h) Rate: \$13650/€12970/£11195</p>	<p>Size: 9.75"(w) x 6"(h) Rate: \$6250/€5940/£5125</p>	<p>Size: 4.5"(w) x 12.5"(h) Rate: \$6250/€5940/£5125</p>	<p>Size: 9.75"(w) x 4"(h) Rate: \$5210/€4950/£4275</p>
<p>THIRD PAGE VERTICAL</p>	<p>QUARTER PAGE</p>	<p>EIGHTH PAGE</p>	<p>JUNIOR AD</p>	<p>COVER STRIP</p>
<p>Size: 3"(w) x 12.5"(h) Rate: \$5210/€4950/£4275</p>	<p>Size: 4.5"(w) x 6.25"(h) Rate: \$3415/€3245/£2800</p>	<p>Size: 4.5"(w) x 3"(h) Rate: \$1890/€1795/£1550</p>	<p>Size: 7.25"(w) x 10"(h) Rate: \$6920/€6575/£5675</p>	<p>Size: 9.75"(w) x 2.5"(h) Rate: \$5210/€4650/£4275</p>

Covers and Premium Position Rates

Inside Front Cover	Inside Back Cover	Outside Back Cover
Rate: \$9640/€9120/£7875	Rate: \$9640/€9120/£7875	Rate: \$9640/€9120/£7875

Photonics West Show Daily 2024 - advertising opportunities

Optics.Org Product Focus

Product Focus is a print publication from optics.org and will form part of the Photonics West Show Daily. It is the ideal place to announce a new product or to ensure your existing products get the visibility they deserve. If you are exhibiting at the Show, we will include your booth number in your advertisement making it easy for potential customers to find your products.



Eighth Page Product

Copy should not be more than 85 words. Full company details should be provided plus any contact names.

Product photo size: 40mm x 30mm
 Photo should be supplied as high-resolution JPEG or EPS files. All image files must be 300 dpi minimum at above size and CMYK.

Eighth Page Product plus Star Product* on optics.org

*Star Products deliver homepage promotion and inclusion in the optics.org section of Photonics West Show Daily.



Rates - Optics.Org Product Focus Section

Eighth Page Product

Rate: \$1890/€1795/£1550

Eighth Page Product plus Star Product* on optics.org

Rate: \$2360/€2245/£1935

*Star Products deliver homepage promotion and inclusion into the optics.org section of Photonics West Show Daily.

As part of SPIE, there are many international exhibition, sponsorship, and advertising opportunities associated with SPIE events and SPIE Photonics Focus. Let's talk about how we can create a multi-channel marketing campaign together!

Video Interviews and Product Demos

Take advantage of a great opportunity to explain and promote your products not just to show attendees but also to a much wider audience worldwide.

Photonics West now offers a service which enables you, to film your product promotion and visually demonstrate the tangible benefits way beyond a printed ad or banner placement. All from the comfort of your own booth.

Photonics West video interviews and product demos service will fully expand the exposure of your brand and products beyond the exhibition itself and include these valuable benefits:

- Your video will be promoted to 30,000+ optics.org users.
- Your video will be hosted on optics.org for 12 months and promoted specifically via the **optics.org** Products pages.
- Your video will be promoted in the **Photonics West eNewsletter** which is distributed to our 20,000 optics.org newsletter subscribers.
- You will receive an MP4 video for your own individual promotions and marketing activities.

Rates from: \$3500/€3325/£3200

Contact the sales team today to reserve your time slot.

Rob.fisher@optics.org
 or telephone: +44 117 905 5330

Dylan.byrne@optics.org
 or telephone: +44 117 905 5351



An optics.org interview with Mike Scobey, CEO of Alluxa - on the floor of SPIE Photonics West 2022.

Artwork Specifications

Digital materials are required. Hi-res print-ready Acrobat PDFs preferred. Supply all ads with crop marks clearly indicated. Hard copy proofs are requested with all materials.

Accepted Native File Formats include (Macintosh platform only) Adobe InDesign, Illustrator, and Photoshop. PC-based files are not accepted. Please convert PC-based files to Illustrator EPS with fonts turned into outlines. Always include all fonts and supporting graphics.

Unacceptable Programs and File Formats: GIF, JPEG or PNG files are not accepted. QuarkXPress, Adobe PageMaker, Corel Draw, Microsoft Publisher, Microsoft Word, PowerPoint, or low quality PDFs are also not accepted.

Bleed Allowance: Full page ads require .125" bleeds ALL SIDES. Incremental ads (1/2 page, 1/4 page and cover strips) do not bleed and must be made to exact size. A 1/2 point keyline is recommended to outline all incremental ads.

Live Area/Safety Margin: Keep all live matter .375" from edge.

Color: CMYK only. RGB files are not accepted.

Graphics: Import images at 100% size and at 300 dpi resolution.

Fonts: Open Type or Postscript Type 1 fonts only. Provide all printer and screen fonts. Do not apply character-level styling in page layout application. Avoid using True Type or DFont fonts.

Proofs: High quality color proofs output at 100% showing crop marks.

Pick ups: Materials cannot be picked up from previous directories or from other sources. Please supply new files for each insertion.

Storage and Liability: Photonics West Show Daily does not store or return material after printing. Photonics West Show Daily is not liable for loss or damage of ad materials. Materials not prepared to Photonics West Show Daily specifications may incur additional charges and may sacrifice reproduction quality. Publisher is not responsible for incorrect or incomplete ad materials.