

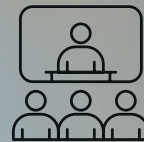
Photonics West Video Interviews and Product Demos - Rate Card 2024

Exhibition Promotions

Expand the exposure of your brand and products beyond the exhibition.

SPIE. PHOTONICS WEST

30 January - 1 February 2024
San Francisco, California, United States



Show Video Package


3 minute fully edited video

Show Video Package Plus

*3 minute fully edited video
+ ½ page ad in all 3 editions of the
Photonics West Show Daily*



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optics.org

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Photonics West Video Interviews and Product Demos - Rate Card 2024

Video Interviews and Product Demos

We are thrilled to announce that **optics.org**, the foremost online resource for photonics professionals, is the official exhibition provider for video interviews and product demos at **Photonics West 2024**. This is your chance to shine and captivate the event's attendees with the power of exhibition videos.

Book your video demo/interview now to secure your prime timeslot and effectively showcase your latest products, applications, and capabilities to the **Photonics West** audience.

Why Choose optics.org for your Exhibition Videos?

optics.org is owned and published by **SPIE**!

We're providing all exhibitors at **Photonics West** with the perfect opportunity to elevate your brand and take centre stage with captivating event videos that highlight your company's unique offerings.

Here's how exhibition videos can benefit you:

- 1. Highlight Key Moments:** Showcase product launches, live demos, and customer testimonials to reinforce your company's value.
- 2. Extend Your Reach Beyond the Show:** Amplify your trade show presence by sharing event videos on social media, reaching a broader audience.
- 3. Create Timeless Content:** Craft content that can be repurposed for various marketing campaigns, ensuring lasting value.
- 4. Stay Competitive:** Leverage event video promotions to outshine rivals at trade shows.

Our Show Package includes:

- A professionally recorded 3-minute video at your booth by our expert team.
- All post-production and editing (x2 edits).
- A completed MP4 provided for your own marketing purposes.
- Proactive promotion post-event on the optics.org and SPIE websites.
- Inclusion in the post-**Photonics West** wrap-up **optics.org eNewsletter** (sent to over 20,000+ industry professionals and **Photonics West** attendees).
- Promotion through all **optics.org** and **SPIE** media channels.

This exceptional package is available for a total investment of just **\$3500**.

To maximise your visibility before, during, and after **Photonics West**, consider combining your video with targeted online promotions on optics.org and in the **ONLY** official daily newspaper for **Photonics West**.

Remember, **SPIE** doesn't sell or rent attendee names, so the surefire way to guarantee exposure to your future business partners is through **SPIE** media.

Don't miss this opportunity to make a lasting impact.

Contact our dedicated sales team today to secure your media package:

Rob Fisher: rob.fisher@optics.org

Dylan Byrne: dylan.byrne@optics.org

Packages

Show Video Package

- 3 minute fully edited video
- Inclusion into the **Post Photonics West optics.org special edition eNewsletter** (sent to 20,000+ subscribers)
- Video hosted on the **optics.org** website
- Video hosted on the **SPIE** website
- Video promoted on all **optics.org social media channels**
- An MP4 of your video

Investment: \$3500/€2900/£3200

Show Video Package Plus

- Advance promotion on the **optics.org** website with targeted ad placement across the optics.org website for 1 month (includes 728x90 leader banner and promotion in the optics.org eNewsletter)
- Inclusion of a ½ page ad in all 3 editions of the **Photonics West Show Daily** magazine distributed at the **Photonics West** show to 50,000 current and past attendees of **Photonics West** and 3000 copies distributed at the **SPIE BIOS** show
- 3 minute fully edited video
- Inclusion into the post **Photonics West optics.org special edition eNewsletter** (sent to 20,000+ subscribers)
- Video hosted on the **optics.org** website
- Video promoted on all **optics.org social media channels**
- An MP4 of your video

Investment: \$6500/€6185/£5355

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