

SPIE Photonics West PREVIEW 2024 - Rate Card

PHOTONICS WEST PREVIEW

27 - 28 January 2024

- distributed at the SPIE BiOS show
- the official magazine incorporating BiOS Expo, LASE, OPTO, AV, VR, MR and BRAIN
- latest news pre Show
- over 20,000 attendees and 1,300 exhibiting companies

Book your space for 2024 today.



SPIE. PHOTONICS WEST

2023
SPIE | [spie.org](https://www.spie.org) | [optics.org](https://www.optics.org) | JANUARY 28 - FEBRUARY 2, 2023

PHOTONICS WEST PREVIEW



Novel 'few mode' innovation reboots and expands OCT

Professor Caroline Boudoux is casting new light from her photonic lantern for optical coherence tomography.

At Polytechnique Montreal, Caroline Boudoux's lab has developed a new version of a popular medical imaging technology for optical coherence tomography, or OCT, based on an optical fiber device called a photonic lantern.

It will have a variety of medical and other applications, which Boudoux will spell out in detail at the BIOS Hot Topics in her January 28 presentation at Photonics West.

She works with a particular type of hardware called modality-specific photonic lanterns, which act as (de-)multiplexers of spatial modes in fiber optics.

Boudoux and her team, in collaboration with colleague Nicolas Goubout, has developed a new way to model and manufacture the lanterns "with better specifications and using a technique compatible with large-scale manufacturing, to allow rapid translation outside the lab."

Prof. Boudoux says the lantern approach to OCT "lets us create images with more photons, and that improves contrast."
Credit: Caroline Boudoux

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Linking light and sound creates safer noninvasive brain investigations

Boston University's Professor Chen Yang is refining photoacoustic neural stimulation to improve understanding of disorders of the nervous system.

Tiny devices, some at the nanoscale, are replacing traditional, bulky electronics in the photonics-based world of Chen Yang, a professor of chemistry at Boston University, Yang works in non-genetic photoacoustic neural stimulation, and also has a faculty post in the BU Department of Electrical and Computer Engineering. Her Ph.D. is from Harvard and her other degrees are from Hong Kong University of Science and Technology and the University of Science and Technology of China.

In her Hot Topics presentation, Yang will

Boston University's Prof. Chen Yang.
Credit: Boston University.

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DON'T MISS THESE EVENTS.

SATURDAY

BIOS EXPO
10 AM - 5 PM Moscone Center, Hall DE (8th/9th Level)

TRANSFORMING HEALTHCARE VIA AI & DEEP LEARNING
11:30 AM - 12:30 PM Moscone Center, Expo Stage, Hall DE

BIOS HOT TOPICS
7 - 9 PM Moscone Center, Room 207215 (Level 2 South)

SUNDAY

BIOS EXPO
10 AM - 4 PM Moscone Center, Hall DE (8th/9th Level)

THE IMPACT OF POINT-OF-CARE AND WEARABLE TECHNOLOGY
11:30 AM - 12:30 PM Moscone Center, Expo Stage, Hall DE

LUNCH AND LEARN: LEADED PRIVILEGE
12 - 1 PM Moscone West, Level 2 Convention Lounge

NEUROTECHNOLOGIES PLenary
1:30 - 5:30 PM Moscone Center, Room 207215 (Level 2 South)

BIOPHOTONICS FOCUS: AUPHOL PLENARY
7 - 8:35 PM Moscone Center, Room 207215 (Level 2 South)

For the full schedule, see the technical program and exhibitor guide or download the SPIE Conference app. Some events require registration.

IN THIS ISSUE.

p. 06 | LASE: Lab-on-chip

p. 08 | OPTX: Optical computing

p. 11 | AR/VR/MR: Real progress



More than meets the eye.

No matter what optical challenge you're facing, chances are Optikos has solved it—or something a lot like it. Whether you need design through manufacturing, products for image quality measurement, or anything in between, we can help.

See what's below the surface at booth #857.



SPIE Photonics West PREVIEW 2024 - Rate Card

Fundamental to business development

Photonics West is an essential industry event, and with conference delegates and exhibition attendees demonstrating a real appetite for returning to in-person attendance, there are great opportunities for face-to-face participation in key conversations and decisions that happen here.

- Photonics West Preview enables attendees to access essential news and information ahead of time. Including information on all conference programs, exhibitor news, product announcements and booth demos.
- Reach a vast audience of potential collaborators and buyers. Photonics West Preview is sent digitally to over 50,000 current and past attendees.
- Benefit from Photonics West Preview's widespread physical distribution at registration and during the SPIE BIOS show. – 3000 copies.
- Gain enduring exposure with your content hosted on optics.org for an entire year, extending your reach and impact far beyond event dates.
- Seize the opportunity to expand your network, discover potential buyers and make valuable new business connections.
- Leverage advertising and editorial opportunities to promote your brand and products effectively, ensuring your company stands out from the crowd.

Delivering your marketing messages

By working in close partnership with **optics.org** you will be able to reserve space in the **Photonics West PREVIEW**, the official preview for **Photonics West**, and ensure that your products, marketing message and brand are delivered to conference attendees *ahead of and during the event*. Essentially paving the way for those critical meetings and conversations.

Editorial focus

The **Photonics West PREVIEW** will include essential information on all aspects of the **Photonics West** show.



It will provide insight into the **BIOS** and **Quantum West** conferences, as well as hot topics at Photonics West, and a pick of all the networking events taking place over the week. The **Photonics West PREVIEW** enables you to align your company core technologies and products to applications.



Distribution

Photonics West PREVIEW will be sent digitally to over 50,000 industry professionals and past attendees in advance of **Photonics West**. It will also be available at all registration desks and high traffic distribution points throughout the **BIOS** show and **Photonics West** to provide maximum exposure to attendees.

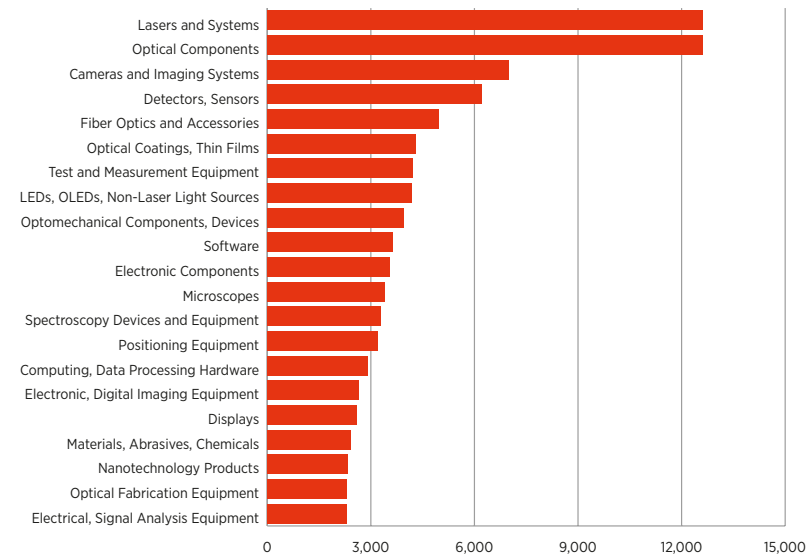
There are no substitutes

If it isn't in the **Photonics West PREVIEW** – 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 2019 attendance.

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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 over 20,000 attendees in 2024

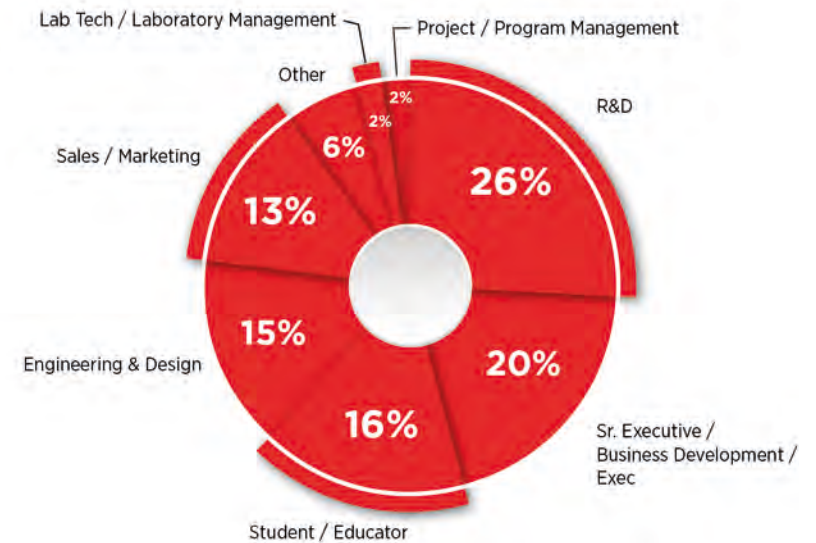
Photonics West historically attracts over 20,000 international attendees.

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

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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 courtesy of 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: **15 December 2023**

Materials Due: **24 December 2023**

SPIE Photonics West PREVIEW 2024 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: \$3675/€3490/£3015</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: \$6300/€5985/£5165</p>	<p>Size: 9.75"(w) x 6"(h) Rate: \$2100/€1995/£1720</p>	<p>Size: 4.5"(w) x 12.5"(h) Rate: \$2100/€1995/£1720</p>	<p>Size: 9.75"(w) x 4"(h) Rate: \$1840/€1750/£1510</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: \$1840/€1750/£1510</p>	<p>Size: 4.5"(w) x 6.25"(h) Rate: \$1150/€1095/£945</p>	<p>Size: 4.5"(w) x 3"(h) Rate: \$790/€750/£650</p>	<p>Size: 7.25"(w) x 10"(h) Rate: \$2620/€2490/£2150</p>	<p>Size: 9.75"(w) x 2.5"(h) Rate: \$2030/€1930/£1665</p>

Covers and Premium Position Rates

Inside Front Cover RRate: \$4355/€4120/£3560	Inside Back Cover Rate: \$4355/€4120/£3560	Outside Back Cover Rate: \$4355/€4120/£3560
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(Advertising sizing subject to change until clarification of the finished magazine dimensions is received.)

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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: \$790/€750/£650

Eighth Page Product plus Star Product* on optics.org

Rate: \$1045/€995/£855

*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.