optics.org print and digital publications – Photonics West

the business of photonics
optics.org

SPIE. PHOTONICS WEST

30 January - 4 February 2027
San Francisco, California, US

Partner with optics.org, the official SPIE media platform, to connect with over 24,000 attendees at the world's premier photonics event.

- The Photonics West Preview (including the Product Focus)
- The Photonics West Show Daily Newspaper
- On-booth video production
- High-value multi-media bundles







Photos courtesy of SPIE

Connect with the world's premier photonics audience

SPIE Photonics West is the industry event where critical conversations happen, decisions are made, and new business partnerships are formed.

It is the leading global event for the photonics and laser industries, attracting a massive, qualified audience with a real appetite for new solutions.

By partnering with optics.org, you gain exclusive access to this audience, positioning your brand at the forefront of the industry and supporting the investment you've made in exhibiting.

An audience of key decision-makers and influencers, Photonics West attracts over 24,000 registered international attendees and 1,600 exhibiting companies, from industrial R&D and product engineers to scientists and senior executives.

Reach the professionals with purchasing power, looking to strengthen their supply chains with innovative products and services and manufacturing innovation across all major technology sectors.

Featured technologies include:

- **Lasers and other light sources**
- **Cameras and imaging systems**
- **Optical components**
- **Fiber optic components and systems**
- **High-speed imaging and sensing**
- **IR sources and detectors**



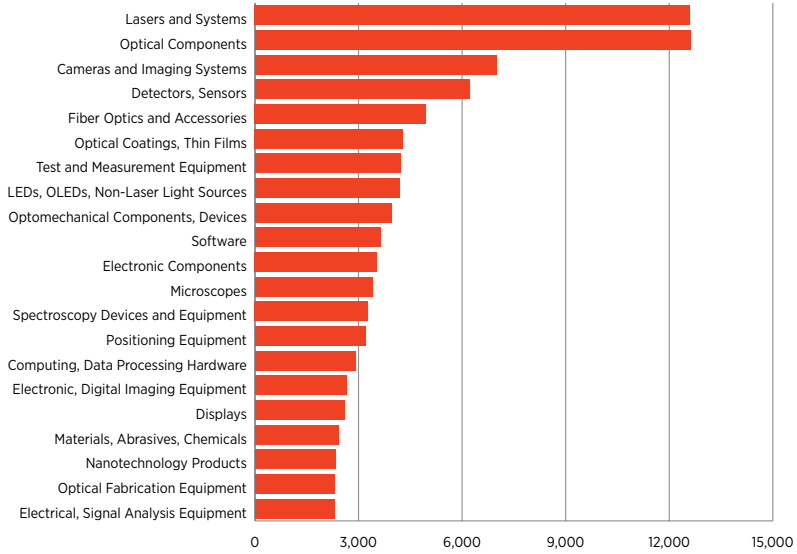


Photos courtesy of SPIE

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.

Planning for over 24,000 registered attendees in 2027

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

Be a part of the most important gathering of the year

Connect with attendees at every stage of their Photonics West experience to maximize your investment.

New for 2027

Sponsored editorial at Photonics West

Harness the power of editorial to explain your technology, demonstrate its value and give buyers a compelling reason to choose your company.

- **Explain your full capabilities:** Bring engineering expertise, custom solutions and applications to life, including strengths buyers may not know you offer.
- **Stand out from competing exhibitors:** Show what makes your technology and approach distinctive, helping buyers understand why your company belongs on their shortlist.
- **Build buyer confidence:** Use technical insight and application examples to demonstrate how your solutions address real challenges.
- **Be part of must-read show coverage:** Place your story alongside essential news and innovations that help attendees decide what to see and who to meet.
- **Drive engagement and booth visits:** Connect your feature to a launch, demonstration or presentation and encourage readers to meet your team.

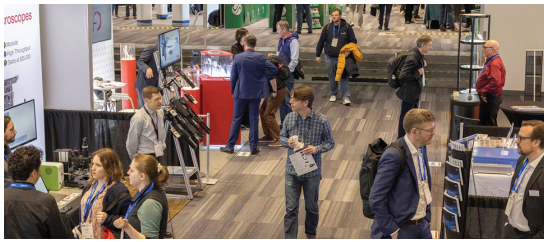
Choose your publication and timing

- **Photonics West Show Daily:** The only official daily newspaper printed on-site, serving an event with over 24,000 attendees, with 3,000 copies distributed daily and digital distribution to 20,000+ optics.org subscribers.
- **Photonics West Preview:** Build awareness before the show with 50,000+ digital readers, supported by 3,000 printed copies distributed at BiOS.

All costs are per issue. Each booking covers one chosen edition. Select the Preview for advance promotion or choose your Show Daily issue to match your launch, presentation or wider promotional schedule.

After the show:
Extend your impact

With **On-Booth Video Production.** Transform your event presence into a lasting, reusable marketing asset that you can use to engage with the market, long after the show closes.





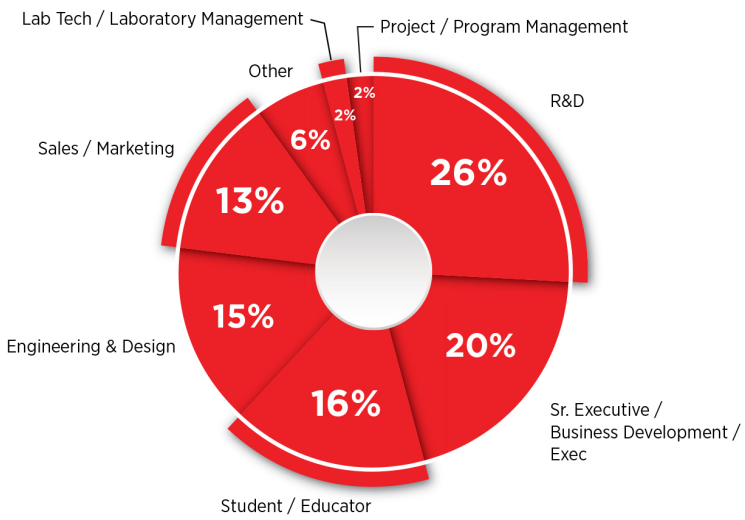
Photos courtesy of SPIE

SPIE. PHOTONICS WEST

Expand your revenue and your growth

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

ATTENDEE JOB FUNCTION FROM PREVIOUS YEARS:



The following pages provide full details on each of these official marketing tools, including our high-value multi-media bundles.

the business of photonics optics.org

PHOTONICS WEST PREVIEW

30 February 2027

The official magazine connecting you with over 24,000 attendees

Place your brand directly in the hands of the largest photonics audience with the official event preview magazine.

- **Unmatched reach:** Connect with over 24,000 registered attendees and 1,600 exhibiting companies.
- **Direct distribution:** Distributed at the SPIE BiOS Expo starting 30 January 2027.
- **Comprehensive coverage:** As the official guide incorporating BiOS, LASE, OPTO, AV, VR, MR, and BRAIN, this is a must-read for attendees planning their visit.

Book your advertising space for 2027 today.

SPIE. PHOTONICS WEST



WEEKEND EDITION

SPIE. | optics.org | JANUARY 17-18, 2026

PHOTONICS WEST PREVIEW

2026 SPIE-Franz Hillenkamp Winner p. 12

Heli Koskimäki. Credit: ŌURA.

Wearable biophotonics empower women's health

ŌURA's Heli Koskimäki discusses how the Oura Ring tracks women's health through all stages of life.

"It can feel like magic," says Heli Koskimäki when discussing the Oura Ring, "but behind the scenes, it's the result of months of careful research, engineering, and craftsmanship." If you haven't heard already, the Oura Ring is a wearable smart ring that tracks a variety of health metrics, including sleep, recovery, and activity levels, to provide personalized information through a connected app. Designed by the Finnish health technology company ŌURA, the ring uses a combination of sensors such as an accelerometer, a digital temperature sensor, and multiple infrared (IR), red, and green LEDs for photoplethysmography (PPG), to measure heart rate (HR), heart rate variability (HRV), respiratory rate, blood oxygen, and temperature, and other data points.

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Squeezing the best out of optical frequency combs

They may have been first developed a quarter century ago, but frequency combs are starting to reach their potential, as Scott Diddams says in a LASE Plenary talk.

Frequency combs were announced to the world in 2000 to resolve one problem that had long challenged physicists: how to count the cycles of lightwaves; or, in other words, how to build an optical clock.

John Hall and Theodor Hänsch were key contributors to the invention of the optical frequency comb, and were awarded the 2005 Nobel Prize in Physics for their efforts. Their solution works a bit like a gearbox, shifting peaks and troughs that oscillate about every quadrillionth of a second down to manageable, countable frequencies. It starts with a mode-locked laser that produces a series of ultrashort pulses with a very precise delay between them. These pulses correspond to a spectrum of discrete, sharp spikes of

continued on page 04

NIST's tabletop frequency comb apparatus (foreground) can quickly identify molecules based on their absorption of infrared light. Credit: NIST

DON'T MISS THESE EVENTS.

SATURDAY
BIOS EXPO
10 AM – 5 PM Hall DE (Moscone Center, Exhibit Level)
GENERATIVE AI FOR OPTICAL SYSTEM DESIGN
4:15 PM – 5 PM Expo Stage (Moscone South, Exhibit Level)
BIOS HOT TOPICS
7 PM – 9:15 PM Plenary Stage (Moscone West, Level 3)

SUNDAY
BIOS EXPO
10 AM – 5 PM Hall DE (Moscone Center, Exhibit Level)
FUNDING SOURCES THAT SUPPORT RESEARCH AND ENTREPRENEURSHIP
1 PM – 2:15 PM Expo Stage (Moscone South, Exhibit Level)
NEUROTECHNOLOGIES PLENARY
3:30 PM – 5:30 PM Plenary Stage (Moscone West, Level 3)
BIOS POSTER SESSION
5:30 PM – 7 PM Poster Hall (Moscone West, Level 2)
BIOPHOTONICS FOCUS PLENARY: Light-Based Technologies For Reproductive, Maternal, And Neonatal Health
7 PM – 9 PM Plenary Stage (Moscone West, Level 3)

For the full schedule and most up-to-date info, download the SPIE Conferences app. Some events require a paid technical registration.

IN THIS ISSUE.

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p. 21 | Clean water

Optikos
The Optical Engineering Experts

Engineering Breakthroughs, Presented By Optikos

The optical engineering world is moving fast, and we are covering what is changing. Don't miss your front-row seat to the future by searching "Optikos" in your schedule builder.

Live Demos | Expert Engineers | Optical Testing Solutions | Booth 441

Maximize your event ROI and connect with buyers before the show begins

A successful exhibition strategy starts long before the doors open.

Photonics West Preview is the official and essential tool for pre-show engagement, placing your brand at the center of attendees' planning. By reaching this audience while they are building their "must-see" lists, you ensure your booth is a primary destination, leading to more qualified conversations and a stronger return on your investment.

Why the official Preview is essential to your strategy

- **Gain a crucial head start:** With print distribution at **SPIE BiOS Expo**, you connect with attendees the weekend before the main exhibition even begins.
- **Prime a massive digital audience:** Your message reaches an audience of over **50,000 industry professionals** and past attendees with the digital edition, building brand recognition ahead of the event.
- **Leverage the Official Planning Resource:** As the official guide covering all of Photonics West, your advertisement is placed within the trusted content that attendees rely on to plan their week across all the major events, including **SPIE BiOS, Quantum West, AR|VR|MR, Vision Tech, and the main Photonics West exhibition.**





Photos courtesy of SPIE

Advertising rates and opportunities

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

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!



Publication schedule 2027

Show:	**SPIE BiOS,** San Francisco, California, USA
Dates:	30 -31 January 2027
Booking deadline:	**31 December 2026** **Materials deadline: 6 January 2027**

Pricing options

Advert-Package	USD	Euros	GBP
Full page	**$4,000**	**€3,440**	**£3,000**
Double page spread	**$7,400**	**€6,365**	**£5,550**
Half page (horizontal/vertical)	**$2,350**	**€2,020**	**£1,765**
Third page (horizontal/vertical)	**$2,100**	**€1,805**	**£1,575**
Junior ad/half island	**$2,990**	**€2,570**	**£2,245**
Third page (vertical)	**$2,100**	**€1,805**	**£1,575**
Quarter page	**$1,285**	**€1,105**	**£965**
Eighth page product	**$900**	**€775**	**£675**
Eighth page product + Star Product	**$1,250**	**€1,075**	**£940**
Cover strip	**$2,500**	**€2,150**	**£1,875**
Inside front/back/outside cover	**$5,060**	**€4,350**	**£3,795**

optics.org print and digital publications – Show Daily

the business of photonics
optics.org

Make the news at Photonics West 2027 – every day of the Show!

PHOTONICS WEST. SHOW DAILY

2 - 4 February 2027

Advertising in the Show Daily now adds to your priority points!

- Be seen by over 24,000 attendees in the official daily newspaper, printed overnight with the latest show floor news.
- Guaranteed visibility with 3,000 copies distributed daily at exclusive, prime locations only accessible by SPIE.
- Extend your impact beyond the event with a digital version sent daily to the 20,000+ readers of the optics.org eNewsletter.







Make the news, every day of the Show

As the official business news channel for SPIE, optics.org publishes the Photonics West Show Daily, the flagship publication of the event and the only official daily newspaper printed on-site.

This is a completely unique product, delivered fresh each morning as the primary source of news for over 24,000 attendees. Advertising here places your brand at the center of the daily conversation.

Key Benefits of advertising in the Show Daily

- **The official authority:** Your message gains instant credibility by appearing in the only official daily newspaper of Photonics West. If it isn't in the Show Daily, then it isn't official.
- **Exclusive on-site distribution:** Gain unparalleled visibility that no other publication can offer.
- **3,000 print copies** are handed out each day at prime, high-traffic locations only accessible by SPIE, the event organizer, including registration desks and entrances.
- **Drive booth traffic** and reinforce your status as an industry leader.
- **Real-time relevance:** Capture the attention of attendees with a new edition published fresh each morning of the show, featuring the latest news from the show floor printed overnight.
- **Powerful digital extension:** Your advertisement also appears in the daily Show Daily eNewsletter, reaching 20,000+ optics.org readers, and remains hosted online for 12 months for year-long exposure.



Photo courtesy of SPIE

Advertising rates and opportunities

We offer a wide range of advertising positions and sizes to meet every marketing need and budget, from high-impact brand advertising to new product adverts that sit alongside relevant editorial.



Publication schedule 2027

Show:	**Photonics West,** San Francisco, California, USA
Dates:	2, 3, 4 February 2027
Booking deadline:	**6 January 2027** **Materials deadline: 8 January 2027**

Pricing options

Advert-Package	USD	Euros	GBP
Full page*	**$7,950**	**€6,840**	**£5,870**
Double page spread	**$14,000**	**€12,045**	**£10,340**
Half page (horizontal/vertical)	**$5,995**	**€5,160**	**£4,430**
Junior ad/half island*	**$6,250**	**€5,375**	**£4,615**
Third page (horizontal/vertical)*	**$4,825**	**€4,151**	**£3,565**
Quarter page strip*	**$3,500**	**€3,010**	**£2,585**
Quarter page (vertical)	**$3,250**	**€2,795**	**£2,400**
Eighth page product	**$1,995**	**€1,715**	**£1,475**
Eighth page product + Star Product	**$2,395**	**€2,060**	**£1,770**
Cover strip - **Sold out!**	**$5,825**	**€5,010**	**£4,300**
Inside front/back/outside cover	**$9,950**	**€8,560**	**£7,350**

*Exclusive advertisement on the page (limited availability)

NEW for 2027 - Sponsored editorial (prices per issue)			
Full page	**$3,000**	**€2,675**	**£2,255**
Half page	**$1,750**	**€1,560**	**£1,315**
Quarter page	**$950**	**€850**	**£715**

Get your technology on the buyer's agenda

The Product Focus is a dedicated showcase for technology, incorporated directly within the official SPIE Photonics West Show Daily.

This unique placement means your product isn't just being advertised; it's being presented to over 24,000 attendees as they actively plan their visit, making it a powerful tool to drive booth traffic and influence purchasing decisions before the show even starts.

Key benefits

- **Drive direct booth traffic:** We include your booth number directly in your advertisement, creating a clear path from the page to your booth for interested buyers.
- **Spotlight new products:** The format is ideal for announcing a new product or ensuring a key technology gets the focused visibility it deserves.
- **Includes:** Everything in the Eighth Page Product Feature, **plus** a one-week **Star Product** campaign on optics.org, which delivers homepage promotion and inclusion in the weekly eNewsletter.





Photo courtesy of SPIE

Eighth page product feature

A dedicated space in the Product Focus section. This is perfect for a clear and concise product message.

- **Includes:** Product image, 85-word description, full company details, and your booth number.





Eighth Page Product *plus* Star Product* on optics.org

The ultimate package for a new product launch, combining the power of the Preview with high-impact digital promotion.

Pricing options

Advert-Package	USD	Euros	GBP
Eighth page product	**$1,995**	**€1,715**	**£1,475**
Eighth page product + Star Product	**$2,395**	**€2,060**	**£1,770**

Video Interviews

Get long lasting value with a professional video interview or product demos filmed right at your booth.

Each video is hosted on optics.org for 12 months, promoted to over 30,000+ industry users, featured in the Photonics West eNewsletter sent to 20,000+ subscribers, and supported with social media promotion on LinkedIn and in YouTube. You'll also receive an MP4 copy of your video.

This is your opportunity to explain, demonstrate, and showcase the real benefits of your products – in a format that lives well beyond the event.



Steve Rummel, Senior Vice President, Engineered Materials at Coherent, speaks to optics.org at Photonics West 2026.

Benefits at a glance:

- Hosted on optics.org with 30,000+ industry users.
- Featured in the Photonics West eNewsletter *(20,000+ subscribers)*.
- Custom MP4 files for your own marketing channels.
- Social media amplification via SPIE and optics.org platforms.

Video and Show Daily Bundles to suit your needs

We offer four simple bundles to combine the power of the Show Daily with the extended reach of video interviews:

BUNDLE 1

- 1x Pre-Photonics West video interview
- 1x On-booth video interview
- 1x Full Page in Photonics West Show Daily *(all 3 editions)*
- 1/8 page product ad in the Show Daily

Total investment
$9,950 €8,515 £7,340

BUNDLE 2

- 1x Pre-Photonics West video interview
- 1x On-booth video interview
- 1x Half Page in Photonics West Show Daily *(all 3 editions)*
- 1/8 page product ad in the Show Daily

Total investment
$7,500 €6,420 £5,535

BUNDLE 3

- 1x Pre-Photonics West video interview
- 1x On-booth video interview
- 1x Third Page in Photonics West Show Daily *(all 3 editions)*
- 1/8 page product ad in the Show Daily

Total investment
$5,995 €5,130 £4,425

BUNDLE 4

- 1x Pre-Photonics West video interview
- 1x On-booth video interview
- 1x Quarter Page in Photonics West Show Daily *(all 3 editions)*
- 1/8 page product ad in the Show Daily

Total investment
$4,995 €4,275 £3,685

Contact Rob Fisher today to secure your package and secure your extended promotion.

Rob Fisher: rob.fisher@optics.org +44 (0)117 905 5330

Advert sizes and specifications

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.

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!

To secure your placement contact:

Rob Fisher
tel: +44 (0)117 905 5330
email: rob.fisher@optics.org

Hal Fordham
tel: +44 (0)117 905 5351
email: hal.fordham@optics.org



VAT

All UK advertisers are subject to VAT at 20%.

Terms and conditions

Advertising is accepted only on the basis of our "Conditions of acceptance for advertising".

For more information, contact the sales team or e-mail **sales@optics.org**

Deadlines

Booking deadline: **6 January 2027** Materials deadline: **8 January 2027**

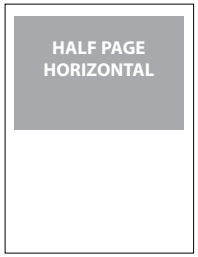
(Advertising sizing subject to change until clarification of the finished magazine dimensions is received.)



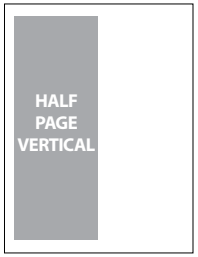
Trim: 10.5"/ 267mm (w) x 13.5"/ 343mm (h)
Bleed: 10.75"/ 273mm (w) x 13.75"/ 349mm (h)
Max image area for non bleed ad: 9.75"/ 248mm (w) x 13"/ 330mm (h)



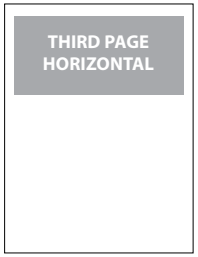
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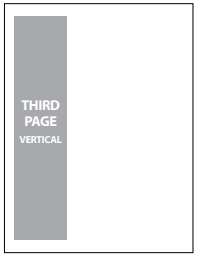
Size: 9.75"/ 248mm (w) x 6"/ 152mm (h)
No bleed



Size: 4.5"/ 114mm (w) x 12.5"/ 318mm (h)
No bleed



Size: 9.75"/ 248mm (w) x 4"/ 102mm (h)
No bleed



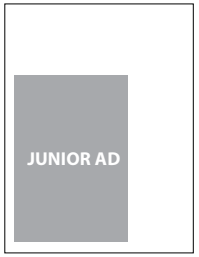
Size: 3"/ 76mm (w) x 12.5"/ 318mm (h)
No bleed



Size: 4.5"/ 114mm (w) x 6.25"/ 159mm (h)
No bleed



Size: 4.5"/ 114mm (w) x 3"/ 76mm (h)
No bleed



Size: 7.25"/ 184mm (w) x 10"/ 254mm (h)
No bleed



Size: 9.75"/ 248mm (w) x 2.5"/ 64mm (h)
No bleed

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" (3mm) 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" (10mm) 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.