Biophotonics revenues rebound

Biophotonics revenues rebound since 2015. The Biophotonics Marketplace report by SPIE highlights the rebounding strength of the biophotonics marketplace, with revenues growing to $78 billion in 2020. This growth is driven by the global medical industry and a focus on emerging technologies such as wearables and virtual reality.

In 2015, biophotonics revenues were $77 billion. Since then, revenue has grown steadily, reaching $121 billion in 2018. This growth is expected to continue, with a forecast of $140 billion in 2021.

Revenue growth year to year

With a compound annual growth rate (CAGR) of 16% since 2015, biophotonics revenues are expected to continue to grow. This growth is driven by the global healthcare industry and a focus on emerging technologies such as wearables and virtual reality.

Enable advances in medical diagnostics:

Optikos engineering team helps both medical start-ups and large institutions make their cell imaging a reality—meeting the highest performance standards by making every photon count.

Your medical imaging ideas made to work.

Optikos enables advances in medical diagnostics with their engineering team. They help both medical start-ups and large institutions make their cell imaging a reality—meeting the highest performance standards by making every photon count.

Follow us on Twitter: @opticsorg
Back where you belong!
SPIE BiOS Expo (part of Photonics West) is returning as the first major in-person event in over a year for the global photonics industry. Join us in San Francisco where you will be able to reconnect with existing customers as well as exploring new business relationships with buyers and industry influencers and innovators. All under one roof.

Fundamental to business development
SPIE BiOS Expo is a key industry event and will be a core component for any marketing plan aimed at driving business development, showcasing products and creating valuable lead generation for thousands of companies across the photonics industry as they look forward to reshaping their futures.

Bringing products to market and building footfall to your booth will be more essential than ever and one thing that you can be sure of is that demand for advertising and sponsorship opportunities will be high, with availability limited.

Delivering your marketing messages
By working in close partnership with optics.org you will be able to reserve space in the BiOS. Show Daily Weekend Edition, the official BiOS newspaper for SPIE BiOS Expo, to ensure that your products, marketing message and brand are delivered to conference attendees each and every day of the show.

Essential reading
The BiOS. Show Daily Weekend Edition will report the latest news from both the show floor and the conference and will be published daily with compelling up to date content and insight as the event unfolds. If you are launching a product, announcing a demo or you simply want to highlight your booth location there is no better way than taking space in the BiOS. Show Daily Weekend Edition.

Massive distribution throughout the Show
Distribution of the BiOS. Show Daily Weekend Edition 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.

The BiOS. Show Daily Weekend Edition will provide you with direct access to your target buyers and should be considered integral to your Photonics West marketing plans. Guarantee greater exposure ahead of other exhibitors and give your company the recognition it deserves.

There are no substitutes
If it isn’t in the BiOS. Show Daily Weekend Edition – then it isn’t official.

Reconnect with customers and prospects in San Francisco
Share your latest solutions and make important contacts with the right audience as everyone assembles for an exciting year of collaboration and business growth. Meet new prospects face-to-face and reconnect with customers at the BiOS Expo in San Francisco.

Don’t miss your opportunity to be a part of the world’s largest marketplace for biomedical optics and biophotonics.

You can count on SPIE to follow health and event-management best practices to ensure a safe and productive opportunity to meet.

BiOS is at the forefront of emerging technologies
BiOS is the world’s largest international biomedical optics conference, encompassing clinical, translational, and fundamental R&D in the field of biomedical optics and photonics. It provides the premier technical forum for reporting and learning about the latest research and development, including response to COVID-19, as well as for launching new applications and technologies.
Benefits of being seen in the BiOS Show Daily WEEKEND EDITION at Photonics West

Connect your company with today’s leading biomedical researchers

Showcase your latest advancements, products, or services to a qualified audience.

Connect with people who need your products and services

- Medical and optical physicists
- Biomedical research clinicians
- Optical instrument developers
- Equipment designers
- Bioengineers
- Cell physiologists
- Cancer therapists
- Molecular imaging specialists

Connect with people looking for solutions in a variety of categories

- Biomedical, medical imaging, health care
- Cameras and imaging systems
- Chemical and biological analysis
- Detectors, sensors
- Laser components and accessories
- Lasers and systems
- LED, OLED, Non-laser light sources
- Machine vision, Factory automation
- Materials processing, lasers in manufacturing
- Optical coatings, thin films
- Optical components
- Spectroscopy devices and equipment
- Test and measurement, metrology

Join top suppliers in 2022

Don’t miss out. These are just a few of the hundreds of companies signed-up to be a part of Photonics West 2022 in San Francisco.

Boston Electronics
Edmund Optics
Excelitas
G&H Group
Hamamatsu Corp.
IPG Photonics Corp.
JENOPTIK Optical Systems GmbH
Laser Components USA

Leonardo Electronics US Inc.
MKS Instruments, Inc.
OptoSigma
SCHOTT North America, Inc.
Teledyne Imaging
TOPTICA Photonics, Inc.
TRUMPF Inc.
PI (Physik Instrumente) L.P.

SPIE. optics.org: Contact Rob Fisher, Advertising Sales tel: +44 (0)117 905 5330 fax: +44 (0)117 905 5331 email: rob.fisher@optics.org
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, SPIE Digital Library, Photonics Focus Magazine, SPIE Journals, and Webinars. Let’s talk about how we can create a multi-channel marketing campaign together!

### Deadlines
- Reservations Due: **7 January 2022**
- Materials Due: **7 January 2022**

### BiOS. Show Daily WEEKEND EDITION Rates

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### Covers and Premium Position Rates

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