PHOTONICS WEST
BIOS. SHOW DAILY
1st - 2nd February 2020

- a new magazine incorporating BiOS Expo, LASE, OPTO, AV, VR, MR and BRAIN
- latest news pre Show
- over 20,000 attendees and 1,300 exhibiting companies
It’s big

Exhibit at the world’s largest annual photonics technologies event, consisting of three topical conferences, two world-class exhibitions, over 70 special events, and more.

- **20,000 ATTENDEES**
- **220 EXHIBITING BIOS EXPO COMPANIES**
- **4,800 PAPERS**
- **1,300 EXHIBITING PHOTONICS WEST COMPANIES**
- **60 COURSES**
- **97 CONFERENCES**

It’s global

You will meet key customers and prospects from more than 40 countries during the busiest five days of your entire year. More attendees with buying power are coming from Europe and Asia than ever before, an indication of the strong international reputation of Photonics West.

- **68%**
- **17%**
- **12%**
- **<1%**

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.

- **Lasers and Systems**
- **Optical Components**
- **Cameras and Imaging Systems**
- **Detectors, Sensors**
- **Fiber Optics and Accessories**
- **Optical Coatings, Thin Films**
- **Test and Measurement Equipment**
- **LEDs, OLEDs, Non-Laser Light Sources**
- **Optomechanical Components, Devices**
- **Software**
- **Electronic Components**
- **Microscopes**
- **Spectroscopy Devices and Equipment**
- **Positioning Equipment**
- **Computing, Data Processing Hardware**
- **Electronic, Digital Imaging Equipment**
- **Displays**
- **Materials, Abrasives, Chemicals**
- **Nanotechnology Products**
- **Optical Fabrication Equipment**
- **Electrical, Signal Analysis Equipment**

It’s where business gets done

Photonics West has the largest audience of any laser and photonics event in the world—with senior executive, executive, and business development making up 21% of total attendance.

- **R&D**
- **Sales / Marketing**
- **Engineering and Design**
- **Project / Program Management**
- **Production / Manufacturing**
- **Other**
- **Sr. Executive / Business Development / Exec**
- **Educator / Student**
- **Other**

OTHER:
- Investor/VC/Financial
- Purchasing
- Recruiting/IR/Training
- Technician/Operator/Lab Tech

**Attendance by Industry:**
- **<1%**
- **<1%**
- **1%**
- **12%**
- **17%**
- **68%**
- **1%**
- **13%**
- **25%**
- **14%**
- **21%**
- **15%**

Contact Rob Fisher, Advertising Sales
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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 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 Professional Magazine, SPIE Journals, the SPIE Fusion, and the SPIE Digital Library.

Let’s talk about how we can create a multi-channel marketing campaign together!

**Deadlines**

Reservations Due: 10th January 2020  
Materials Due: 10th January 2020

**BiOS. Show Daily WEEKEND EDITION Rates**

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**Covers and Premium Position Rates**

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