

PHOTONICS WEST **BiOS. Show Daily** WEEKEND EDITION - Rate Card 2023

PHOTONICS WEST BiOS. SHOW DAILY WEEKEND EDITION

28 - 29 January 2023

- the official magazine incorporating BiOS Expo, LASE, OPTO, AV, VR, MR and BRAIN
- latest news pre Show
- reconnect with customers and prospects in San Francisco

SPIE. BiOS EXPO
Part of Photonics West

WEEKEND EDITION | SPIE. | optics.org | JANUARY 22-23, 2022

PHOTONICS WEST
BiOS SHOW DAILY

Nanoscope has vision set on optogenetics p. 04

BiOS Hot Topics: imaging techniques break new ground
Advances in photoacoustic tomography, deep learning, and super-multiplex spectroscopy offer new views of cells and blood vessels.

Don't Miss These Events:
SATURDAY
BIOS EXPO
10 AM - 4 PM, Moscone Halls D & E
BIOS HOT TOPICS
7 - 9 PM, Sun 202/205, South Hall, Level 2
HEALTHCARE STARTUPS PANEL
3 - 4:30 PM, Expo Stage, Hall D/E (Sun/1 Level)
SUNDAY
BIOS EXPO
10 AM - 4 PM, Moscone Halls D & E
FIRST TIMERS MEETUP
2 - 2:30 PM
Membership Info Booth, (Level 1 Moscone West)
NETWORKING RECEPTION IN THE EXHIBITION
2:30 - 3:30 PM, Moscone Halls D & E
NEUROTECHNOLOGIES PLenary
3:30 - 5:30 PM, Sun 207/208, Moscone South, Level 2
BIOS POSTER SESSION
5:30 - 7 PM, Lobby (Level 3 Moscone West)

Connecting with 2022 SPIE President Anita Mahadevan-Jansen
For her 30th Photonics West meeting, Vanderbilt University biophotonics pioneer can't wait to say hello.

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p. 43 Quantum microscope

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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 deliver compelling up to date content and insight on upcoming events, company news and latest products and applications.

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.

SPIE. BiOS EXPO
Part of **Photonics West**

Connect with customers and prospects in San Francisco

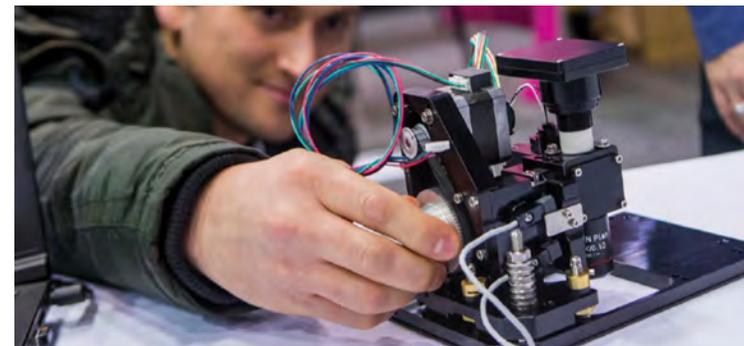
Share your latest solutions and make important contacts with the right audience as everyone assembles for an exciting year of collaboration and business growth. Meet new prospects face-to-face and reconnect with customers at the BiOS Expo in San Francisco.

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



BiOS, an important part of Photonics West

BiOS - the largest biophotonics, biomedical optics, and imaging event in the world - helps kick off SPIE Photonics West each year. Together, these two powerful events connect the global scientific community committed to advancing light-based research. Make sure your company is part of this important event.



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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: **11 January 2023**

Materials Due: **11 January 2023**

BiOS. Show Daily WEEKEND EDITION 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: \$3300/€3045/£2540</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: \$5600/€5170/£4305</p>	<p>Size: 9.75"(w) x 6"(h) Rate: \$1920/€1770/£1475</p>	<p>Size: 4.5"(w) x 12.5"(h) Rate: \$1920/€1770/£1475</p>	<p>Size: 9.75"(w) x 4"(h) Rate: \$1575/€1450/£1310</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: \$1575/€1450/£1310</p>	<p>Size: 4.5"(w) x 6.25"(h) Rate: \$1075/€995/£830</p>	<p>Size: 4.5"(w) x 3"(h) Rate: \$555/€515/£430</p>	<p>Size: 7.25"(w) x 10"(h) Rate: \$2490/€2295/£1915</p>	<p>Size: 9.75"(w) x 2.5"(h) Rate: \$1760/€1625/£1355</p>

Covers and Premium Position Rates

Inside Front Cover Rate: \$11040/€10063/£8490	Inside Back Cover Rate: \$11040/€10188/£8490	Outside Back Cover Rate: \$11040/€10188/£8490
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