Optatec in focus/im fokus

The OFFICIAL exhibition guide and magazine

A unique print publication for Optatec, the international trade fair for optical technologies, components and systems

16. Optatec

International trade fair for optical technologies, components and systems

14 to 16 May 2024 in Frankfurt
Exhibiting at Optatec the international trade fair for optical technologies components and systems?

With its specific range of products for the development and production as well as industrial application of optical components, optomechanics, optoelectronics, fibre optics, optical fibres, laser components and manufacturing systems, Optatec has firmly established itself in the industry and offers a platform for suppliers and users to meet at the highest level.

Working in partnership with P. E. Schall and SPIE, the Optatec in focus/im fokus magazine is your most direct route to attendees. There is no other trade fair where the most important players from the optics industry come together at a single location.

With over 300 exhibitors Optatec in focus/im fokus magazine will put your products into the hands of these decision-makers, whilst driving traffic to your stand and significantly increasing visibility for your brand.

Providing key show information for attendees

Optatec in focus/im fokus delivers essential show information to the attendees and will include:

- The complete exhibitor guide and tradeshow map
- Full industry talks program and exclusive interviews with key industry figures
- Exclusive interviews with industry speakers, exhibitors and leaders in industry
- Product news and product announcements
- Recruitment and jobs, providing tomorrow’s professionals with a perspective.

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**Publication Schedule 2024**

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<thead>
<tr>
<th>Show</th>
<th>Dates</th>
<th>Focus</th>
<th>Booking/Copy Deadline</th>
<th>Distribution</th>
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<tbody>
<tr>
<td>Optatec</td>
<td>14th - 16th May</td>
<td>Optical Components, Optomechanics/Optoelectronics, Fiber optics/light guides, Laser Components, Manufacturing Systems</td>
<td>12th April 2024</td>
<td>6,500 digitally, 3,000 printed, Show distribution</td>
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Photo courtesy of P. E. Schall
Comprehensive distribution - get a head start on your competitors

- Sent digitally in advance of Optatec to over 6,500 current and past attendees of Optatec. The digital version will deliver 2 weeks ahead of the show
- 3,000 printed copies will be distributed throughout the show – Bonus distribution from the main entrance and throughout the exhibition hall
- Hosted on the optics.org website for 12 months
- Promoted to all the users of optics.org (30,000+)
- Promoted to all subscribers of the optics.org eNewsletter (20,000+)

To reserve your space in the optatec in focus/im fokus magazine contact the sales team today on

Tel: +44 (0)117 905 5330
or email
rob.fisher@optics.org
dylan.byrne@optics.org

See next page for Technical Information and price structure.
Optatec in focus/im fokus - advertising opportunities

Optatec in focus/im fokus Ad Sizes and Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size (w) x (h)</th>
<th>Rate (€/£/$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Bleed/Non-Bleed</td>
<td>210mm x 297mm</td>
<td>€3995/£3450/$4350</td>
</tr>
<tr>
<td>Junior AD</td>
<td>117mm x 180mm</td>
<td>€2495/£2150/$2700</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>180mm x 130mm</td>
<td>€2195/£1895/$2500</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>87mm x 267mm</td>
<td>€1600/£1400/$1750</td>
</tr>
<tr>
<td>Third Page Horizontal/Vertical</td>
<td>180mm x 84mm</td>
<td>€1095/£950/$1190</td>
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<tr>
<td>Quarter Page</td>
<td>86mm x 84mm</td>
<td>€750/£650/$850</td>
</tr>
<tr>
<td>Sixth Page Product</td>
<td>80mm x 84mm</td>
<td>€750/£650/$850</td>
</tr>
<tr>
<td>Sixth Page Product Star</td>
<td>80mm x 84mm</td>
<td>€950/£850/$1050</td>
</tr>
</tbody>
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SIXTH PAGE PRODUCT PLUS STAR PRODUCT* on optics.org

Booking/Copy Deadlines: 12th April 2024

Optatec in focus/im fokus Exhibitor Guide Package Rates

<table>
<thead>
<tr>
<th>Exhibitor Guide entry</th>
<th>Includes</th>
<th>€</th>
<th>£</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Entry</td>
<td>Company name, Company Address, Contact Tel/email address, Booth Number</td>
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<td>0</td>
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<tr>
<td>Enhanced Company Entry</td>
<td>Company logo, Company Address, Contact Tel/email address, Booth Number</td>
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<td>340</td>
<td>430</td>
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<tr>
<td></td>
<td>5 Product Categories</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Featured Company Entry</td>
<td>Company logo, 60 word company description, Company Address, Contact Tel/email address, Booth Number, 10 Product Categories</td>
<td>595</td>
<td>510</td>
<td>645</td>
</tr>
</tbody>
</table>

Advertising Material

You can e-mail your copy and files to Rob Fisher at rob.fisher@optics.org

Sixth Page Product ad
Copy should not be more than 85 words (350 words for the front cover ad). Full company details should be provided plus any contact names.

Product photo size: 80mm x 104mm

Photo should be supplied as high-resolution TIFF, JPEG and EPS files. All image files must be 300 dpi minimum at above size and CMYK.

If time allows, your details will be checked by our production team to ensure that the dimensions, format, resolution, colour and fonts are set up correctly for printing, but responsibility for supplying correct files remains with the advertiser.

VAT
All UK and European Union advertisers are subject to VAT at 20%. EU advertisers outside the UK supplying their MWst/TVA/VAT numbers are exempt from VAT.

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