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.

Despite a period of severe disruption to clinical practice and supply chains, as well as to researchers' lives, biophotonics and bioimaging innovations have continued to make dramatic advances. Those breakthroughs are reflected now in the vitality of the BiOS Hot Topics session at SPIE Photonics West (Saturday, 22 January, 7:00 pm — 9:00 pm).

“The continuing pandemic has definitely slowed things right down,” said Lihong Wang, the Bren Professor of Medical Engineering and Electrical Engineering at Caltech and a pioneer in photoacoustic (PA) imaging techniques. “Everything from arranging for human subjects to take part in clinical trials to the ordering of components and devices from suppliers has been disrupted. Meetings have been virtual most of the time.”

Connecting with 2022 SPIE President Anita Mahadevan-Jansen

For her 30th Photonics West meeting, Vanderbilt University biophotonics pioneer can’t wait to say hello.

For her, attending this year’s Photonics West completes something of a circle in her professional life. Or maybe it’s another lap.

First off, she is happy to share with you about the interesting and rewarding road she travelled to become President of an international technical society like SPIE. It began at Photonics West:

“When I was a graduate student, Photonics West and SPIE were synonymous. I attended my first Photonics West in 1992 as a second year PhD student to present my most recent work,” Mahadevan-Jansen says. “As it happened, attending my first Photonics West was one of the best decisions of my professional career. I walked into the meeting knowing just a handful of people and little else. In fact, I had walked into a new world.”

This week, she’ll be juggling the programming and networking, while also celebrating the achievements of her colleagues and the future of our fields.
**Future-focused**
Global shortages of photonics materials and components, together with the related impact on supply chains, has resulted in a significant increase in the sourcing of new suppliers and business partners to maintain and develop products and services.

Conversely, this arena has also created opportunity and driven innovation, crucial components to carry the photonics market into the next generation.

If growth opportunities identified in the medical, defence and sensing markets are also factored in we see major opportunities to drive business development and showcase products.

**Fundamental to business development**
Photonics West is an essential industry event, and with conference delegates and exhibition attendees demonstrating a real appetite for returning to in-person attendance, there are great opportunities for face-to-face participation in key conversations and decisions that happen here.

**Delivering your marketing messages**
By working in close partnership with optics.org you will be able to reserve space in the Photonics West PREVIEW, the official preview for Photonics West, and ensure that your products, marketing message and brand are delivered to conference attendees ahead of and during the event. Essentially paving the way for those critical meetings and conversations.

**Editorial focus**
The Photonics West PREVIEW will include essential information on all aspects of the Photonics West show. It will provide insight into the BIOS and Quantum West conferences, as well as hot topics at Photonics West, and a pick of all the networking events taking place over the week. The Photonics West PREVIEW enables you to align your company to core technologies and products to applications.

**Distribution**
Photonics West PREVIEW will be sent digitally to over 50,000 industry professionals and past attendees in advance of Photonics West. It will also be available at all registration desks and high traffic distribution points throughout the BIOS show and Photonics West to provide maximum exposure to attendees.

**There are no substitutes**
If it isn’t in the Photonics West PREVIEW – then it isn’t official.

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**SPIE Photonics West PREVIEW 2023 - Rate Card**

**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.
Benefits of being seen in the SPIE Photonics West PREVIEW 2023

Be a part of the most important gathering of the year

Start your year off right at the leading photonics and laser event.

FEATURED TECHNOLOGIES:

- Lasers and other light sources
- Laser accessories, laser systems
- Cameras and CCD components
- Fiber optic components, equipment, systems
- Optical components
- Communication
- Optical detectors
- High speed imaging and sensing
- Optical materials and substrates
- IR sources and detectors
- Electronic imaging components
- Optical coatings
- Lenses and filters
- Positions and mounts

Expand your revenue and your growth

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

ATTENDEE JOB FUNCTION FROM PREVIOUS YEARS:

Planning for over 20,000 attendees in 2023

Photonics West historically attracts over 20,000 international attendees.

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

**Deadlines**

Reservations Due: **1 December 2022**

Materials Due: **1 December 2022**

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**SPIE Photonics West PREVIEW 2023 Rates**

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<th>Format</th>
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**Covers and Premium Position Rates**

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

Product Focus is a print publication from optics.org and will form part of the Photonics West Show Daily. It is the ideal place to announce a new product or to ensure your existing products get the visibility they deserve. If you are exhibiting at the Show, we will include your booth number in your advertisement making it easy for potential customers to find your products.

Eighth Page Product

Copy should not be more than 85 words. Full company details should be provided plus any contact names. Product photo size: 40mm x 30mm. Photo should be supplied as high-resolution JPEG or EPS files. All image files must be 300 dpi minimum at above size and CMYK.

Rates - Optics.Org Product Focus Section

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<th>Eighth Page Product</th>
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<tr>
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*Star Products deliver homepage promotion and inclusion in the optics.org section of Photonics West Show Daily.

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!

Video Interviews and Product Demos

Take advantage of a great opportunity to explain and promote your products not just to show attendees but also to a much wider audience worldwide.

Photonics West now offers a service which enables you, to film your product promotion and visually demonstrate the tangible benefits way beyond a printed ad or banner placement. All from the comfort of your own booth.

Photonics West video interviews and product demos service will fully expand the exposure of your brand and products beyond the exhibition itself and include these valuable benefits:

- Your video will be promoted to 30,000+ optics.org users.
- Your video will be hosted on optics.org for 12 months and promoted specifically via the optics.org Products pages.
- Your video will be promoted in the Photonics West eNewsletter which is distributed to our 20,000 optics.org newsletter subscribers.
- You will receive an MP4 video for your own individual promotions and marketing activities.

Rates from: $2500/€2380/£2175

Contact the sales team today to reserve your time slot.
Rob.fisher@optics.org or telephone: +44 117 905 5330

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” 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” 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.

Eighth Page Product plus Star Product*

Star Products* on optics.org

*Star Products deliver homepage promotion and inclusion in the optics.org section of Photonics West Show Daily.

A optics.org interview with Mike Scobey, CEO of Alluxa - on the floor of SPIE Photonics West 2022.