SHOW DAILY

PHOTONICS WEST. SHOW DAILY

4th - 6th February 2020

- extensive distribution during the Show
- published on site and printed overnight, each day, every day
- latest news from the Show floor
- over 20,000 attendees and 1,300 exhibiting companies

follow us on twitter @opticsorg
Exhibiting at Photonics West? Rise above the competition with the Photonics West Show Daily.

Photonics West is the annual flagship event for the photonics industry featuring over 20,000 attendees and 1,300 exhibiting companies. Working in partnership with optics.org, the Photonics West Show Daily is the official daily newspaper for this influential conference and exhibition for optoelectronics, photonics, microfabrication, lasers and biomedical optics.

The essential daily read

The Photonics West Show Daily is the only source of daily news distributed at Photonics West and will be essential reading. optics.org’s editorial team will report the latest news from the show floor and conference rooms, ensuring that the Photonics West Show Daily is filled with compelling, up-to-date content and insight that your customers will be reading as the event unfolds.

If you’re launching a product, announcing a demo or simply want attendees to know where your booth is, there is no better way to do this than in the Photonics West Show Daily.

Massive daily distribution at exclusive locations

Distribution of the Photonics West Show Daily 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 Photonics West Show Daily 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 The Photonics West Show Daily - then it isn’t official.

“" We loved our advert in the Photonics West Show Daily paper and had a lot of footfall on our stand mentioning that they’d seen it.

Lizzie Peters
Key Account Manager,
Phoenix Optical Technologies Ltd

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 Systems
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

Data Source: Photonics West Show Daily 2020

We're on Twitter: @opticsorg
Benefits of being seen in the Show Daily at Photonics West

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
1,300 EXHIBITING PHOTONICS WEST COMPANIES
4,800 PAPERS
60 COURSES
97 CONFERENCES

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.

68%
17%
12%
1%
<1%
<1%

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.
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.

**Deadlines**

*Reservations Due: 10th January 2020*

*Materials Due: 10th January 2020*

**Show Daily Rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate ($/€/£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE BLEED AND NON-BLEED</td>
<td>$9,910/€9,150/£7,625</td>
</tr>
<tr>
<td>DOUBLE PAGE SPREAD BLEED AND NON-BLEED</td>
<td>$16,800/€15,510/£12,925</td>
</tr>
<tr>
<td>THIRD PAGE VERTICAL</td>
<td>$4,720/€4,355/£3,630</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>$4,720/€4,355/£3,630</td>
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<tr>
<td>EIGHTH PAGE</td>
<td>$4,400/€4,060/£3,385</td>
</tr>
<tr>
<td>HALF PAGE HORIZONTAL</td>
<td>$5,760/€5,315/£4,710</td>
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<tr>
<td>THIRD PAGE HORIZONTAL</td>
<td>$4,720/€4,355/£3,630</td>
</tr>
<tr>
<td>THIRD PAGE VERTICAL</td>
<td>$4,720/€4,355/£3,630</td>
</tr>
</tbody>
</table>

**Covers and Premium Position Rates**

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate ($/€/£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$11,040/€10,188/£8,490</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$11,040/€10,188/£8,490</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$11,040/€10,188/£8,490</td>
</tr>
</tbody>
</table>

Photo courtesy of SPIE
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.

Eighth Page Product plus Star Product*
on optics.org
*Star Products deliver homepage promotion and inclusion in the optics.org section of Photonics West Show Daily.

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. CMYK only. RGB files are not accepted.

Rates - Optics.Org Product Focus Section

Eighth Page Product
Rate: $1,670/€1,540/£1,285

Eighth Page Product plus Star Product*
Rate: $2,000/€1,850/£1,540
*Star Products deliver homepage promotion and inclusion in the optics.org section of Photonics West Show Daily.

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.