Make the news at Photonics West 2023

PHOTONICS WEST SHOW DAILY
31 January - 2 February 2023

- extensive distribution during the Show
- published on site and printed overnight, each day, every day
- latest news from the Show floor
- planning for over 20,000 attendees and 1,300 exhibiting companies
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 a real appetite from conference delegates and exhibition attendees to return to in-person attendance, there are great opportunities for face-to-face participation in the conversations and decision making that happen here.
Photonics West remains a core component in driving your business development and strategic marketing planning.

Delivering your marketing messages
By working in close partnership with optics.org you will be able to reserve space in the Photonics West Show Daily, the official daily newspaper for Photonics West, to ensure that your products, marketing message and brand are delivered to conference attendees each and every day of the show.

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.

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

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 organisations also send hundreds of attendees to learn what’s new.
Benefits of being seen in the Show Daily at Photonics West

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

Planning for 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.

Expand your revenue and your growth
Reach the qualified audience attracted to this world-class event.

ATTENDEE JOB FUNCTION FROM PREVIOUS YEARS:

- 26% Project / Program Management
- 20% Sr. Executive / Business Development / Exec
- 16% Engineering & Design
- 15% Other
- 13% Sales / Marketing
- 6% Lab Tech / Laboratory Management
- 2% Other

Photos courtesy of SPIE
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.

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:** 14 January 2023
- **Materials Due:** 14 January 2023

**Show Daily Rates**

- **FULL PAGE BLEED AND NON-BLEED**
  - 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: $7950/€7570/£6915

- **DOUBLE PAGE SPREAD BLEED AND NON BLEED**
  - 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: $13000/€12380/£11305

- **HALF PAGE HORIZONTAL**
  - Size: 4.5"(w) x 6"(h)
  - Rate: $5950/€5665/£5175

- **HALF PAGE VERTICAL**
  - Size: 4.5"(w) x 12.5"(h)
  - Rate: $5950/€5665/£5175

- **THIRD PAGE HORIZONTAL**
  - Size: 9.75"(w) x 4"(h)
  - Rate: $4950/€4715/£4305

- **THIRD PAGE VERTICAL**
  - Size: 9.75"(w) x 6"(h)
  - Rate: $5950/€5665/£5175

- **QUARTER PAGE**
  - Size: 3"(w) x 12.5"(h)
  - Rate: $4950/€4715/£4305

- **EIGHTH PAGE**
  - Size: 4.5"(w) x 6.25"(h)
  - Rate: $3250/€3095/£2825

- **JUNIOR AD**
  - Size: 4.5"(w) x 3"(h)
  - Rate: $1800/€1715/£1565

- **COVER STRIP**
  - Size: 9.75"(w) x 2.5"(h)
  - Rate: $4950/€4715/£4304

**Covers and Premium Position Rates**

- **Inside Front Cover**
  - Rate: $8745/€8330/£7605

- **Inside Back Cover**
  - Rate: $8745/€8330/£7605

- **Outside Back Cover**
  - Rate: $8745/€8330/£7605
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. 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!

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.

Rates - Optics.Org Product Focus Section

Eighth Page Product
Rate: $1800/€1715/£1565

Eighth Page Product plus Star Product* on optics.org
Rate: $2250/€2145/£1955
*Star Products deliver homepage promotion and inclusion into the optics.org section of Photonics West Show Daily.

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.

- 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.
- 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” bleed 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.

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