this year,” said Lumibird Regional Sales Manager Andrew Larsen. “I was very thankful that SPIE decided to hold Photonics West virtually, but none of them were able to get us in front of customers.”

It was great for SPIE to make the necessary changes and take the necessary precautions to get us in front of customers.”

"This partnership is a critical partnership between SPIE and the University of Rochester," said Interim Director at the Institute of Optics and Photonics, and Anita Mahadevan-Jansen. "This is an opportunity to give back to the photonics community by helping fund the next generation of leaders in the field."

SPIE, University of Rochester create Graduate Fellowship in Optical Sciences

SPIE and the University of Rochester have announced the establishment of the SPIE Graduate Fellowship in Optical Sciences. The fellowship will provide financial assistance to selected University of Rochester graduate students at the Institute of Optics working towards their PhDs. The fellowship was created in honor of the University of Rochester’s contribution to the optical sciences and photonics community, and to support the continued advancement of the field.

The partnership is an important step in the mission of SPIE to support and promote the advancement of the optical sciences and photonics. The fellowship will provide financial assistance to selected University of Rochester graduate students working towards their PhDs, helping to support their education and research in optical sciences and photonics.

SPIE staff are thrilled to be back in San Francisco serving the photonics community at the BiOS and Photonics West exhibitions. Back to business...是我们对每一次会议的承诺，为您提供全面的支持。SPIE Photonics West Show Daily是您在 photons West 期间的首选信息来源。这是您获取最新行业新闻、会议和活动信息的理想方式。

Make the news at Photonics West 2023

PHOTONICS WEST
SHOW DAILY
31 January - 2 February 2023
Fundamental to business development

Photonics West 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 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.

Essential reading

The Photonics West Show Daily will report the latest news from both the show floor and the conference and will be published daily with compelling up-to-date content and insight as the event unfolds. 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 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 in the Photonics West Show Daily – then it isn’t official.

SPIE. 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 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

Expand your revenue and your growth

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

ATTENDEE JOB FUNCTION FROM PREVIOUS YEARS:

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.
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.

### Show Daily Rates

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Trim Size</th>
<th>Rate (USD/GBP/£)</th>
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<tbody>
<tr>
<td>Full Page BLEED AND NON-BLEED</td>
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<td>4.5&quot;(w) x 6.25&quot;(h)</td>
<td>$3950/€3650/£3040</td>
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<td>Junior AD</td>
<td>4.5&quot;(w) x 3&quot;(h)</td>
<td>$1800/€1660/£1385</td>
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<tr>
<td>Inside Front Cover</td>
<td>9.75&quot;(w) x 6&quot;(h)</td>
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<td>Inside Back Cover</td>
<td>9.75&quot;(w) x 4&quot;(h)</td>
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</tbody>
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### Deadlines

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

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*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.

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

<table>
<thead>
<tr>
<th>Eighth Page Product</th>
<th>Rate: $1800/€1660/£1385</th>
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<tbody>
<tr>
<td>Eighth Page Product plus Star Product* on optics.org</td>
<td>Rate: $2250/€2075/£1730</td>
</tr>
</tbody>
</table>

*Star Products deliver homepage promotion and inclusion into 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!

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.