PHOTONICS WEST PREVIEW
27 - 28 January 2024

PHOTONICS WEST SHOW DAILY
30 January - 1 February 2024

Book your space for 2024 today!

- 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

SPIE. PHOTONICS WEST

- distributed at the SPIE BiOS show
- the official magazines incorporating BiOS Expo, LASE, OPTO, AV, VR, MR and BRAIN
- latest news pre Show
- over 20,000 attendees and 1,300 exhibiting companies
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.

- Photonics West Preview enables attendees to access essential news and information ahead of time. Including information on all conference programs, exhibitor news, product announcements and booth demos.
- Reach a vast audience of potential collaborators and buyers. Photonics West Preview is sent digitally to over 50,000 current and past attendees.
- Benefit from Photonics West Preview’s widespread physical distribution at registration and during the SPIE BIOS show – 3000 copies.
- Gain enduring exposure with your content hosted on optics.org for an entire year, extending your reach and impact far beyond event dates.
- Seize the opportunity to expand your network, discover potential buyers and make valuable new business connections.
- Leverage advertising and editorial opportunities to promote your brand and products effectively, ensuring your company stands out from the crowd.

Delivering your marketing messages
By working in close partnership with optics.org you will be able to reserve space in the Photonics WestPreview, 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’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.

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 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.
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 over 20,000 attendees in 2024

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:

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

Photos courtesy of SPIE

follow us on twitter @opticsorg
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: **15 December 2023**
Materials Due: **24 December 2023**

**SPIE Photonics West PREVIEW 2024 Rates**

<table>
<thead>
<tr>
<th>Ad Size</th>
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<th>Max Image Area for Non-Bleed Ad</th>
<th>Rate: $/€/£</th>
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<tr>
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<tr>
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<tr>
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**Covers and Premium Position Rates**

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<thead>
<tr>
<th>Cover Type</th>
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<tr>
<td>Inside Front Cover</td>
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</tr>
<tr>
<td>Inside Back Cover</td>
<td>$4355/€4120/£3560</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$4355/€4120/£3560</td>
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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.

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: $790/€750/£650</th>
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<tbody>
<tr>
<td>Eighth Page Product plus Star Product* on optics.org</td>
<td>Rate: $1045/€995/£855</td>
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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: $3500/€3325/£3200

Contact the sales team today to reserve your time slot.
Rob.fisher@optics.org or telephone: +44 117 905 5330
Dylan.byrne@optics.org or telephone: +44 117 905 5351

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.

SPIE. optics.org: Contact Rob Fisher, Advertising Sales tel: +44 (0)117 905 5330 email: rob.fisher@optics.org
When optics is an enabling technology for your business, you need to look no further than optical sciences. The Wyant College of Optical Sciences at the University of Arizona has allocated $1.5 million over five years to support new endowments with contributions of up to $500,000 per endowment. The college is actively seeking new endowments to further advance the field of optical sciences.

Optical sciences has great promise in a variety of applications, from medical devices to aerial imaging to quantum computing. Miles Eichenholz, a plenary speaker at Quantum West, says that the promise of quantum imaging is part of the future of optical science. He believes that one day soon, mobile phones will be able to image in the visible spectrum using quantum science.

Optical sciences has the potential to revolutionize the way we see the world. Seeing is believing, and the ability to see clearly can enable us to shepherd a project straight through the pilot stage. This is especially true in the field of automotive camera systems. Optikos has the engineering expertise to handle every kind of challenge, from radio waves into images, or perhaps even giving devices such capabilities is part of the promise of quantum imaging.

There are many ways to get involved in optical sciences. SPIE, the international society for optics and Photonics, is hosting events throughout the Photonics West Show in San Francisco. Some events include the Startup Challenge Finals, Lunch and Learn, and the Poster Session. There is something for everyone, whether you are looking for the latest developments in optical sciences or just want to network with other professionals.

Make the news at Photonics West 2024 and be part of the future of optical science.
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.

- Show Daily keeps attendees informed in real-time. Put your company brand and products alongside the latest developments and exclusive editorial coverage on optics.org and buyers.
- Maxmise your exposure with exclusive distribution from the North and South halls ensuring your message reaches an engaged audience.
- 3,000 copies printed daily making it easily accessible to attendees.
- Extended reach. Sent out digitally to all 20,000+ subscribers of the optics.org eNewsletter.
- Enjoy long-lasting visibility with your content hosted on optics.org for an entire year.
- Puts your products directly into the hands of Photonics West attendees.
- Strategically align your brand with your target markets and specific applications to enhance your market presence.
- Gain a competitive edge with effective promotion that drives traffic to your booth and facilitates direct engagement with potential clients.

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

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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:** 3 January 2024
- **Materials Due:** 10 January 2024

**Show Daily Rates**

- **Full Page**: $8350/€7935/£6850
- **Half Page Horizontal**: $6250/€5940/£5125
- **Half Page Vertical**: $6250/€5940/£5125
- **Third Page Horizontal**: $6920/€6575/£5675
- **Third Page Vertical**: $5210/€4950/£4275
- **Quarter Page**: $3415/€3245/£2800
- **Eighth Page**: $1890/€1795/£1550
- **Junior Ad**: $5210/€4950/£4275
- **Junior Ad**: $6250/€5940/£5125
- **Junior Ad**: $4.5"(w) x 6.25"(h)
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**Covers and Premium Position Rates**

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Rob.fisher@optics.org
or telephone: +44 117 905 5330

Dylan.byrne@optics.org
or telephone: +44 117 905 5351

Video Interviews and Product Demos
Video Interviews and Product Demos are a great opportunity to explain and promote your products not just to show attendees but also to a much wider audience worldwide.

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

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