

SPIE Photonics West PREVIEW 2025 - Rate Card

# PHOTONICS WEST PREVIEW

25 - 26 January 2025

- distributed at the SPIE BiOS show
- the official magazine incorporating BiOS Expo, LASE, OPTO, AV, VR, MR and BRAIN
- latest news pre Show
- over 24,000 registered attendees and 1,600 exhibiting companies

Book your space for 2025 today.



# SPIE. PHOTONICS WEST

2024
SPIE | [optics.org](https://www.spie.org) | JANUARY 27 - FEBRUARY 1, 2024

## PHOTONICS WEST PREVIEW



**Kernel Flow takes neuroimaging out of the lab and into society**

Ryan Field will tell the BIOS Hot Topics audience how advances in optics hardware are creating the first commercially viable functional neuroimaging applications.

Non-invasive neuroimaging techniques are established elements of diagnosis and therapy – but not of everyday clinical care. Although functional magnetic resonance imaging (fMRI) and electroencephalography (EEG) are primary ways to visualize brain activity, neither of them could realistically be called low-cost compact instrumental platforms, and both require operators with a suitable level of training in their use. This landscape may now be changing courtesy of functional near-infrared spectroscopy (fNIRS), in which near-IR illumination is used to monitor hemodynamics as a way to measure brain activity. The technique was one of two optical technologies, the other being diffuse correlation spectroscopy, identified by a 2022 report in SPIE *Neurophotonics* as being all set to make a major impact in human brain

Kernel has developed a head-worn time-domain fNIRS (TD-fNIRS) spectroscopy system named Kernel Flow. Credit: Kernel.

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**BIOS Hot Topics**  
p. 10

**DON'T MISS THESE EVENTS.**

**SATURDAY**

**BIOS EXPO**  
10am - 5pm Moscone Center, Hall DE (Exhibit Level)

**GOVERNMENT FUNDING IN BIOPHOTONICS**  
10am - 2:30PM Moscone Center, Expo Stage, Hall DE

**BIOS HOT TOPICS**  
7pm - 9:30 pm Moscone Center, Room 207/215 (Level 2 South)

**SUNDAY**

**BIOS EXPO**  
10am - 4pm Moscone Center, Hall DE (Exhibit Level)

**QUANTUM SCIENCE MEETS BIOLOGY: OPPORTUNITIES ENABLED BY THE NCI**  
9PM - 2:30 Moscone Center, Expo Stage, Hall DE

**NEUROTECHNOLOGIES PLENARY**  
3:30PM - 5:10PM Moscone Center, Room 207/215 (Level 2 South)

**BIOS POSTER SESSION**  
3:30PM - 7PM Moscone West, Room 2005 (Level 2 West)

**BIOPHOTONICS FOCUS PLENARY: CLINICAL APPLICATIONS**  
7PM - 8:30 PM Moscone Center, Room 207/215 (Level 2 South)

For the full schedule, see the Technical program and exhibitor guide or download the SPIE Conference app. Some events require registration.

**IN THIS ISSUE.**

p. 08 AR Market

p. 12 Atomic Clocks

p. 21 Quantum Biology

**Tackling the complex, multifaceted puzzles presented by fusion energy**

Ahmed Diallo discusses the present and future impact of carbon-free primary energy.

"If we're talking about making a real impact on the world, fusion energy could be a game-changer," says Ahmed Diallo, program director for the Advanced Research Projects Agency-Energy (ARPA-E). "Fusion energy is essentially the universe's natural power plant: it's the same process that lights up the stars and our sun, and it promises a vast supply of carbon-free energy." The sun takes elements like hydrogen and fuses them together under extreme conditions to release a massive amount of energy. Diallo's team at ARPA-E is trying to replicate this stellar performance in the lab by creating the right conditions – a vacuum, like that of space, super-high heat, and a way to keep that scorching "soup" in place long enough to harness energy from

Ahmed Diallo, program director for the Advanced Research Projects Agency-Energy. Credit: Michael Livingston, PPP.

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Photonics Booth: #1057

### SEEING EYE TO EYE

The Optikos Experience™ is about you. It's a customer centric journey that applies our expertise to any of your optical challenges.

Product Development – Value-Added Manufacturing – Metrology Products and Services

THE OPTICAL ENGINEERING EXPERTS®



# SPIE Photonics West PREVIEW 2025 - Rate Card

## 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 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 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.

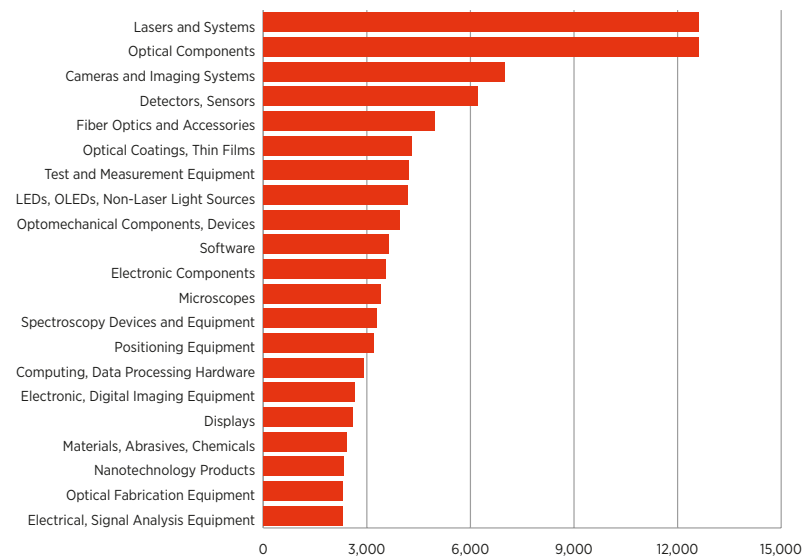
## There are no substitutes

**If it isn't in the Photonics West PREVIEW – then it isn't official.**

# SPIE. PHOTONICS WEST

## 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.



Figures based on 2019 attendance.

## SPIE Photonics West PREVIEW 2025 - Rate Card

# 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 24,000 registered attendees in 2025

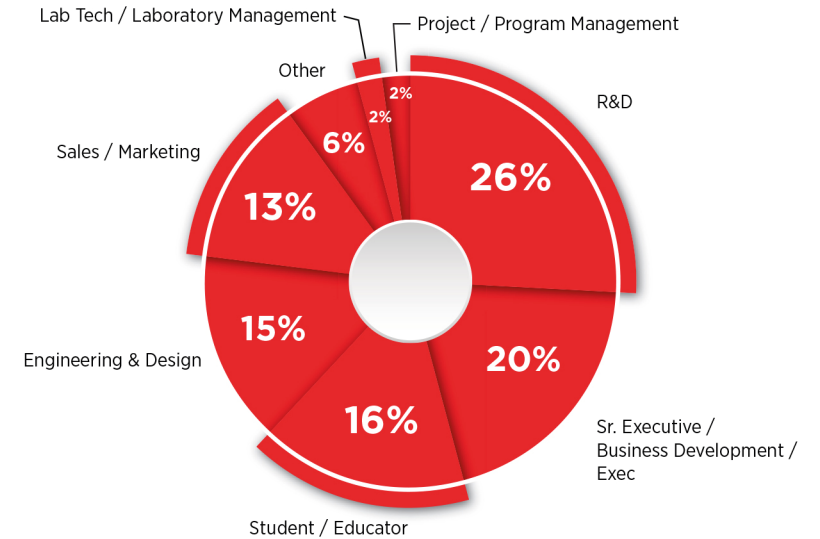
Photonics West historically attracts over 24,000 registered international attendees.

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:



Photos courtesy of SPIE

# SPIE Photonics West PREVIEW 2025 - Rate Card

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.



Photo courtesy of SPIE

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: **22 December 2024**

Materials Due: **22 December 2024**

## SPIE Photonics West PREVIEW 2025 Rates

<p><b>FULL PAGE BLEED AND NON-BLEED</b></p>	<p><b>DOUBLE PAGE SPREAD BLEED AND NON BLEED</b></p>	<p><b>HALF PAGE HORIZONTAL</b></p>	<p><b>HALF PAGE VERTICAL</b></p>	<p><b>THIRD PAGE HORIZONTAL</b></p>
<p>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: <b>\$4000/€3680/£3100</b></p>	<p>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: <b>\$7400/€6800/£5725</b></p>	<p>Size: 9.75"(w) x 6"(h) Rate: <b>\$2350/€2160/£1820</b></p>	<p>Size: 4.5"(w) x 12.5"(h) Rate: <b>\$2350/€2160/£1820</b></p>	<p>Size: 9.75"(w) x 4"(h) Rate: <b>\$2100/€1930/£1625</b></p>
<p><b>THIRD PAGE VERTICAL</b></p>	<p><b>QUARTER PAGE</b></p>	<p><b>EIGHTH PAGE</b></p>	<p><b>JUNIOR AD</b></p>	<p><b>COVER STRIP</b></p>
<p>Size: 3"(w) x 12.5"(h) Rate: <b>\$2100/€1930/£1625</b></p>	<p>Size: 4.5"(w) x 6.25"(h) Rate: <b>\$1285/€1180/£995</b></p>	<p>Size: 4.5"(w) x 3"(h) Rate: <b>\$900/€825/£695</b></p>	<p>Size: 7.25"(w) x 10"(h) Rate: <b>\$2990/€2745/£2315</b></p>	<p>Size: 9.75"(w) x 2.5"(h) Rate: <b>\$2625/€2375/£2000</b></p>

### Covers and Premium Position Rates

<b>Inside Front Cover</b> Rate: <b>\$5060/€4585/£3860</b>	<b>Inside Back Cover</b> Rate: <b>\$5060/€4585/£3860</b>	<b>Outside Back Cover</b> Rate: <b>\$5060/€4585/£3860</b>
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*(Advertising sizing subject to change until clarification of the finished magazine dimensions is received.)*

# SPIE Photonics West PREVIEW 2025 - Rate Card

## optics.org Product Focus

Product Focus is a print publication from optics.org and will form part of the Photonics West Show Daily PREVIEW. 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

#### Eighth Page Product

Rate: \$900/€825/£695

#### Eighth Page Product plus Star Product\* on optics.org

Rate: \$1250/€1150/£970

\*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!

## 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.

**Bundle Rates including 1x ¼ page in Photonics West Show Daily (all 3 editions) from: \$6250 €5995 £5100**

Contact the sales team today to reserve your time slot.

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

**malaya.plummer@optics.org**  
or telephone: **+44 117 905 5351**



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

## 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.