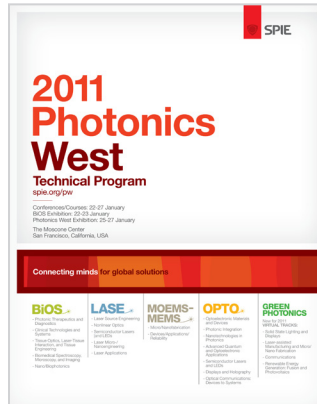


2012

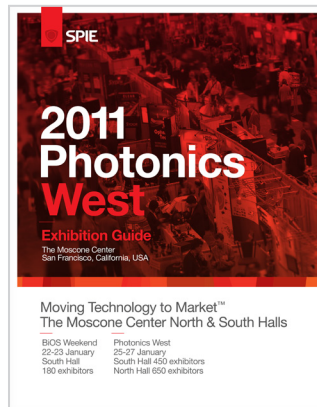
# Event Advertising

Reach thousands of potential customers who use SPIE event pieces to plan their agendas.



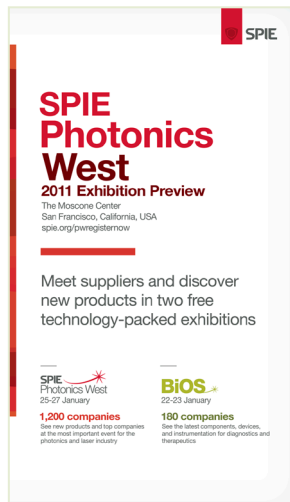
## Technical Program

Distributed onsite to all technical attendees, this piece reaches research and development professionals in different fields with news of your products and services. It provides a participant list, special event information, and an outline of the technical conferences.



## Exhibition Guide

Distributed to all attendees, this handy guide features exhibitor descriptions and show floor locations. Increase your impact on your primary target audience with an ad in the colorful Exhibition Guide.



## Exhibition Preview

This pre-show piece mails to 35,000 prospective exhibition visitors and course attendees approximately 8 weeks before the show. Feature your company's newest products. Stand out from the other exhibitor listings and let your customers know that you'll be participating at the upcoming event.

[spie.org/exhibitions](http://spie.org/exhibitions)

2012

# Featured Events

Event	Location	Key Technologies	Est. Attendance	Technical Program	Exhibition Guide	Exhibition
<b>January</b>						
<b>Photonics West</b>	San Francisco, California, USA	<b>Photonics West</b> • Biomedical optics • Lasers and applications in science and engineering, including fiber and semiconductor lasers and LEDs • Integrated optoelectronic devices, including nanotechnologies in photonics and displays • MOEMs and MEMS, including fabrication, devices and applications  <b>BiOS</b> • Photonic therapeutics and diagnostics • Clinical technologies and systems • Tissue optics • biomedical spectroscopy, microscopy, and molecular imaging • Nano/biophotonics, including QDs, probes, and plasmonics	19,500	•	•	•
<b>BiOS</b> <small>SPIE Photonics West</small>						
<b>February</b>						
<b>Medical Imaging</b>	San Diego, California, USA	Physics of Medical Imaging • Image Processing • Computer-Aided Diagnosis • Image-guided Procedures, Robotic Interventions, and Modeling • Biomedical Applications in Molecular, Structural, and Functional Imaging • Image Perception, Observer Performance, and Technology Assessment • Advanced PACS-based Imaging Informatics and Therapeutic Applications • Ultrasonic Imaging, Tomography, and Therapy	1,100	•		
<b>Advanced Lithography</b>	San Jose, California, USA	NEW: Advanced Etch Technology for Nanopatterning • Extreme Ultraviolet (EUV) Lithography • Alternative Lithographic Technologies • Metrology, Inspection, and Process Control for Microlithography • Advances in Resist Materials and Processing Technology • Optical Microlithography • Design for Manufacturability through Design-Process Integration	4,300	•	•	
<b>March</b>						
<b>Smart Structures/NDE</b>	San Diego, California, USA	• Smart Structures and Materials • Non-destructive Evaluation • Structural Health Monitoring • Energy Harvesting/Energy Systems • Biological and Medical Applications • Nanotechnology • Biomimetics and Bio-inspiration • Civil Infrastructure Systems • Industrial and Commercial Applications • Modeling, Control, and Optimization • Bio-inspired and Robotic Systems • Electroactive Polymers • Shape Memory Alloys • Actuators and Damping • Automotive and Aerospace Applications • MR Fluids and Elastomers • Multifunctional and Piezoelectric Materials • Embedded and Self-Diagnostic Sensors • Optical Fiber Sensors • Sensor Networks • Real-Time NDE	800	•		
<b>April</b>						
<b>Defense Security+Sensing</b>	Baltimore, Maryland, USA	IR sensors and systems • Homeland security and law enforcement • Tactical sensors and imagers • Chemical Biological Radiological Nuclear and Explosives (CBRNE) sensing • Military and avionic displays • Space technologies and operations • Intelligent and unmanned/unattended sensors and systems • Sensor data exploitation and target recognition • Information fusion, data mining, and information networks • Signal, image, and neural net processing • Communication and networking technologies and systems • Modeling and simulation • Enabling photonic technologies • Imaging, sensors, and displays • Scanning microscopy • cyber sensing	6,100	•	•	•
<b>August</b>						
<b>Optics+ Photonics</b>	San Diego, California, USA	Optics and optomechanics • Metrology • Detectors and imaging devices • Optical instrumentation • Nanotechnology • Organic materials • Plasmonics • Solid state lighting • Nonimaging systems • Photovoltaics • Organic LEDs • Alternate energy sources • Solar and photonic devices	5,000	•	•	
<b>September</b>						
<b>Optifab</b>	Biennial event Plan now for 2013 Rochester, New York, USA	Advanced optical fabrication equipment • Classical and automated fabrication • Coating equipment • Coatings technology • Design for manufacturing • Grinding, polishing, and new methods of surface finishing • Infrared materials • Injection molding, glass molding, lithographic processing and chemical etching • Interactivity and data interfaces • Materials and optical material sciences • Metrology and metrology equipment • Optical materials • Opto-mechanical design and fabrication • Process sciences	1,500	•	•	•

For a complete menu of Exhibiting Opportunities, visit [spie.org/exhibitions](http://spie.org/exhibitions)

# 2012 Insertion Order

# Event Advertising

## Contact:

SPIE Sales  
Attn: Al Ragan or  
Teresa Roles-Meier

Tel: +1 360 676 3290  
Fax: +1 360 647 1445  
Email: spiesales@spie.org  
spie.org/advertising

## 1 Please provide complete billing information:

My company is an SPIE Corporate Member  No  Yes Corporate ID# \_\_\_\_\_

**Advertising Company** \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Prov./Country \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_  Bill to **Advertising Company** (not Ad Agency)

**Ad Agency** \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Prov./Country \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ P.O. (if required for billing) \_\_\_\_\_

## 2 Select Advertisement:

*Limited quantity available for Exhibition Preview*

*For Photonics West/BiOS pieces, please use the specific Insertion Order included in this kit.*

Exhibition Preview (6 x 10 1/2)	Full Page	Cover 2	Cover 3	Insertion Order Due	Materials Due
Defense, Security, and Sensing	<input type="checkbox"/> \$1465	<input type="checkbox"/> \$1970	<input type="checkbox"/> \$1850	16 December 2011	22 December 2011
Optifab 2013					Biennial Event

Option	Technical Program	Exhibition Guide	Insertion Order Due	Materials Due
Medical Imaging*	<input type="checkbox"/>		2 December 2011	9 December 2011
Advanced Lithography	<input type="checkbox"/>	<input type="checkbox"/>	9 December 2011	16 December 2011
Smart Structures/NDE*	<input type="checkbox"/>		6 January 2012	13 January 2012
Defense, Security, and Sensing	<input type="checkbox"/>	<input type="checkbox"/>	17 February 2012	24 February 2012
Photonics Europe	<input type="checkbox"/>		10 February 2012	17 February 2012
Astronomical Instrumentation*	<input type="checkbox"/>		27 April 2012	4 May 2012
Optics + Photonics	<input type="checkbox"/>	<input type="checkbox"/>	8 June 2012	15 June 2012
Photomask	<input type="checkbox"/>		6 July 2012	13 July 2012
Optifab 2013	<input type="checkbox"/>	<input type="checkbox"/>	Biennial Event	
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	Contact SPIE Sales	Contact SPIE Sales

\*25% discount

## 3 Specify Advertisement Size: (Technical Program & Exhibition Guide Only)

Ad Size (8 3/8 x 10 3/4 trim)	Black & White	4-Color	Special Position (8 3/4 x 11 1/8 bleed, 7 x 10 live area)	4-Color
Full Page w/Bleed (8 3/4 x 11 1/8)	<input type="checkbox"/> \$965	<input type="checkbox"/> \$1,925	Cover 2 - Inside front	<input type="checkbox"/> \$2,575
Full Page Live Area (7 x 10)	<input type="checkbox"/> \$965	<input type="checkbox"/> \$1,925	Cover 3 - Inside back	<input type="checkbox"/> \$2,420
2/3 Page (4 9/16 x 10)	<input type="checkbox"/> \$735	<input type="checkbox"/> \$1,675	Cover 4 - Back cover	<input type="checkbox"/> \$2,690
1/2 Page Vertical (3 5/16 x 10)	<input type="checkbox"/> \$650	<input type="checkbox"/> \$1,590	Page 3	<input type="checkbox"/> \$2,300
1/2 Page Horizontal (7 x 4 7/8)	<input type="checkbox"/> \$650	<input type="checkbox"/> \$1,590	Page 5	<input type="checkbox"/> \$2,300
1/3 Page (2 3/16 x 10)	<input type="checkbox"/> \$475	<input type="checkbox"/> \$1,430	Page 7	<input type="checkbox"/> \$2,300
1/4 Page (3 5/16 x 4 7/8)	<input type="checkbox"/> \$385	<input type="checkbox"/> \$1,335	<i>*Other righthand forward pages available upon request.</i>	

Refer to the reverse side for policies, mechanical requirements and ad submission information.

I have advertised with SPIE in the past 12 months and would like to pick up the materials from the following piece:

\_\_\_\_\_

## 4 Agreement: *By signing, you agree to abide by the policies listed on the back of this form.*

Ordered by \_\_\_\_\_ Title \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

\_\_\_\_\_

[For SPIE internal use only.  
Do not write in box.]

IO# \_\_\_\_\_

Date received: \_\_\_\_\_

\$ \_\_\_\_\_

Materials received: \_\_\_\_\_

Proof received: \_\_\_\_\_

9704



# Event Advertising

## Ad Material Submission Guidelines

### Electronic File Requirements

- Ads should be furnished as a high-resolution file (at least 300 dpi) in the jpg, PDF (fonts must be embedded), .eps, or tif formats. All colors in files should be created as CMYK builds.
- Keep essential matter of an ad (text or image) 1/4" from the TRIM.
- PLEASE REMOVE all printer marks including registration and crop marks from your ad file.

### Submitting your ad file:

Ads can be emailed: PDF files smaller than 5 MB may be emailed to advertising@spie.org, placed on SPIE FTP site, or mailed on a CD.

### Use the SPIE FTP Site:

The SPIE FTP site (ftp://ftp.spie.org) is available for use by the general public and SPIE staff for transferring large files (>100KB) using a means other than the Exchange server. Access to the FTP site can be done using any browser that supports FTP or you can use an FTP client application.

Log in to the SPIE FTP site in with: Username: SPIEFTP

Contact advertising@spie.org for password

This will give WRITE access to the "INCOMING" folder and READ access to all other folders.

Please contact us with any questions you have about ad submissions: advertising@spie.org

## Policies

- Changes or modifications to submitted ad materials may be subject to production charges.
- SPIE does not guarantee reproduction quality for late ads or ads that do not meet the Ad Material Submission Guidelines.
- Ad materials are stored for 12 months, unless other arrangements have been made in writing.
- A hard copy proof must accompany all ads.
- No refunds on ads cancelled after Insertion Order Due dates.
- No guaranteed ad placement other than accepted special cover positions.
- SPIE reserves the right to cancel or reject any advertisement.
- Simulation of the publication's format is not permitted.
- SPIE reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial matter.
- All advertising is subject to publisher's approval and agreement by the advertiser and agency to indemnify and protect the publisher from and against any claims, loss, liability, or expense, including reasonable attorney's fees, arising out of publication of such advertisement.
- Ads received after the Materials Due dates are subject to a 10% surcharge.
- Ads placed in SPIE Event Pieces by non-exhibitors are subject to a 10% surcharge.
- Recognized ad agencies will receive a 15% commission. Commissions given to ad agencies will be forfeited if payment is not received within 60 days of invoice date.
- Account delinquency may affect advertiser's and agency's ability to book space in future issues.
- For accounts with more than one unpaid invoice, all cash received will be paid to oldest invoice first.
- Advertiser and agency agree to pay all collection costs that result from our collection efforts on delinquent balances, including reasonable attorney's fees.

## Liability

The publisher reserves the right to hold the advertiser and advertising agency jointly and severally liable to SPIE for payments due hereunder. The advertiser is at all times liable for payment of all account balances due and all other liabilities and deemed to receive refund payments, adjustments, notices and all other documents when the same are delivered to their advertising agency. Payments by the advertiser to the advertising agency for services does not constitute payment to SPIE. Any language to the contrary in any advertising agency's insertion orders or other documents is void and without effect.

## Billing and Discounts

- Billing and tear sheets will be mailed after the piece has been published. Payment must be paid to SPIE within 30 days of invoice date.
- Multiple ad placements per event receive a 10% discount for each additional ad.
- SPIE Corporate Members are eligible for a 15% discount on published rates.

### Important:

Ads must be set up to the correct trim size, bleed, and live matter specifications (see below).

## Mechanical Requirements

### Technical Program & Exhibition Guide

Size	Inches	Millimeters
Trim Size	8 <sup>3</sup> / <sub>8</sub> × 10 <sup>3</sup> / <sub>4</sub>	213 × 273
Full Page w/Bleed	8 <sup>3</sup> / <sub>4</sub> × 11 <sup>1</sup> / <sub>8</sub>	222 × 283
Full Page Live Area	7 × 10	178 × 254
2/3 Page	4 <sup>9</sup> / <sub>16</sub> × 10	116 × 254
1/2 Page Vertical	3 <sup>5</sup> / <sub>16</sub> × 10	84 × 254
1/2 Page Horizontal	7 × 4 <sup>7</sup> / <sub>8</sub>	178 × 124
1/3 Page	2 <sup>3</sup> / <sub>16</sub> × 10	56 × 254
1/4 Page	3 <sup>5</sup> / <sub>16</sub> × 4 <sup>7</sup> / <sub>8</sub>	84 × 124

Please contact SPIE for A4 mechanical requirements.

### Exhibition Preview Ad

Size	Inches	Millimeters
Full page w/Bleed	6 × 10 <sup>1</sup> / <sub>2</sub>	152.4 × 266