Strengthen your sales pipeline at the largest exhibition on sensing, imaging, and infrared technologies

SENSORS · INFRARED · LASERS · IMAGING · OPTICAL COMPONENTS · CAMERAS

Connect with your customers in Anaheim

In 2017, the event begins a 3-city rotation: Anaheim in 2017, Orlando in 2018, and Baltimore in 2019. By alternating locations, SPIE leverages the unique strengths of the audience in each region. Learn more about Anaheim on page 11.

- Grow your revenue
- Identify the most promising opportunities in the industry
- Connect with your customers
- Demo your new products
- Gain exposure with strategically placed advertising and sponsorships

“We are seeing attendees from all over—universities, defense, and commercial. The attendance is great—the best year yet.”

David Meissner
Kentek
Meet 5,000 attendees who need your products and services

Engineers, researchers, and product designers come seeking solutions for a variety of different applications such as autonomous vehicles, process control/inspection, health monitoring, test and measurement, precision agriculture, machine vision, research applications, all types of surveillance and reconnaissance, chemical detection, and more.

Reserve your space
SIGN UP EARLY-FOR BEST LOCATION
www.spie.org/dcs17-exhibitor
Take advantage of the booming sensor market by exhibiting at SPIE Defense + Commercial Sensing

“North America’s market for sensors expects steady growth over the next 5 years. Image sensors are expected to experience the highest growth at 13.1%, increasing from $4.39 Billion in 2015 to $9.11 Billion in 2020.”

– BCC Research – Global Markets and Technologies for Sensors

“The already-robust $350M sensor for drones and robots market will double by 2021, reaching $709M at a 12.4% CAGR from 2015-2021.”

– Sensors for Drones & Robots 2016 Report

“By 2030 over 50 billion devices will be connected by sensors.”

– International Consortium for Advanced Manufacturing Research (ICAMR)
Meet your customers in a world-class facility

The newly renovated Anaheim Convention Center is one of the most technically advanced convention centers in the U.S. SPIE attracts qualified buyers who attend thousands of presentations in the conference area. A wealth of activities at Defense + Commercial Sensing Expo keep attendees circulating through the exhibition. Product demonstrations, coffee and refreshment breaks, multiple food outlets, Pub Crawl, the SPIE Career Center Job Fair, and more—there is no better place for doing business.

Take advantage of all that is included in your booth rental:

• Exposure to the latest research—limited free passes to technical conferences
• Networking opportunities—including coffee breaks, Pub Crawl, Welcome Reception, and Exhibitor Breakfast
• Advertising opportunities—online and print exhibition listing
• Promotional outreach—customized email invitations for your customers
• High-profile sponsorship opportunities help you stand out from the crowd

We want to connect you with qualified, international buyers

SPIE Defense + Commercial Sensing 2017 will be participating in the U.S. Dept. of Commerce International Buyer Program, designed to bring interested, qualified buyers from around the world to this event. Learn more on page 10.
Connect with our targeted, qualified audience

SPIE Defense + Commercial Sensing remains a robust, 5,000-attendee event—the leading exhibition on these key sensing, imaging, and infrared technologies. Connect with potential purchasers from the U.S. Army, Navy, and Air Force, NASA, FLIR, Lockheed Martin, L-3, Johns Hopkins, Finmeccanica, university labs, and more.

---

**COMPANY TYPE OF 2016 ATTENDEES**

- 58% Commercial
- 25% Military
- 8% Government
- 6% Educational Institution
- 2% National Lab
- 1% Non-profit

---

**JOB FUNCTIONS OF 2016 ATTENDEES**

- Engineering & Design
- Applied Research
- Sales/Marketing
- Senior Executive/Corporate Management
- Other
- Business Development Mgr/Exec
- Basic Research/Science
- Application/Product Development
- College Professor/Educator
- Student
- Project/Program Management
GEOGRAPHICAL AREAS OF 2016 ATTENDEES

Representing over 50 countries

PURCHASE AREAS FOR 2016 ATTENDEES

- Cameras and Imaging Systems
- Detectors, Sensors
- Optical Components - Lenses
- Optical Components - Filters, Mirrors, Misc.
- Lasers and Systems
- Software
- Test and Measurement Equipment
- Computing, Data Processing Hardware
- Optical Coatings, Thin Films
- Electronic, Digital Imaging Equipment
- Laser Components and Accessories
- Electronic Components
- Fiber Optics and Accessories
- LEDs, OLEDs, Non-Laser Light Sources
- Spectroscopy Devices and Equipment
- Displays
- Optomechanical Components, Devices
- Positioning Equipment
- Electrical, Signal Analysis Equipment
- Materials, Abrasives, Chemicals
- Microscopes
- Nanotechnology Products

2016 ATTENDEES REPRESENT VARIOUS FIELDS

- Aerospace and Aviation Systems
- Agriculture, Food, Forestry Systems
- Analytical/Measurement Instrumentation
- Astronomy
- Automotive or Ground Transportation
- Basic Research, Science
- Biomedical, Medical Imaging, Health Care
- Chemical and Biological Analysis
- Communications and Networking
- Computing Systems, Data Processing
- Consumer Electronics
- Defense, Security, Law Enforcement
- Displays: Consumer, Information, Entertainment
- Earth Sciences, Environmental Monitoring, Climate
- Federally-funded Laboratories
- Industrial Sensing and Measurement
- Laser Industry
- Lighting and Illumination
- Machine Vision, Factory Automation
- Materials Processing, Lasers in Manufacturing
- Nanotechnology, Micro-optics, MEMs
- Optical Components, Materials, and Systems
- Optical Design and Engineering
- Optics Manufacturing
- Semiconductor Manufacturing
- Solar and Alternative Energy
- Structural and Infrastructure Sensing
- Vehicle Sensing and Control

“A center of excellence for sensing and security technologies. We get to showcase our technologies to the right audience.”

Colin Pearce
Founder & CEO, Active Silicon Ltd.
Get more exposure for your R&D results—include your abstract in a Topical Track

When submitting an abstract to a conference, you have the opportunity to be included in the following topical track listings. Look for these four topical tracks during the submission process. Details provided in the online submission webpage.

**Unmanned Autonomous Systems (UAS):** New in 2017, the UAS topical track will include research that can be used to enhance air, ground, and underwater UAS such as LiDAR, infrared, multispectral and hyperspectral imaging, and more.

**Agriculture:** The agricultural topical track will highlight research that can be used in agricultural and food/water safety applications such as UAVs, hyperspectral imaging, phenotyping, and infrared thermography.

**Fiber Optic Sensors:** Include your paper in the Fiber Optic Sensors topical track listing to attract attendees interested in research that can be applied to fiber optic sensors.

**Pharmaceuticals:** The pharmaceuticals topical track listing will feature research that can be used in pharmaceutical applications, such as biosensing, hyperspectral imaging, Raman spectroscopy, and infrared spectroscopic imaging.
IMPORTANT DATE
Abstracts Due: 26 SEPTEMBER 2016

Build awareness for your company
SUBMIT YOUR ABSTRACT TODAY!
www.spie.org/dcs17-abs

PROGRAMES

COMMERCIAL + SCIENTIFIC SENSING AND IMAGING

The SPIE Commercial + Scientific Sensing and Imaging technical program offers conferences on sensors, imaging and image processing, and photonics technology innovations for agriculture, manufacturing, health care, pharmaceutical, transportation, information systems, and environmental applications.

SYMPOSIUM CHAIR:
Majid Rabbani
Rochester Institute of Technology (USA)

SYMPOSIUM CO-CHAIR:
Robert Fiete
Harris Corp. (USA)

35 SPIE COURSES
Learn from the Best. Solve Problems. Get Ahead.
Only SPIE gives you access to so many expert instructors from industry and academia. Our courses give you focused, efficient training you can apply directly to your daily work. Maximize your time at the event and take advantage of this unique opportunity to learn directly from experts in your field.

Exhibitors are welcome to share your company’s developments in the technical conferences—have your team submit an abstract and present a paper to add visibility and connect with powerful attendees in the conference rooms.
CONNECT WITH QUALIFIED INTERNATIONAL BUYERS


WHAT IS THE INTERNATIONAL BUYER PROGRAM (IBP)?

The IBP is a joint government-industry effort that brings thousands of international buyers to the United States for business-to-business matchmaking with U.S. firms exhibiting at major industry trade shows. Every year, the IBP results in approximately a billion dollars in new business for U.S. companies.

The program will benefit participating SPIE Defense + Commercial Sensing 2017 exhibitors by providing:

• Access to current international trade prospects travelling to visit the exhibition.
• Hands-on export counseling, market analysis, and matchmaking services by country and industry experts.
• Use of an on-site International Business Center, where your company can meet privately with prospective international buyers, and obtain assistance from global trade experts.

Get included in the IBP Export Interest Directory

Get your company information in front of prospects by including a company listing in the Export Interest Directory. Participation is voluntary and free. Look for more information on participating in the International Buyer Program this fall.

LEARN MORE: WWW.SPIE.ORG/IBP17
Come to Southern California—a long-time hub of aerospace and technology.

Today in Southern California, aerospace remains an extremely vital component of the regional economy and these firms are an important incubator for technological innovation. Southern California is also a beneficiary of the growing importance of information in modern warfare systems (i.e. the rapid transfer of information between military units in the air, on the ground and at sea). The region's strong information technology base (big data) is attracting new opportunities for this growing segment of the industry. (Los Angeles County Economic Development Corporation; The Kyser Center for Economic Research)

ATTRACTING NEW ATTENDEES FROM:

• High tech industries
• Top defense contractors
• Premier educational institutions
• Aerospace and defense industries
• New U.S. Army Research Laboratory (ARL West) at the University of Southern California Institute for Creative Technologies
• Nearby defense labs.

“The quantity of leads went up this year, and the quality went up at the same time. We are looking forward to Anaheim—where you drive by 5 major defense contractors on the way to the convention center and you can see many of them from the parking lot.”

Shaun Saber
Saber One
Join leading companies at the exhibition
RESERVE YOUR SPACE TODAY FOR THE BEST PLACEMENT—SUBMIT YOUR CONTRACT TODAY.
2016 exhibitor listing
“We had many good new contacts (at DCS 2016) and were able to spend time talking to them. There were people with different interests, it was good to see a mix of topics being discussed. These days I just don’t see people wanting as many one-on-one meetings, so the show is great because they come to you.”

Bruce Nielsen
Moulded Optics, 2016 Exhibitor

SEE THE LATEST EXHIBITOR LIST ONLINE
www.spie.org/dcs-exhibitor
Sponsorships and Advertising

Increase your brand recognition, drive traffic to your booth, and grow your sales. Sponsors are recognized in preshow publicity, online, and at the show.

The Anaheim Convention Center offers a broad array of high-profile sponsorship opportunities.

Let’s talk about what’s possible, and we will work with you to cost-effectively boost your company’s visibility.

CONTACT THE SPIE SALES TEAM FOR MORE DETAILS

Al Ragan
Tel: +1 360 685 5539
alr@spie.org

Hermann Doster
Tel: +49 (0)7025/841 806
hermann@spieeurope.org
Get a jump-start on your competition and reserve your space today before it’s too late

Extend your company’s presence by showcasing your latest advancements, networking with colleagues, and positioning your new products. SPIE Corporate Member rates reflect a 15% discount.

<table>
<thead>
<tr>
<th>Space Type</th>
<th>Non-Member Fee</th>
<th>SPIE Corp. Member Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 ft. Table</td>
<td>$2,370</td>
<td>$2,015</td>
</tr>
<tr>
<td>10 ft. x 10 ft. Booth*</td>
<td>$3,490</td>
<td>$2,965</td>
</tr>
<tr>
<td>Island**</td>
<td>$43.65 per sq. ft.</td>
<td>$31.10 per sq. ft.</td>
</tr>
<tr>
<td>Peninsula Booth**</td>
<td>$37.15 per sq. ft.</td>
<td>$31.55 per sq. ft.</td>
</tr>
</tbody>
</table>
*Optional corner________ x $475 per corner (applies to booths only)
**Increments of 10 ft., 400 sq. ft. minimum

Drive traffic directly to your booth with a Pub Crawl sponsorship

Attendees flock to the exhibition hall for the pub crawl where sponsoring companies serve food and drinks right from their booth. While all exhibitors benefit from this traffic-building event, sponsoring companies receive the most traffic and networking opportunities.

“We had a line of about 50 people. After they got their beer and pretzel, our staff was able to interact with the attendees. It brought in good traffic.”

2016 Exhibitor & Pub Crawl Sponsor
LightPath

PLANNING FOR THE FUTURE

Grow your business in these prime areas for sensing, imaging, and photonics technologies.

**ORLANDO IN 2018**
EXPO: 17–19 April
Conferences and Courses: 15–19 April

**BALTIMORE IN 2019**
EXPO: 16–18 April
Conferences and Courses: 14–18 April

**ANAHEIM IN 2020**
EXPO: 28–30 April
Conferences and Courses: 26–30 April

SIGN UP TODAY
www.spie.org/dcs17-exhibitor
11–13 APRIL 2017

MOVING TECHNOLOGY TO MARKET™

Exhibit at a cutting-edge exhibition on sensing, imaging, infrared technologies, and more.

Conferences & Courses: 9-13 April 2017
Anaheim Convention Center
Anaheim, California, USA

SPIE. DEFENSE+ COMMERCIAL SENSING EXPO

www.spie.org/DCS17-exhibitor