Show off your latest AR|VR|MR hardware in San Francisco as an exhibitor

AR|VR|MR has never been more important—assisting in virtual person-to-person communication, training, simulation, entertainment, sharing of information, and more. SPIE AR|VR|MR is the main event where the latest advances in XR optical hardware and architectures are shared by the optics and photonics community working together to ensure XR hardware becomes safer, more comfortable, and performs better.

Make sure your company is included alongside the biggest names in consumer electronics and up-and-coming XR companies. Make this event one to include in your calendar every year.

CO-LOCATED WITH THREE WORLD-CLASS EXHIBITIONS

Check out suppliers and customers at: BIOS Expo (25–26 January), Photonics West Exhibition (28–30 January), and Quantum West Expo (28–29 January) co-located at the Moscone Center.

Learn more: spie.org/pw
ATTENDEE JOB FUNCTION FROM PREVIOUS YEARS

Connect with your key audience
SPIE AR|VR|MR attendees are researchers and engineers, investors and entrepreneurs, buyers, program managers, executives, and business development managers from around the world, all focused on creating the future of augmented, virtual, and mixed reality. In 2025, exhibiting companies were connected with more than 1,100 potential customers. The event’s colocation with Photonics West, featuring access to the AR|VR|MR exhibition included with event registration, continues to draw even more attendees from around the globe.

Connect with people who need your products and services
• The latest AR VR headset technologies
• Optical design, micro-optics, optical engineering
• Sensing technologies
• Display technologies
• Materials engineering
• Diffractive holography
• Nano-photonics and more

Attendee job function from previous years

Sponsorships and advertising
Build your brand beyond your booth with options to educate, entertain, and drive attendees directly to your sales team. SPIE offers a variety of opportunities to put your company’s name, brand, and products front and center to build awareness. Contact the SPIE Sales team.

SPIE AR|VR|MR is your chance to:
• Showcase your products and services to over a thousand prospective buyers
• Meet face-to-face to catch up with existing clients and develop new relationships
• Accelerate your sales process and generate leads
• Launch and showcase new products
• Find new project partners and distributors

For more information about exhibiting, sponsorships, and advertising, contact the SPIE sales team:

Kim Abair
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Lacey Barnett
Tel: +1 360 685 5551
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Melissa Valum
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Laurence Daveroux
+44 29 2278 9031
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For more information about the event: www.spie.org/avr

Make AR|VR|MR Exhibition part of your 2025 sales and marketing plan
SPIE Corporate Member rates reflect a 15% discount. For information visit: spie.org/membership.

SUBMIT YOUR CONTRACT FOR THE EXPO TODAY

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Meet additional prospects
Photonics West Exhibition • 28–30 January 2025
The industry’s leading laser and photonics exhibition

BIOS Expo • 25–26 January 2025
The world’s largest marketplace for biomedical optics and biophotonics

Quantum West Expo • 25–26 January 2025
The premier event for quantum research and applications

Exhibition: 28–29 January 2025
Program: 27–29 January 2025
The Moscone Center
San Francisco, California, USA

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Sign up today: spie.org/avr

70% North America
20% Europe
10% Asia

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20%
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