

SPIE event printed pieces



Event overviews

Distributed onsite to all technical attendees, this piece reaches research and development professionals in different fields with news of your products and services. Most people will keep this piece in hand during the event, providing you with an opportunity to gain visibility.

Exhibition guides

Distributed at the event, this handy guide features exhibitor information and show floor locations. Increase your impact on your primary target audience with an ad in the colorful exhibition guide.



www.spie.org/events

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

EST. ATTENDANCE
EVENT OVERVIEW
EXHIBITION GUIDE
EXHIBITION

2024 FEATURED EVENTS	LOCATION	CONFERENCE TOPICS			
JANUARY					
SPIE. PHOTONICS WEST	San Francisco, California, USA	Photonics West OPTO and LASE • Laser sources • Nonlinear optics and beam guiding • Micro/nano applications • Macro applications • Optoelectronic materials and devices • Photonic integration • Nanotechnologies in photonics • MOEMS-MEMS in photonics • Advanced quantum and optoelectronic applications • Semiconductor lasers and LEDs • Displays and holography • Optical communications: Devices to systems • 3D printing • Sustainability, AI/ML • Quantum	20,000	✓	✓
SPIE. PHOTONICS WEST BIOS		BIOS • Photonic therapeutics and diagnostics • Neurophotonics, neurosurgery, and optogenetics • Clinical technologies and systems • Tissue optics, laser-tissue interaction, and tissue engineering • Biomedical spectroscopy, microscopy, and imaging • Nano/biophotonics • BRAIN • Translational research • 3D printing • Net Zero, AI/ML • Quantum Biology			✓
SPIE. QUANTUM WEST		Quantum West • Quantum information systems • Quantum communications • Quantum computing and simulation • Quantum sensing, imaging, and timing systems • Enabling materials, devices, and techniques • Quantum Biology			
SPIE. AR VR MR	San Francisco, California, USA	3D computer vision/perception • display techniques/technologies/architectures • reconstruction • combiner optics/related architectures • human-machine interactions • human perception/immersive displays • light-field rendering • MEMS mirrors • display engines/imaging systems • optical sensors for 6DOF head tracking/SLAM-relocalization nanophotonics	3,000	✓	✓
FEBRUARY					
SPIE. MEDICAL IMAGING	San Diego, California, USA	Physics of medical imaging • Image processing • Computer-aided diagnosis • Image-guided procedures, robotic interventions, and modeling • Molecular, structural, and functional imaging • Image perception, and technology assessment • PACS-based imaging informatics • Ultrasonic imaging, tomography, and therapy • Digital pathology	1,000	✓	
SPIE. ADVANCED LITHOGRAPHY+ PATTERNING	San Jose, California, USA	Immersion • DFM/DPI • Nanofabrication and imprint • Resists • Etch • Lithography • Metrology • Inspection • DUV and EUV sources and optics • Process control • Patterning	2,000	✓	✓
MARCH					
SPIE. SMART STRUCTURES+ NONDESTRUCTIVE EVALUATION	Long Beach, California, USA	Electroactive polymers • Smart structures and materials • Actuators and damping • Biomimetics • Energy harvesting • Embedded sensors • Sensor networks • Real-time NDE • Structural health monitoring • Fiber sensors	700	✓	
APRIL					
SPIE. OPTICAL SYSTEMS DESIGN	Strasbourg, France	Optical Design • Thin Films • Fabrication • Testing • Metrology • Illumination • Computational Optics • Instrument Technologies	400	✓	✓
SPIE. PHOTONICS EUROPE	Strasbourg, France	Biophotonics • Micro/Nano technologies • Metamaterials • Photonic crystal fibers and devices • MEMS/MOEMS • Nanometrology • Optical sensors • Silicon photonics and photonic integrated circuits • Organic photonics • Solid-state lasers • Fiber lasers • Amplifiers • Photovoltaics • Photonics in automobiles • Image processing	1,900	✓	✓
SPIE. FUTURE SENSING TECHNOLOGIES	Yokohama, Japan	Quantum sensing • Cameras and imaging systems • AR/VR • Optical communications • Space-based missions • RADAR systems • Multi-band and hyperspectral imaging • LIDAR technology and applications • Polarization sensing and imaging • EO/IR/SWIR sensing and imaging • UAV applications • Autonomous vehicle sensing • Sensor-based sorting & quality control	125	✓	
SPIE. DEFENSE+ COMMERCIAL SENSING	National Harbor, Maryland, USA	Next generation sensor systems and applications • Advanced sensing and imaging • Imaging and analytics • Materials and devices • Big data • AI/ML • Autonomous systems • AR/VR/ XR • Cyber security • Advanced photon counting • IR Technology	3,500	✓	✓
JUNE					
SPIE. ASTRONOMICAL TELESCOPES + INSTRUMENTATION	Yokohama, Japan	Optical, infrared, and millimeter wave and interferometry • Ultraviolet to gamma ray • Space and ground-based and airborne telescopes and instrumentation • Adaptive optics systems • Observatory operations • Modeling, systems engineering, and project management • Advances in optical and mechanical technologies • Millimeter, submillimeter, and far-infrared detectors and instrumentation • Software and cyberinfrastructure • High-energy, optical, and infrared detectors • Radio telescopes and telescopic arrays	2,500	✓	✓
AUGUST					
SPIE. OPTICS+ PHOTONICS	San Diego, California, USA	Advanced metrology • Remote sensing • Optical system design • Illumination engineering • Photovoltaics • Thin film coatings • Illumination systems • Solar concentrators • Plasmonics • Nanoengineered materials • Metamaterials • Nanocoatings • Nanomanufacturing • Organic photonics and electronics • Detectors and imaging • Photonic devices • OLEDs and LEDs • Lasers	3,000	✓	✓
SEPTEMBER					
SPIE. SENSORS+ IMAGING	Edinburgh, United Kingdom	Remote Sensing • Atmospheric sensing • Platforms and systems • Environmental monitoring and applications • Earth surface sensing • Image and signal processing Security + Defence • Electro-optical sensing • Infrared systems • Optical materials and technologies • Sensors and networks • Millimetre wave and terahertz sensors • Biomaterials	900	✓	✓
SPIE. PHOTOMASK TECHNOLOGY + EUV LITHOGRAPHY	Monterey, California, USA	Photomask • Design automation and data prep • Inverse lithography • Mask writing • Defects • Metrology • Inspection and repair • Maskless processes EUV Lithography • Sources and optics • Metrology and inspection • Mask and imaging • Pellicles • Resists • Process control and stochasticity • Patterning and process enhancement • Extendibility • High-NA EUV	500	✓	✓
OCTOBER					
SPIE. PHOTONEX	Manchester, United Kingdom	Quantum technologies • Photonics • Biophotonics • Lasers • Optical technologies • Materials analysis • Nanotechnology and thin film coatings • Vacuum equipment and in-vacuum technologies	1000	✓	✓
TBD					
SPIE. LASER DAMAGE	TBD	Optical materials and measurements • Surfaces, mirrors and contamination • Thin films • Fundamental mechanisms • Laser-induced damage issues • Applications of laser damage • Properties modeling • Testing • Component fabrication	155	✓	
SPIE. PHOTONICS ASIA	China	High-power lasers • Semiconductor lasers • Optoelectronic devices and integration • Optical design and testing • Holography • Diffractive optics • Biomedical optics • Advanced sensor systems • Nanophotonics and micro/nano-optics • Plasmonics • Quantum and nonlinear optics	800	✓	

**SPIE
PHOTONICS
WEST/BIOS
ADVERTISING**

2024 insertion order

Contact SPIE Sales:

Melissa Valum
Sales Manager
Tel: +1 360 685 5596
melissav@spie.org

Kim Abair
Sales Manager
Tel: +1 360 685 5499
kima@spie.org

Lacey Barnett
Sales Manager
Tel: +1 360 685 5551
laceyb@spie.org
Fax: +1 360 647 1445
www.spie.org/advertising

SPIE Europe Office:

Laurence Devereaux
Sales Consultant
Tel: +44 29 2278 9031
laurence@spieeurope.org
Fax: +44 29 2089 4750

For optics.org and SPIE Photonics West Show Daily advertising, contact:

Rob Fisher
Head of Sales & Marketing
Tel: +44 117 905 5330
rob.fisher@optics.org

Dylan Byrne
Media Sales Executive
Tel: +44 117 905 5351
dylan.byrne@optics.org

1 PLEASE PROVIDE COMPLETE BILLING INFORMATION

My company is an SPIE Corporate Member No Yes Corporate ID# _____

Advertising company _____
Address _____
City _____ State/Prov. _____ Zip _____
Contact _____ Title _____
Telephone _____ Fax _____
Email _____ Bill to **advertising company** (not ad agency)

Ad agency _____
Address _____
City _____ State/Prov. _____ Zip _____
Contact _____ Title _____
Telephone _____ Fax _____
Email _____ P.O. (if required for billing) _____

2 SELECT ADVERTISEMENT

Event overview or **Exhibition guide**

Insertion order due 27 November 2023
Materials due 4 December 2023

Ad size	Black and white	4-color
Full page	<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$2,830
2/3 Page	<input type="checkbox"/> \$997	<input type="checkbox"/> \$2,475
1/2 Page vertical	<input type="checkbox"/> \$860	<input type="checkbox"/> \$2,326
1/2 Page horizontal	<input type="checkbox"/> \$860	<input type="checkbox"/> \$2,326
1/3 Page	<input type="checkbox"/> \$653	<input type="checkbox"/> \$2,085
1/4 Page	<input type="checkbox"/> \$516	<input type="checkbox"/> \$1,959
Special position	4-color	
Cover 2 - inside front	<input type="checkbox"/> \$4,308	
Cover 3 - inside back	<input type="checkbox"/> \$4,148	
Cover 4 - back cover	<input type="checkbox"/> \$4,778	
Page 3	<input type="checkbox"/> \$3,885	
Page 5	<input type="checkbox"/> \$3,885	
Page 7	<input type="checkbox"/> \$3,885	

Other righthand forward pages available upon request.

SEE NEXT PAGE FOR:

- MECHANICAL REQUIREMENTS
- ELECTRONIC FILE REQUIREMENTS
- AD SUBMISSION GUIDELINES
- POLICIES

3 AGREEMENT By signing, you agree to abide by the policies listed. Hand-written signature required.

Ordered by _____ Title _____
Authorizing signature _____

4 PAYMENT INFORMATION Billed after publication prints. Please check one of the following options:

- Check/money order enclosed (payable to SPIE) = \$ _____
- Credit card
SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards = \$ _____
- Wire transfer = \$ _____
Bank wire transfer information will be sent to you.
- Please send invoice upon receipt of this contract.

33543

MECHANICAL REQUIREMENTS

TRIM size - Program will be cut to this size.

BLEED size - Background images need to be slightly larger than trim so it looks like it goes off the edge.

LIVE area - Keep all text and important elements inside live area so they do not get cut off when program is bound and trimmed after printing.

**IMPORTANT:
PLEASE REMOVE ALL PRINTER MARKS
INCLUDING REGISTRATION AND
CROP MARKS FROM YOUR AD FILE**

Technical program or exhibition guide		
Ad size	Inches	Millimeters
Full page		
Trim size	8 3/8 × 10 3/4	213 × 273
Bleed	8 3/4 × 11 1/8	222 × 283
Live area	7 × 10	178 × 254
2/3 Page	4 9/16 × 10	116 × 254
1/2 Page vertical	3 5/16 × 10	84 × 254
1/2 Page horizontal	7 × 4 7/8	178 × 124
1/3 Page vertical	2 3/16 × 10	56 × 254
1/4 Page	3 5/16 × 4 7/8	84 × 124
Special position		
Cover 2 - inside front*		<i>*see full-page ad specs above</i>
Cover 3 - inside back*		
Cover 4 - back cover*		
Page 3*		
Page 5*		
Page 7*		
Other righthand forward pages available upon request.		

ELECTRONIC FILE REQUIREMENTS

- AD SHOULD BE FURNISHED AS A HIGH-RESOLUTION PDF (at least 300 dpi). Fonts must be embedded, outlined, or included. All colors should be CMYK builds. Note: eps, jpg, and tif files will be accepted but PDF IS PREFERRED.
- Keep essential matter of an ad (text or image) inside the live area or 1/4" inside TRIM.
- PLEASE REMOVE ALL PRINTER MARKS INCLUDING REGISTRATION AND CROP MARKS FROM YOUR AD FILE.

AD MATERIAL SUBMISSION GUIDELINES

- Ads can be emailed (files <5 MB may be emailed to advertising@spie.org).
- Please contact advertising@spie.org with questions about ad submissions.

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 mechanical and electronic file requirements.
- Ad materials are stored for 12 months, unless other arrangements have been made in writing.
- 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; this includes solicitation by organizations for membership and event attendees, authors or exhibitors, or products unrelated to the event.
- Simulation of the publication's format is not permitted.
- SPIE reserves the right to place the word "advertisement" with copy that, 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.
- 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 made to SPIE within 30 days of invoice date. After 30 days, a 5% late fee will be added to all unpaid balances.
- Multiple ad placements per event receive a 10% discount for each additional ad.
- SPIE Corporate Members receive a 15% discount on published rates.