



# SPIE. PHOTONICS WEST

28 - 30 January 2025

San Francisco, California, United States

# Multi-media Package 2025

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## Photonics West multi-media package Snag the deal before it's gone!

SPIE media are currently offering a multi-media package providing full access to SPIE's targeted audience and Photonics West attendees list. You can benefit now from immediate and multiple savings.

Simply reach out to the optics.org sales team and lock in your bundled package to ensure accurate and targeted delivery of your campaigns including pre-show and post-show marketing activity. This includes valuable promotion in all SPIE official show media.

Please note that SPIE do not rent or sell their attendee lists so the only way to guarantee exposure to potential business partners is through SPIE media.



**FEATURES:**

**Pre-Photonics West video interviews**

- Pre-Photonics West video interview 2 min quick fire Q&A informing attendees of what they will find on their stand, applications, new announcements and booth location.
- Promoted on the SPIE and optics.org websites in advance of Photonics West
- Links to all videos included in the weekly optics.org weekly eNewsletter (20,000+ subscribers)
- Promoted in conjunction with the Photonics West Preview magazine digital edition with a link to all videos – Sent to 50,000+ current and past attendees.
- Promoted through optics.org and SPIE social media channels (LinkedIn)



**BUNDLE 1**

- 1x Full Page in Photonics West Show Daily (all 3 editions)
- 1x Pre-Photonics West video interview
- 1x Show floor video interview
- 25,000 impression banner campaign (geo specific or keyword specific available)

**Total investment**  
**\$10,000 €9,500 £8,000**

**BUNDLE 2**

- 1x ½ page in Photonics West Show Daily (all 3 editions)
- 1x Pre-Photonics West video interview
- 1x Photonics West show daily video interview
- 15,000 impression banner campaign (geo specific or keyword specific available)

**Total investment**  
**\$7,500 €7,125 £6,000**

**BUNDLE 3**

- 1x ¼ page in Photonics West Show Daily (all 3 editions)
- 1x Pre-Photonics West video interview
- 1x 10,000 impression banner campaign (geo specific or keyword specific available)

**Total investment**  
**\$6,250 €5,995 £5,100**

Contact our dedicated sales team today to secure your media package:

**Rob Fisher:** rob.fisher@optics.org +44 (0)117 905 5330 **Malaya Plummer:** malaya.plummer@optics.org +44 (0)117 905 5351