About the Event
Frontiers in Optics encompasses the breadth of optical science and engineering and fosters the exchange of information between researchers and product developers looking for ways to cut time to market through innovation.

The Technical Conference is supplemented by four themes that leverage the intersection between science and applications—the end result is intended to illustrate the research within the technology. The themes provide opportunities for focused, deep-dives into the most compelling and promising technologies of tomorrow.

2021 Themes: Connecting Research and Applications
• Autonomous Systems
• Machine Learning
• Quantum Technologies
• Virtual Reality and Augmented Vision

Science + Industry Showcase
The technical content is complemented by the Science + Industry Showcase, virtual exhibit with leading optics companies, technology product demonstrations and industry-focused programs.

Laser Science
This important forum, sponsored by American Physical Society’s Division of Laser Science (APS/DLS) features the latest in laser applications, spanning topics in physics, biology and chemistry.

GROW SALES
REACH KEY BUYERS

Virtual Exhibit & Sponsorship Opportunities
Now more than ever, it's essential to stay connected with your customers and develop new relationships. While buyers worldwide still await the resumption of travel and in-person interaction, how do you engage customers and prospects? Optica has developed a proprietary, sophisticated virtual platform to support your objectives. Optica virtual events have significantly extended the reach to a global audience of buyers and industry leaders, as well as newly accessible early-career professionals looking to forge a career in industry.

• Thought Leadership – Position your company as a trusted thought leader and strategic partner to a highly engaged audience.
• Mindshare – Bring your solutions directly to new audiences through meaningful brand exposure and networking.
• Market Intelligence – Gather authentic, unfiltered perspectives on the business challenges facing attendees, presenting you with new opportunities.
• Branding – Place your company in front of decision-makers that will influence the buying process.

Contact us today to secure your presence or sponsorship.
+1 202.416.1988 | exhibitsales@optica.org
The deadline to sign up is 15 October 2021.
Amplify your exposure to new connections that will boost your bottom line!

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Detailed descriptions of the three virtual exhibitor page options and other specialized and targeted sponsorships follow this page.
**Specialized and Targeted Sponsorships** (Optica Corporate Members Receive a 25% Discount!)

<table>
<thead>
<tr>
<th>Product</th>
<th>Optica Corporate Member Price</th>
<th>Non-Member Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plenary Session Video Sponsorship</td>
<td>USD 3,750</td>
<td>USD 5,000</td>
<td>30 second video to play prior to the plenary. Video provided by sponsor.</td>
</tr>
<tr>
<td>Daily Tech Zoom Room Sponsorship</td>
<td>USD 2,250</td>
<td>USD 3,000</td>
<td>Static logo on Embedded Frame around Zoom videoconferencing window for live sessions. Limited to one sponsor per day.</td>
</tr>
<tr>
<td>Hot Topic Sponsorship</td>
<td>USD 1,125</td>
<td>USD 1,500</td>
<td>Breakout room(s) for attendees to network &amp; connect with the sponsor based on a particular hot topic chosen by the sponsor, for discussion facilitation. 20 minute presentation in a dedicated Zoom room (15 min. presentation, 5 min. Q&amp;A). Hot Topic sessions are listed in the conference schedule.</td>
</tr>
<tr>
<td>Technology Showcase</td>
<td>USD 1,125</td>
<td>USD 1,500</td>
<td>Highlight your company or products in a 20 minute presentation in a dedicated Zoom webinar (15 min. presentation, 5 min. Q&amp;A). Showcases are listed in the conference schedule.</td>
</tr>
<tr>
<td>Registration Sponsor</td>
<td>USD 2,250</td>
<td>USD 3,000</td>
<td>Sponsor Logo with link to sponsor website on registration information page and registration confirmation email. Limited to 3 sponsors.</td>
</tr>
<tr>
<td>Email Blasts – Daily Schedule Banner Ad</td>
<td>USD 1,500</td>
<td>USD 2,000</td>
<td>Banner ad in the daily email deployed at the start of each event day. Limited to 1 sponsor per day.</td>
</tr>
<tr>
<td>Animated Ad</td>
<td>USD 750</td>
<td>USD 1,000</td>
<td>Ad with links to advertiser’s website located on home page of the event website. This ad rotates with other advertisers. Run: length of show.</td>
</tr>
<tr>
<td>Static Ad</td>
<td>USD 375</td>
<td>USD 500</td>
<td>Ad with links to advertiser’s website located on secondary pages of the event website. This ad rotates with other advertisers. Run: length of show.</td>
</tr>
<tr>
<td>Social Media Wall Ad Slots</td>
<td>USD 375</td>
<td>USD 500</td>
<td>A social media wall is a feed of aggregated live posts that are displayed on digital signage in real time. Sponsors receive premium space to display a message, image and/or logo.</td>
</tr>
</tbody>
</table>

**Options for Virtual Exhibit** (Optica Corporate Members Receive a 25% Discount!)

<table>
<thead>
<tr>
<th>Rates</th>
<th>Basic Exhibitor</th>
<th>Enhanced Exhibitor</th>
<th>Conference-Wide Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Optica Member*</td>
<td>Optica Member*</td>
<td>Optica Member*</td>
</tr>
<tr>
<td></td>
<td>USD 375</td>
<td>USD 750</td>
<td>USD 1,875</td>
</tr>
<tr>
<td></td>
<td>Non-Member</td>
<td>USD 500</td>
<td>Non-Member</td>
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<tr>
<td></td>
<td>USD 500</td>
<td>Non-Member USD 1,000</td>
<td>Non-Member USD 2,500</td>
</tr>
</tbody>
</table>

**What's Included**

- **Company Name/Logo**: Yes, Yes, Yes
- **Company Description**: 500 Character Limit (approx. 75-100 words), 1,000 Character Limit (approx. 125-200 words), 2,000 Character Limit (approx. 250-400 words)
- **Logo Listing on Exhibitor Directory**: Yes, Yes, Yes
- **Contact Listings (name, title, address, email, phone)**: 1, 2, 6
- **Company Website URL, Social Links (LinkedIn, Twitter, Facebook)**: Yes, Yes, Yes
- **Registration Includes**: 2 Booth Staff Registrations, 1 Full Conference Registration, 4 Booth Staff Registrations, 2 Full Conference Registrations
- **Select Product Categories (to be part of a search functionality)**: Yes, Yes, Yes
- **Summary of Daily Visits (anonymous clicks/digital stats)**: Yes, Yes, Yes
- **Virtual Business Card Button & Reports**: Yes, Yes, Yes
- **1:1 and Group Chat**: Yes, Yes, Yes
- **1500 x 500 Billboard/Feature Space on sponsor page**: Yes
- **Video Links (Demos, Webinars) YouTube or Vimeo under 10 min in length**: 2 Videos, 4 Videos
- **Company Brochure (pdf)**: 2, 2
- **Press Releases (pdf)**: 4 (Static - In Platform), 6 (Static - In Platform)
- **Product Images (png, jpg)**: 4, 8
- **Product Descriptions**: 1,000 Character Limit (approx. 125-200 words), 2,000 Character Limit (approx. 250-400 words)
- **Company’s Job Postings from Optica’s Work in Optics**: 4, 8

**Virtual Exhibit content will remain live for 60 days after the event.**

*Optica Corporate Member rates apply only if membership is active at the start of the Conference and the member has chosen the Business Development benefit category as part of their Optica Corporate Member benefit.

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