

FiO LS

Frontiers in Optics + Laser Science

Optica Laser Congress

EXHIBITOR AND SPONSORSHIP PROSPECTUS

09 - 11 October 2023

Greater Tacoma Convention Center
Tacoma, Washington, USA

**Connecting our worldwide community
through the sharing of knowledge.**

Optica.org/FiOExhibits
Optica.org/LaserExhibits

2023

OPTICA | Formerly
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About Frontiers in Optics + Laser Science

FIO LS encompasses the breadth of optical science and engineering. It's purposefully designed to foster an open exchange of information between researchers and product developers who are looking for innovative ways to reduce time to market through innovation.

The Technical Conference is supplemented by three themes focusing on the intersection between science and applications. The themes provide opportunities for structured, deep-dives into the most promising technologies of tomorrow.

2023 TECHNOLOGY THEMES:

- Machine Learning
- Virtual and Augmented Reality
- Quantum Technologies



About Optica Laser Congress

It has been 60 years since the laser was first demonstrated. In that time laser technology has continued to expand, leading to numerous new applications and capabilities, which are continuously evolving even today. Optica Laser Congress provides a comprehensive view of the latest advances in solid state laser development and the newest applications.

Application areas covered include using lasers for materials modification, such as laser peening, micro-machining and brittle material processing, and using modern laser systems for remote sensing, free-space optical communications and sensing for autonomous systems. One new area of high interest is the generation of short-wavelength light using high-order nonlinear effects, which is made possible by the development of ultra-high brightness and high-power radiation sources—enabling a new set of laser applications at XUV wavelengths.

Take Advantage Of Exhibit & Sponsorship Opportunities

Now more than ever, it is essential to stay connected with your customers. In 2023, business travel and in-person meetings have resumed—and so has your ability to engage with them one-on-one.

While FiO LS and Optica Laser Congress are international in scope, the exhibitor and attendee experience remain intimate in scale. This fosters a sense of community that cannot be achieved at larger meetings.

As an exhibitor, you will extend your 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.

Exhibiting is more than just a booth space—it’s a chance to activate your brand and demonstrate its value to audiences that matter the most. Opportunities include:

- THOUGHT LEADERSHIP

Demonstrate your company’s strategic capabilities to a highly engaged audience.

- MINDSHARE

Bring solutions directly to participants through brand exposure and networking.

- MARKET INTELLIGENCE

Gather authentic, unfiltered perspectives on the business challenges facing attendees, presenting you with new opportunities.

- BRANDING

Be seen by decision-makers that influence the buying process.

- WORKFORCE DEVELOPMENT

Young professionals, seasoned researchers, and expert industry leaders alike are in abundance at FiO LS and Optica Laser Congress. Seize the opportunity to expand your team’s capabilities and expertise!

2023 Exhibit Rate Information

REACH KEY DECISION MAKERS

OPTIONS FOR IN-PERSON EXHIBITS

Product	Optica Corporate Member Price	Non-Member Price
Exhibit Space	USD 27.00 per sq. ft.	USD 31.75 per sq. ft.
Includes:	One Full Conference Registration and two Booth Staff Registrations. One display table, two chairs, company identification sign, pipe and drape and company participation acknowledgment on the meeting website.	

Kiosk Space	USD 5,000 per kiosk	USD 5,750 per kiosk
This turnkey solution includes:	A 5’x8’ space with a branded single-sided 8’ high x 8’ wide graphic backwall, one (1) lockable counter with graphic wrap on three (3) sides, two (2) standard barstools, black carpet, (1) 120v electrical outlet, and one (1) wastebasket. One (1) Full Conference and unlimited Booth Staff Registrations. Any additional costs (ie, additional furniture, services, etc.) will be the Exhibitor’s responsibility.	

SAVE WITH OPTICA CORPORATE MEMBERSHIP

Optica Corporate Members receive an exclusive 15-25% discount off exhibits and sponsorships at Optica Meetings.

For information on how to become an Optica Corporate Member please email Industry@optica.org or call +1 202.416.1474

[Learn more at optica.org/industry](https://optica.org/industry)

2023 Sponsorships | SPECIALIZED AND TARGETED SPONSORSHIPS

STAND OUT WITH IN-PERSON NETWORKING SPONSORSHIP OPPORTUNITIES

Optica Corporate Members receive a 25% Discount

Product	Optica Corporate Member Price	Non-Member Price	Description
Receptions/Banquets	USD 5,500	USD 7,500	Positioning your company as a sponsor will skyrocket your visibility! Includes digital and print logo placements specific to the reception before and during the conference.
Plenary Session Video	USD 3,750	USD 5,000	30-second video that plays prior to the plenary. Video provided by sponsor. Video to be reviewed and approved by Show Management.
Registration Sponsor	USD 2,250	USD 3,000	Sponsor logo with link to sponsor website on registration information page and registration confirmation email. Limited to 3 sponsors.
Event WiFi	USD 1,500	USD 2,000	Provide WiFi for all attendees at the event. Acknowledgment and Logo listed in Event Program, Slide prior to Technical Sessions and Signage at Registration.
Coffee Break	USD 1,500	USD 2,000	Coffee will be served in the exhibit area during session breaks—a perfect time and place to promote your company! Greet attendees, pass out literature and invite them to connect with your company. Show Management will provide signage with your company's logo.
Technical Session Slide Advertising	USD 1,500	USD 2,000	Company logo and message provided by the sponsor will be prominently displayed on a slide as technical attendees enter their session.
Email Blast - What to Know Before You Go Banner Ad	USD 1,125	USD 1,500	Banner ad in the What to Know Before You Go email sent to registered attendees. Limited to 3 sponsors.
Technology Showcase	USD 1,125	USD 1,500	Highlight your company or products in a 20-minute presentation in the Exhibit Floor Theater (15 min. presentation, 5 min. Q&A). Showcases are listed in the conference schedule. NOTE: Opportunity only available at Optica Quantum 2.0 and Optica Laser Congress.
Bag Insert	USD 750	USD 1,000	Company flyer or small promotional item distributed to all attendees. Bag Insert must be reviewed and approved by Show Management.
Animated Ad on Event Website	USD 450	USD 600	Ad with links to advertiser's website located on home page of the event website. This ad rotates with other advertisers. Sponsor provides the ad. Run: length of show.
Static Ad on Event Website	USD 450	USD 600	Ad with links to advertiser's website located on secondary pages of the event. This ad rotates with other advertisers. Sponsor provides the ad. Run: length of show.
Conference App Banner Advertising	USD 450	USD 600	Includes logo exposure on the start page and custom landing page, in addition to a rotating banner ad in the app.
Meeting Rooms	Call for Pricing		Secure a private meeting room at the event for special meetings, luncheons, etc.

Sponsorship Packages

Let's work together to engage your audience with a unique opportunity for your brand!

	Platinum	Gold	Silver
Optica Corporate Member Pricing	USD 5,625	USD 3,375	USD 1,500
Non-Member Pricing	USD 7,500	USD 4,500	USD 2,000
Full Conference Registration(s) (valued up to USD 1,100 each)	3	2	1
Email Blast to Attendees	✓		
Coffee Break (including signage)	✓	✓	
Technical Session Slide	✓	✓	
Bag Insert	✓	✓	
Recognition from Meeting Chair (as available)	✓	✓	✓
Logo and Link from Optica Meeting Website to Sponsor's Corporate Website	✓	✓	✓

Contact us today to discuss your business objectives, and we'll build a customizable sponsorship package within the most effective tier that will deliver results, drive traffic and achieve your goals.

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[Optica.org/FiOExhibits](https://optica.org/FiOExhibits)
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