

FiO LS

Frontiers in Optics + Laser Science

Science + Industry Showcase:
18 - 19 October 2022

Joseph A. Floreano Rochester Riverside Convention Center
Rochester, New York, USA

fioconference.com/exhibitatFiO

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 three 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.

2022 Technology Themes:

- Machine Learning
- Virtual Reality and Augmented Vision
- Quantum

Science + Industry Showcase

The technical content is complemented by the Science + Industry Showcase. This is an in-person exhibit featuring leading optics companies, technology product demonstrations and industry-focused programs. In addition to securing an exhibit space, your company has the opportunity to sponsor a 20-minute technology showcase. This sponsorship will allow you to position your company as a thought leader and discuss your products and services in detail, while being featured in the FiO conference schedule.

The FiO Hub

The FiO Hub on the Exhibition floor includes participating companies and will feature daily Technology Showcase demonstrations, as well as other show floor programming, including Plenary Sessions and Applications and Technology Technical Sessions.

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.

Reach Key Buyers. Grow Sales.

Exhibit Onsite. Secure a Sponsorship.

Frontiers in Optics is returning to Rochester, which serves as the hub for the optics industry and is a prime location to showcase your product line, meet new customers and connect with industry leaders. Rochester is home to the world's most respected optics experts.

Exhibit & Sponsorship Opportunities

Now more than ever, it is essential to stay connected with your customers and develop new relationships. As buyers resume business travel and in-person interaction, so does your ability to engage with them one-on-one.

To support your efforts, FiO is returning to in-person exhibits in 2022. Recognizing the value of online participation, the event will also include virtual components. This includes virtual sponsorship opportunities to support your objectives.

Exhibiting can significantly 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.

- **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.

Meet Optica

For more than a century, through membership and highly-respected meetings and journals, our society has brought together a community renowned for its scholarship and innovation.

Optica, formerly OSA, honors both that rich history and the incredible community that made it all happen. We are committed to realizing the potential of light to solve societal challenges and empower what's possible when we all work together.

Explore our new name and look. optica.org/brand.



Contact us today to secure your presence or sponsorship.
+1 202.416.1988 | exhibitsales@optica.org

Options for In-Person Exhibits (Optica Corporate Members receive a 15% Discount!)

Product	Optica Corporate Member* Price	Non-Member Price
Booth Space	USD 25.50 per sq. ft.	USD 30.00 per sq. ft.
Includes:	<ul style="list-style-type: none"> • Company identification sign • One complimentary full conference registration (valued up to USD 1,100) 	<ul style="list-style-type: none"> • Two booth staff registrations • Digital company profile listing

Options for In-Person Kiosks (Optica Corporate Members receive a 15% Discount!)

Product	Optica Corporate Member* Price	Non-Member Price
Kiosk Space	USD 2,850	USD 3,300
Includes:	<ul style="list-style-type: none"> • 8' x 8' backwall with lockable counter • Branding on counter wrap • (1) wastebasket • (1) 120v electrical outlet 	<ul style="list-style-type: none"> • Branding on 8' x 8' backwall • (2) standard barstools • 5' x 10' black carpet for each kiosk • One complimentary full conference registration (valued up to USD 1,100) • Two booth staff registrations • Digital company profile listing

Specialized and Targeted Sponsorships (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 of this high-profile event will skyrocket your visibility! Includes digital and print logo placements specific to the reception before and during the conference.
Coffee Break	USD 1,500	USD 2,000	Coffee will be served on the show floor 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.
Plenary Session Video Sponsorship	USD 3,750	USD 5,000	30-second video to play prior to the plenary. Video provided by sponsor.
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.
Daily Tech Zoom Room Sponsorship	USD 2,250	USD 3,000	Static logo on Embedded Frame around Zoom video conferencing window for live sessions. Limited to one sponsor per day.
Technology Showcase	USD 1,125	USD 1,500	Highlight your company or products in a 20-minute presentation in the show floor theater (15 min. presentation, 5 min. Q&A). Showcases are listed in the conference schedule.
Email Blasts – Daily Schedule Banner Ad	USD 1,500	USD 2,000	Banner ad in the daily email deployed at the start of each event day. Limited to 1 sponsor per day.
Email Blast – What to Know Before You Go Banner Ad	USD 1,125	USD 1,500	Banner ad in the email sent to pre-registered attendees. Limited to 3 sponsors.
Animated Ad	USD 750	USD 1,000	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.
Static Ad	USD 375	USD 500	Ad with links to advertiser's website located on secondary pages of the event. This ad rotates with other advertisers. Run: length of show.
Bag Insert	USD 375	USD 500	Company flyer or small promotional item distributed to all attendees.
Conference App Banner Advertising	USD 375	USD 500	Includes logo exposure on the start page and custom landing page, in addition to a rotating banner ad.

*Optica Corporate Members receive discounts on sponsorship and exhibit rates if the membership is active at the start of the conference and the member has chosen the Business Development benefit category as part of their member benefits.

Amplify your exposure to new connections that will boost your bottom line!
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