

SPiE Photonics West Show Daily + On-booth Video Packages 2026 - Rate Card

# Photonics West 2026 multi-media packages

## 20 - 22 January 2026

# Limited availability - act now!



Chris Karp, Sales Director at Chroma Technology, speaks to optics.org at Photonics West 2025.

**TUESDAY EDITION** | SPiE | Photonics.org | TUESDAY, JANUARY 20, 2026

### PHOTONICS WEST SHOW DAILY

**PHOTONICS WEST SHOW DAILY**  
"Bionic" retinal implants p. 24

**SPiE and Boston University announce joint \$1M fund for student scholarships**  
The new endowment will support graduate and post-doctoral students at the Boston University Photonics Center

**DON'T MISS THESE EVENTS.**  
PHOTONICS WEST EXHIBITION  
PHOTONICS WEST CONFERENCE  
PHOTONICS WEST AWARDS

**Singular Photonics launches with single-photon sensors**  
Singular Photonics has announced that it is launching its first commercial single-photon sensor products in the second half of 2026.

**Optikos**  
From concept to volume production: You can do it all with Optikos.

**WEDNESDAY EDITION** | SPiE | Photonics.org | WEDNESDAY, JANUARY 21, 2026

### PHOTONICS WEST SHOW DAILY

**PHOTONICS WEST SHOW DAILY**  
The sky's the limit p. 11

**\$1M endowed fund announced by SPiE and National University of Singapore**  
The SPiE-CDE Fellowship in Optical Science and Engineering will support postgraduate students

**DON'T MISS THESE EVENTS.**  
PHOTONICS WEST EXHIBITION  
PHOTONICS WEST CONFERENCE  
PHOTONICS WEST AWARDS

**Global Business Forum addresses latest trade and economic storms**  
The Global Business Forum will address the latest trade and economic storms, including the impact of tariffs and trade wars.

**Optikos**  
Your source for custom microscope objective solutions with market-leading performance and an accelerated timeline.

**THURSDAY EDITION** | SPiE | Photonics.org | THURSDAY, JANUARY 22, 2026

### PHOTONICS WEST SHOW DAILY

**PHOTONICS WEST SHOW DAILY**  
Prize Award winners p. 12

**Photonics West races ahead**  
SPiE welcomes more than 24,000 registrants to Moscone

**DON'T MISS THESE EVENTS.**  
PHOTONICS WEST EXHIBITION  
PHOTONICS WEST CONFERENCE  
PHOTONICS WEST AWARDS

**Max-IR Labs sounds pitch perfect at Startup Challenge**  
The annual pitch competition champions photonics innovation in healthcare and deep tech.

**Meridian Family: Your solution for high-throughput camera testing.**  
From monitoring and safety to advanced inspection and detection, cameras for transportation are the most critical part of any environment.

**Optikos**  
SEE EXAMPLES OF OUR MERIDIAN FAMILY OF PRODUCTS AT BOOTH #461

# Photonics West Show Daily newspaper + On-booth video packages

## SPIE Photonics West Show Daily + On-booth Video Packages 2026 - Rate Card

# PHOTONICS WEST. SHOW DAILY

17 - 22 January 2026

San Francisco, California, United States

The Photonics West Show Daily is the only official newspaper printed overnight and handed out each morning to Show and Conference attendees, delivering the latest news, event highlights and insightful editorial to a highly engaged audience.

## Why advertise in Show Daily?

- **Exclusive morning reach:** 3,000 printed copies handed out daily guarantee unparalleled visibility.
- **Digital extension:** Your ad also appears in the Show Daily eNewsletter, sent to 20,000+ optics.org subscribers and remains hosted online for 12 months.
- **Ensure your exhibiting is a success:** Promote your brand, products and drive people to your booth.
- **Engaged, qualified audience:** Photonics West attracts over 1,600 exhibiting companies and 24,000 engineers, scientists and decision makers keen to discover new solutions.
- **Promote your new and most important products in the dedicated Product Focus inside the Show Daily.**



Distributed at the entrance to the Moscone Center, registration and escalator points – and digital distribution to over 20,000+ optics.org subscribers – your message reaches decision makers before they even set foot on the show floor.

## Audience reach

- 24,000+ conference and exhibition attendees.
- 3,000 print copies handed out daily.
- 20,000+ digital subscribers via the optics.org eNewsletter.

We offer a full range of ad sizes, from double page spreads and cover positions, footer strips to eighth page product ads.

With the Show Daily, your brand gains instant credibility and visibility.

By aligning with the official show publication, you'll drive booth traffic and reinforce your market leadership.

## SPIE Photonics West Show Daily + On-booth Video Packages 2026 - Rate Card

# Video Interviews

Get long lasting value with a professional video interview or product demos filmed right at your booth.

Each video is hosted on [optics.org](https://optics.org) for 12 months, promoted to over 30,000+ industry users, featured in the Photonics West eNewsletter sent to 20,000+ subscribers, and supported with social media promotion on LinkedIn and in YouTube. You'll also receive an MP4 copy of your video.

**This is your opportunity to explain, demonstrate, and showcase the real benefits of your products – in a format that lives well beyond the event.**

## Benefits at a glance:

- Hosted on [optics.org](https://optics.org) with 30,000+ industry users.
- Custom MP4 files for your own marketing channels.
- Featured in the Photonics West eNewsletter (20,000+ subscribers).
- Social media amplification via SPIE and [optics.org](https://optics.org) platforms.

## Video and Show Daily Bundles to suit your needs

We offer four simple bundles to combine the power of the Show Daily with the extended reach of video interviews:



Chris Karp, Sales Director at Chroma Technology, speaks to [optics.org](https://optics.org) at Photonics West 2025.

### BUNDLE 1

- 1x Pre-Photonics West video interview
- 1x On-booth video interview
- 1x Full Page in Photonics West Show Daily (all 3 editions)
- 1/8 page product ad in the Show Daily

Total investment  
\$9,950 €8,515 £7,340

### BUNDLE 2

- 1x Pre-Photonics West video interview
- 1x On-booth video interview
- 1x Half Page in Photonics West Show Daily (all 3 editions)
- 1/8 page product ad in the Show Daily

Total investment  
\$7,500 €6,420 £5,535

### BUNDLE 3

- 1x Pre-Photonics West video interview
- 1x On-booth video interview
- 1x Third Page in Photonics West Show Daily (all 3 editions)
- 1/8 page product ad in the Show Daily

Total investment  
\$5,995 €5,130 £4,425

### BUNDLE 4

- 1x Pre-Photonics West video interview
- 1x On-booth video interview
- 1x Quarter Page in Photonics West Show Daily (all 3 editions)
- 1/8 page product ad in the Show Daily

Total investment  
\$4,995 €4,275 £3,685

**Contact Rob Fisher today to secure your package and secure your extended promotion.**

**Rob Fisher: [rob.fisher@optics.org](mailto:rob.fisher@optics.org) +44 (0)117 905 5330**