

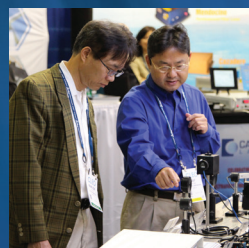
Exhibitor Prospectus

EXHIBIT AT CLEO:2018

4,600+ Attendees / 55 Countries / 3 Days / 1 Event That Delivers Top
Decision Makers in the Global Scientific Opto-Electronics Market

CLEO: EXPO 15 -17 May 2018 | San Jose Convention Center | San Jose, California, USA

Look Inside and see NEW exhibitor benefits developed by the industry for the industry!



cleoconference.org/exhibit

IEEE
photonics
Society

OSA
100

Managed by
OSA



SEE WHAT CLEO:2018 CAN DO FOR YOUR BUSINESS!

What's New for Exhibitors This Year

These new initiatives are being added to increase conference traffic to your booth:

- **NEW! Matchmaking/Hosted Buyer Program:** Our new matchmaking system lets you identify potential customers, request and then schedule meetings. So you arrive at CLEO with a plan! This is the most effective way to do business without traveling worldwide.
- **NEW! Technical Sessions in the Exhibit Hall:** CLEO will have two Exhibit Hall theaters hosting applications focused technical sessions. This will maximize attendee traffic in the hall.
- **NEW! Compressed Exhibit Hours:** You asked, and we've listened. We've decreased the overall exhibit time you need to spend in your booth, giving you more time for private meetings with your customers.
- **NEW! Daily Attendee Luncheons in the Exhibit Hall:** You'll have more exclusive time with CLEO buyers during these lunch events.
- **NEW! 2 Show Floor Business Programming & Networking Theaters:** With the addition of a second show floor theater this year, CLEO will host more timely talks on the latest optics and photonics business trends.
- **PLUS! Access to More Applications & Technology Programming & Topical Reviews:** CLEO's applications-focused program track features presentations by leaders in their fields highlighting how photonics research is transitioning into applications and products and enabling important advances. Expanded applications programming in 2018 will draw more buyers, and each exhibit booth comes with 1 free technical registration badge.

CLEO has become indispensable for Ibsen Photonics as the premier laser event of the year. It is a unique opportunity to meet with so many key contacts and learn where technology and industry is headed, in a focused and engaged environment.

Kristian J. Buchwald,
VP Grating Business Unit,
Ibsen Photonics A/S

Grow Your Business at CLEO:2018

Optics enabled markets produce \$78 trillion annually. Exhibit at CLEO to capture a piece of that business. New industry offerings make this event a magnet for executives throughout the buying channel. Exhibitors will have extensive, targeted opportunities for exposure and in-depth interaction with key prospects and customers. These high-level buyers are looking to you—the leading product experts, manufacturers and service providers—for the most innovative, cost-effective solutions to support their missions.

**HIGH QUALITY
BUYERS DRIVE SALES**

55 COUNTRIES
REPRESENTED

Join 200+ exhibitors, the innovators who understand the value of face-to-face marketing and have positioned themselves in this lucrative marketplace. This is the place where products are launched, business gets done and **YOUR** company prospers!



EIGHT VERTICAL
MARKETS

- AEROSPACE/DEFENSE
- ASTRONOMY
- BIOMEDICAL
- COMMUNICATIONS
- ENERGY
- FUNDAMENTAL SCIENCE
- MANUFACTURING
- TRANSPORTATION/AUTOMOTIVE

1,434+ 
INTERNATIONAL BUYERS

74%
OF CLEO ATTENDEES
PLAY A PART IN
THE PURCHASING
PROCESS AT THEIR
ORGANIZATIONS

61.5
AVERAGE
LEADS
PER EXHIBITOR



EXHIBITORS PLAN TO EXHIBIT AGAIN

GROW AND EXPAND YOUR BUSINESS

Engaged and active buyers at CLEO are looking to fill a wide range of needs and they have the authority to make purchasing decisions.

Drive New Business in Key Industries:

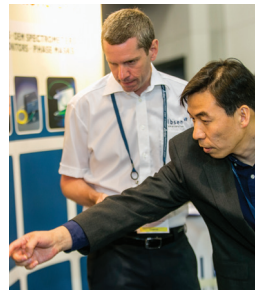
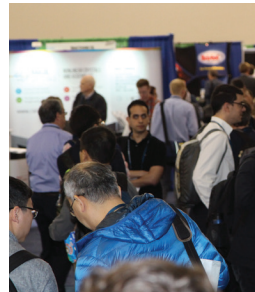
Industrial and Scientific Lasers • Laser Diodes • Materials, Marking & Modification • Laser Processing Equipment • Opto-Electronic Components • Optomechanical Components and Devices • Optical Glass • Optical Crystals • Software for Optical Design • Fiber Optics • Test Equipment • Visible and Infrared Cameras • Sensors and Detectors • Spectroscopic Devices • Government Funding Agencies • Academia • Contract Manufacturers • OEMs • System Integrators • Investment/Venture Capital

What Buyers Want — Product Areas Include:

Active Optical Components • Custom Component Fabrication • Electronic Components • Fiber Optic Components • Fiber Optic Systems/Networks - Data & Telecommunications • Fiber Optic Systems/Networks – Other • Holography • Imaging & Sensing Equipment • Infrared Sources, Detectors, Systems • Laboratory Equipment • Laser Machining • Laser Microprocessing Services • Lasers, Laser Accessories, Laser Systems • Lasers, High Power • Lasers, Femtosecond Pulse • Lasers, Comb • Light Sources (Incoherent) • Materials • Medical Devices • Micro-manipulators/Positioners - Manufacturing Equipment • Modulators • Optical Fabrication Equipment • Optical Fiber/Cable • Optoelectronic Components • Passive Components (Lenses, Filters, Multiplexers, Isolators, Coatings) • Plastic Optics • Power Supplies • Precision Polishing & Grinding Systems • Publications • Semiconductor Chillers • Semiconductor Lasers & Detectors • Software • Spectroscopic Devices • Switches & Cross-connects • Test & Measurement Equipment • Thin Film Materials • Vacuum, Cooling & Gas Handling Equipment • Vibration Isolation Systems/Optical Tables • WDM Components & Systems

Job Functions Include:

C-Level Executive Management – CEO, CTO, CFO, CIO • Purchasing Manager • Design Engineer/Product Development Manager • Systems Developer • Test & Measurement Engineer • Researcher • Scientist • Educator • Sales & Marketing Professional



TOP ORGANIZATIONS & COMPANIES EXPECTED AT CLEO:



CLEO is a full spectrum exhibition in that it consistently provides qualified sales leads, product feedback, new product ideas, and information about the applications that our products are being used in. Hence the CLEO exhibit is an important part of Thorlabs' overall marketing and sales plan.

Tyler Morgus,
Thorlabs

EXHIBIT AT THE SHOW THAT DELIVERS QUALITY LEADS AND RESULTS

SECURE EXHIBIT SPACE NOW – HERE'S HOW

There are many ways in which you can optimize your presence at CLEO. With options ranging from traditional booth space to customized sponsorships, a solution can be created for you to capture your audience and brand your organization.

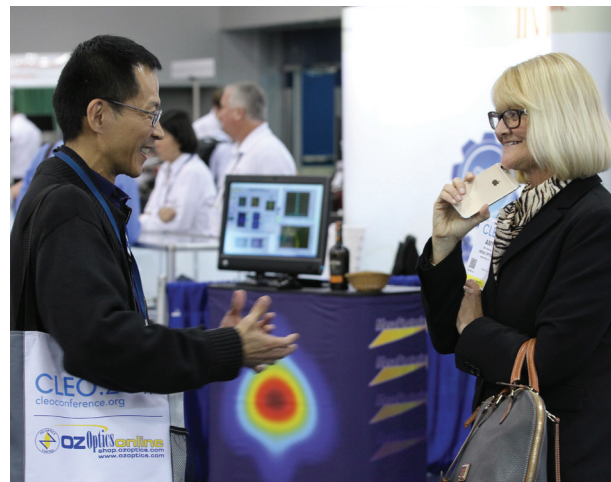
Exhibit Rates

- \$30 per sqf or \$3,000 per 100 sqf (approximately 9 sqm)
- Tabletop display options are available — call for details

What's Included?

- Raw 10' x 10' exhibit space (approximately 9 sqm) with back and side drape
- Company Identification Sign
- 1 Complimentary Technical Registration per every 100 sqf of rented exhibit space (valued up to \$1,140)
- Unlimited exhibit personnel registrations for staff to work your booth
- Unlimited Exhibits Pass Plus badges to distribute to your customers and prospects
- Complimentary customized HTML e-mail promotions available to send to your client list through a third party
- 1 copy of technical program
- Unlimited number of free additional division or subsidiary company listings*
- Company profile and link on event web site*
- Company profile listing online and in the conference app*
- Opportunity to participate in the free Tech Playground program, where attendees win prizes for visiting select exhibits!

* pending date of signed contract



How to Secure Your Exhibit — It's Simple!

1. Visit cleoconference.org/exhibit.
2. View the most current floorplan.
3. Determine the desired size and location of your booth.
4. Review the rules and regulations.
5. Complete and email the signed exhibit space contract to cleosales@osa.org.

I consider CLEO to be the premier meeting for scientists and engineers who are involved with the application or development of lasers. Therefore, the exhibit attendees are a very focused group of potential customers for our high-accuracy wavelength meters and our high-resolution spectrum analyzers. As a result, Bristol Instruments has always been successful promoting our products at CLEO.

Brian Samoriski,
Ph.D., President,
Bristol Instruments, Inc.

Contact Us

CLEO Sales Team:
+1.202.416.1988 | cleosales@osa.org

China Sales Office:
+86.755.2583.4722 | info@cleoexpo.com

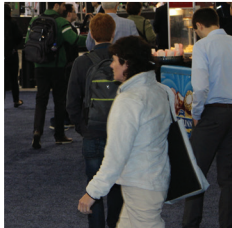
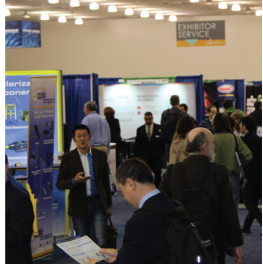
Japan Sales Office:
+81.3.3269.3550 | s_shiba@optronics.co.jp

200+

EXHIBITORS

EXPANDED BUSINESS PROGRAMMING AND NETWORKING ON THE SHOW FLOOR

STAND OUT THROUGH SPONSORSHIPS



Attend CLEO's show floor programming and learn about the latest market trends and technologies while networking with your customers and prospects.

CLEO: Market Focus

Exhibitors and attendees alike will benefit from this year's CLEO: Market Focus program which features presentations on the latest business trends and provides a forum to discuss new products and emerging technologies and markets. This is a unique networking event and an opportunity to learn about potential business opportunities.

Technology Transfer Showcase

This event provides a forum for start-up companies, and for researchers from major universities and national labs to present exciting technologies ready and available for commercialization. Presenters will discuss their latest license-ready optics and photonics technologies.

Showcase Optical Engineering Excellence

Submit your company's innovations during the CLEO Call for Papers.

Deadline:

17 December 2017, 12:00 EST (17:00 GMT)

Visit: cleoconference.org/innovations

Booth efficiency increases by 104% when promotional opportunities are included in the marketing plan.

Source:
Center for Exhibition
Industry Research



CONNECT
WITH 4,600+


Highlight Your Brand with Any Budget

Become an official CLEO sponsor and stand out among the hundreds of other companies competing for industry attention -- multiplying the return on your overall marketing investment.

Advantages of Sponsoring:

- Increase name recognition and branding
- Drive buyers to your booth
- Position your company as a leader

Call us for a customized sponsorship package or choose from an established opportunity

Registration Area		\$15,000 – Stand out as one of the first companies seen by all attendees.
USB Sponsorship		\$15,000 – USB's contain the technical digest as well as your logo and are distributed to all technical attendees.
e-Centers		\$7,500 – Gain name recognition every time an attendee checks email.
Charging Stations		\$7,000 – Help attendees keep their phones charged throughout the day.
Notepads at Conference Sessions		\$7,000 – Extend your brand by providing customized notepads distributed in all session rooms.
Technical Program Back Cover Advertising		\$5,250 – Place your marketing message on this unsurpassed industry resource and reach every attendee.
Exhibit Hall Coffee Breaks		\$4,250 – Excellent networking opportunity! Host your own coffee break right in the exhibit hall.
Registration Bag Insert		\$4,000 Include your promotional item in the registration bags which are hand-delivered to every attendee.
Technical Session Slide Advertising		\$4,000 – Broadcast your company's message to all who attend the technical conference.
Mobile Application Advertising		\$3,500 – Increase company exposure; your banner is visible throughout the conference.

For a current list of CLEO Sponsorships visit cleoconference.org/sponsorships

JOIN THESE INDUSTRY LEADERS
AND GROW SALES

CONNECT, COLLABORATE AND
CONDUCT BUSINESS AT CLEO

PREVIOUS CLEO
CORPORATE
SPONSORS INCLUDE:



PHYSICS TODAY



PREVIOUS CLEO EXHIBITORS INCLUDE:

FOR A CURRENT CLEO 2018 EXHIBITOR LIST VISIT CLEOCONFERENCE.ORG.

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Ltd. • Chinese Laser Press • Chroma Technology Corp. • Chromacity • Cobolt Inc. • Coherent Solutions • Coherent, Inc. • ColdQuanta, Inc. • Continuum • CorActive High-Tech, Inc. • CRC Press - Taylor & Francis • CREOL, University of Central Florida • Crestec Corporation • Crosslight Software • Cryslaser, Inc. • CrystaLaser LC • Crystalline Mirror Solutions, GmbH • Crystrong Photoelectric Technology Co., Ltd. • CST of America, Inc. • CUDOS • CUNY, Advanced Science Research Center • CVI Laser Optics • Cybel, LLC • Cycle GmbH • DataRay, Inc. • Dausinger + Giesen GmbH • Daylight Solutions, Inc. • DayOptics, Inc. • De Gruyter • Discovery Semiconductors, Inc. • Double Helix LLC • Edmund Optics, Inc. • EKSMa Optics • EKSPLa • Electro-Optics Technology, Inc. • Elliot Scientific Ltd. • Energetiq Technology, Inc. • EOSPACE, Inc. • Eper Technology, Inc. • Europa Science, Ltd. • Excell Technology • FASTLITE • Femtochrome Research, Inc. • Femtolasers, Inc. • few-cycle • Fiberguide Industries, Inc. • FiberPro, Inc. • Foreal Spectrum, Inc. • GAMDAN Optics • Gauss Lasers Technology (Shanghai) Co., Ltd. • General Photonics Corp. • Gentec Electro-Optics, Inc. • Gooch & Housego, PLC • GPD Optoelectronics Corp. • GTAT Corp. • Hamamatsu Corporation • HC Photonics Corp. • Hiwin Corporation • HOLOEYE Photonics AG • Hortech Company • HTA Photomask • Hubner GmbH & Co. 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“CLEO is the key conference for applications and developments of lasers. It has a broad spectrum of our customers.”

Marco Arrigoni,
Director of Marketing, Coherent

Exhibit at CLEO:2018 —
The Global Optics & Photonics
Hub with the World's Highest-
Quality Buyers

- 4,600+ qualified buying attendees
- 55 countries represented
- 200+ exhibiting companies

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