

8-10 MAY 2012 ★ SAN JOSE, CA, USA
SAN JOSE CONVENTION CENTER



WWW.CLEOCONFERENCE.ORG

THE CLEO PR TEAM PROACTIVELY TARGETS THE INDUSTRY'S LEADING REPORTERS AND ANALYSTS TO ENSURE COMPLETE COVERAGE FOR YOUR NEW PRODUCT ANNOUNCEMENTS AND SHOW NEWS.

The San Francisco Bay Area is home to the 6th largest media market in the country – exhibitors enjoy extensive media exposure. Outreach includes:

- Media contacts targeting more than 200 key industry reporters and analysts.
- Wire distribution discounts for press releases and media advisories.
- E-newsletters and targeted communications to publications and analyst groups.
- Press luncheon highlighting hot topics within the conference sessions and on the exhibit floor.

Take advantage of these onsite media activities with your own media GPS:

- Press kit distribution.
- Press release postings.
- Inclusion in media updates.
- Inclusion in pre-conference e-newsletters to the media.
- PR Toolkit.
- Complimentary posting of news briefs on the CLEO website.

For more information, contact the PR team at +1 202.416.1443 or media@cleoconference.org.

INCREASED BRAND EXPOSURE AHEAD

SPONSORSHIPS YIELD MAXIMUM VISIBILITY

RESERVE YOUR EXHIBIT NOW AND INCREASE YOUR EXPOSURE.

CLEO generates over 2.9 million marketing impressions. As soon as you become an exhibitor, your company becomes part of the year-round global campaign aimed at attracting attendees from around the world.

Targeted promotions for 2012:

- Direct mail campaign.
- Email campaign.
- Event website.
- Print ad placements in industry publications.
- Electronic newsletters covering the industry.
- Web banner ads and interactive web listings.
- Comprehensive media relations activities.
- Sponsoring societies' promotions.
- Exhibiting at key industry conferences.
- Customized promotion aimed specifically at driving traffic to YOUR individual booth.
- Social media campaign.
- **NEW FOR 2012!** Participate in the Technology Playground of the Future, the Expo's top exhibit floor destination for prospects to learn about your latest products and innovations. This unique arena will provide you with ultimate exposure. For more information, contact the CLEO Sales Team.

**DRIVE BOOTH TRAFFIC.
REACH YOUR NICHE.
BUILD YOUR BRAND.**

High-Impact Sponsorship Opportunities at CLEO

CLEO sponsorships provide you with unique marketing vehicles designed to reach your target audiences. Whether your company wishes to promote to the entire attendee base or a highly-defined segment, there is a sponsorship designed to meet your needs.

CONTACT THE SALES TEAM

cleosales@osa.org

+1 202.416.1988

EXHIBITOR BREAKFAST \$3,100

Join CLEO management in saying "Thank You" to the 2012 exhibitors at this well-attended annual event with extensive sponsor signage and the opportunity to speak directly to exhibitors.

CLEO BUYERS' GUIDE – Call for availability and pricing
The show directory is used by attendees during and after CLEO to find the industry's leading suppliers and manufacturers. Your advertisement in the guide ensures unmatched reach within your target audience and strengthens your message by keeping it on attendees' desks all year long.

TECHNICAL PROGRAM BACK COVER AD \$2,500

CLEO is the global scientific community's event of choice for presenting the latest optics and photonics research and findings. Place your advertisement on the back cover of this unsurpassed resource distributed to all technical attendees.

REGISTRATION BAG INSERTS \$1,500

Including your company's promotional material in the registration bags is an excellent way to reach each and every CLEO attendee! Inserts are to be produced by the advertiser with CLEO show management's approval.

WEB BANNER ADVERTISING \$1,000 per month

Reach the entire CLEO audience plus more than 120,000 unique visitors to the site each year. Attendees and exhibitors access the site daily to review the conference program, view the floorplan and current list of exhibitors, submit papers, and explore specialized programming, register, book hotel reservations and more!

TECHNICAL SESSION AV SPONSOR SLIDES \$4,000

Broadcast your company's message to everyone attending the technical sessions. Your company logo or advertisement and booth number will appear on every screen in every technical meeting room between technical sessions.

AND MANY MORE!

Call for details and a customized proposal.

RAISE YOUR PROFILE AND EXTEND YOUR REACH AT THE SHOW

EXHIBIT HALL COFFEE BREAKS \$3,100

Meet attendees over a hot cup of coffee. Throughout the event, coffee will be served twice a day from multiple stations on the exhibit floor — a perfect place for your sales people to encourage visits to your booth.

ATTENDEE TOTE BAGS \$7,500

Increase your company's visibility by adding your logo to the attendee tote bags distributed on-site at registration.

BADGE LANYARDS \$7,500

The most requested sponsorship every year! Turn attendees into walking advertisements for your company by sponsoring the badge lanyards!

WIRED E-MAIL STATIONS \$5,500 per station

Gain name recognition every time an attendee checks email! This is one of our most sought-after sponsorships so be sure to reserve your spot early. Sponsorship includes sole corporate presence at one of two dedicated email stations with 4-6 terminals each.

EXHIBIT HALL AISLE SIGNS

Your company's logo and/or advertisement will be flying high above the exhibit floor directing attendees to each aisle. What better way to capture EVERYONE'S attention than to have your company message on these highly visible signs?

CONFERENCE WELCOME RECEPTION

As the sole corporate sponsor of this blockbuster event, your company benefits from this tremendous opportunity to reach every attendee as they meet and greet at the beginning of the conference.

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EXHIBIT AT CLEO:2012
LASER SCIENCE TO PHOTONIC APPLICATIONS

PHOTONICS RESEARCH AND APPLICATIONS MEET HERE!

YOUR EXHIBITING ROADMAP

WWW.CLEOCONFERENCE.ORG

TECHNOLOGY IS KING IN THE VALLEY

SILICON VALLEY...

★ **BOASTS THE LARGEST CONCENTRATION OF TECHNOLOGY EXPERTISE IN THE WORLD.**

★ **ACCOUNTS FOR 1/3 OF ALL VENTURE CAPITAL INVESTMENT IN THE UNITED STATES.**

EXHIBIT AT CLEO: EXPO 2012, THE BRIDGE BETWEEN FUNDAMENTAL SCIENCE AND APPLICATIONS IN THE CAPITAL OF SILICON VALLEY!

EXHIBIT AT CLEO: EXPO 2012 AND CONNECT WITH CUSTOMERS FROM TOP CORPORATIONS AND INSTITUTIONS REPRESENTING THE FASTEST GROWING MARKETS IN OPTICS & PHOTONICS.

ATTENDEE PROFILE

SAMPLE JOB FUNCTIONS AND TITLES

Executive Management
Purchasing Manager
Design Engineer
Product Development Manager
Design Engineer
System Developer
Test and Measurement Engineer
Sales and Marketing Professionals
Researcher
Scientist
Educator

SAMPLE ORGANIZATION TYPES

OEMs
Government
Military
Laser or Laser Systems Manufacturers
Optical Component Manufacturers
Test & Measurement Equipment
Public and Private Research Laboratories
Academic Institutions

SAMPLE COUNTRIES REPRESENTED

Australia Israel
Canada Japan
China South Korea
Denmark Taiwan
France United Kingdom
Germany And, many more!
Italy

SIGN UP TODAY - FOLLOW THESE SIMPLE TURN BY TURN INSTRUCTIONS

1 Complete the Exhibit Space Application – a PDF version can be found online at www.cleoconference.org/exhibit. Be sure to check the live, online floorplan for the latest available exhibit space and indicate your top three choices on your application.

2 Enclose with your contract a non-refundable 25% deposit of the total cost of your booth space. The final payment is due 20 January 2012.

3 Remit the signed application via one of the following vehicles:

Email: cleosales@osa.org
Fax: +1 202.416.1408

EACH BOOTH INCLUDES:

- One (1) Technical Conference badge per 100 sq ft of booth space reserved.
- One (1) CLEO Technical Digest per 100 sq ft of booth space reserved.
- Unlimited number of exhibit booth personnel badges for employees staffing your booth.
- Your company's profile, web links, and press release postings on the CLEO: Expo 2012 website.*
- Online Exhibitor Services Manual.*
- Standard drapery.
- Company identification sign.

*pending date of signed contract

BOOTH RATES

- Standard inline or island booths: \$30 per sq ft with \$220 fee per open corner, if applicable.
- Tabletop display options available – call for details.

EXHIBIT HOURS

Tuesday, 8 May 10:00–17:00
Wednesday, 9 May 10:00–17:00
Thursday, 10 May 10:00–15:00

ADDITIONAL BENEFITS OF EXHIBITING INCLUDE:

- Opportunity to participate in the CLEO/*Laser Focus World* Innovations Awards
- Company profile listing in the CLEO: Expo 2012 Buyers' Guide.*
- Company profile listing on the official conference website.
- Opportunity to access customized HTML email and direct mail promotions.

*pending date of signed contract

Contact the Sales Team at cleosales@osa.org or +1 202.416.1988 for more!

FIND YOUR WAY TO CLEO - A GLOBAL PHOTONICS HUB

EXHIBIT FLOOR SESSIONS ARE THE INTERSECTION OF RESEARCH AND APPLICATIONS

The **MARKET FOCUS** session on the exhibit floor covers the latest trends in photonics, providing a forum for new products and emerging technologies. Key topic areas in 2011 included: biophotonics, defense, energy/environment, and industrial.

The **TECHNOLOGY TRANSFER SHOWCASE** program on the CLEO exhibit floor provides an avenue for researchers from universities and national laboratories to present exciting technologies that are ready and available for commercialization. These license ready optics and photonics technologies often lead to new commercial products or improve the efficiency, durability, and availability of existing components or systems.

EXHIBITOR LIST

3S PHOTONICS/Avensys/ITF Labs	EKSMA Optics	Light Conversion, Ltd.	Photonic Sourcing Inc.
4AD Enterprises, Inc.	EKSPLA UAB	Lighthouse Photonics	Photonics Industries International, Inc.
A.R.T Photonics	Electro-Optics Technology, Inc.	Lincoln Lab, Massachusetts Institute of Technology	Photonics Media/Laurin Publishing
Access Laser Co.	Element Six	Linear Photonics	Photonics Online
Actoprobe LLC	Elloright Ltd.	Luna Technologies	Photonics Society of Chinese-Americans
Advolve Photonics, Inc.	Eliot Scientific Ltd.	M Squared Lasers Ltd.	Photonics Society of Chinese-Americans
Advanced Thin Films	Elsevier BV	m2-laser GmbH	Physics Today
AdvR	Energjet Technology, Inc.	Market Tech, Inc.	PI (Physik Instrumente) LP
Aerotech, Inc.	EOSPACE, Inc.	Market Power Laser Drive, LLC (Formerly Laser Drive, Inc.)	PicoQuant GmbH
AGM Container Controls	Europa Science, Ltd.	MediaWelt GmbH - Opto Index	PolarOnyx, Inc.
Allied Laser Solutions	F&T Fibers and Technology GmbH	Menlo Systems	Polymicro Technologies, a subsidiary of Molex Incorporated
ALOM	FASTLITE	Mesa Photonics, LLC	Power Technology, Inc.
Altos Photonics, Inc.	Fastpulse Technology	Micro Laser Systems, Inc.	Precision Glassblowing of Colorado
American Elements	Femtochrome Research, Inc.	Midwest Optical Systems	Precision MicroDynamics, Inc.
American Physical Society (APS)	Femtolasers, Inc.	Mildex, Inc.	Precision Photonics Corp.
AMO WaveFront Sciences, Inc.	Fianium Ltd.	Mindrum Precision, Inc.	PriTel, Inc.
Amplitude Technologies	FiberGuide Industries, Inc.	MIRTHE Center - Princeton University	PROMET International, Inc.
Anchor Optics	FiberLabs, Inc.	Molecular Technology GmbH	Quantel Laser
Andover Corporation	FiberPro	MPA Crystal Corp.	Quantel-USA Inc.
APE GmbH	FiberTech-RoMack	MPB Communications, Inc.	Quantronix Corporation
APIC (Advanced Photonics Integrated Circuits) Corp	Fine Adjustment	Multwave Photonics	Raicol Crystals Ltd.
Applied Physics & Electronics, Inc.	Finisar	Nalux Co. Ltd	RPMC
Applied Research and Photonics, Inc. (ARP)	FJW Optical Systems, Inc.	Nanonics Imaging Ltd.	RSO Design Group
Applied Surface Technologies	FLIR Infrared Cameras	nanoplus Nanosystems & Technologies GmbH	Sacher Lasertechnik GmbH
Arroyo Instruments	Foreal Spectrum, Inc.	GLO Photonic (Bath University)	Santec USA Corporation
Artemis Optical	GAM Laser, Inc.	Nanoscribe GmbH	Schott North America, Inc.
Avensys/ITF Labs/3S Photonics	General Photonics Corp.	NASA	Scientific Materials Corp.
Avo Photonics, Inc.	Gentec Electro-Optics, Inc.	Nature Publishing Group	Sensors Unlimited
Axiom Optics	GLO Photonics (Bath University)	Newport Corporation	Sentinel Photonics
B&W Tek, Inc.	Gooch & Housego	NKT Photonics A/S	Sercalo Microtechnology Ltd.
BaySpec, Inc.	Goodrich ISR Systems	NoIR Laser LLC	Shanghai Optics
Berkeley Nucleonics Corp.	GPD Optoelectronics Corp.	Northrop Grumman/Cutting Edge Optonics	Shesha Crystals
BioPhotonics Solutions, Inc.	Greenlee, A Tectron Company	Northrop Grumman/Cutting Edge Optonics	Shinjyoku, Inc.
Boston Electronics Corporation	GT Solar/GT Crystal Systems LLC	NT-MDT	Sisjkyou Corporation
Boston Micromachines Corporation	Hamamatsu Corporation	NTT Advanced Technology Corporation	Solid State Cooling Systems
Boulder Nonlinear Systems, Inc.	Hardin Optical	NuCrypt LLC	Spartan Felt Company, Inc.
Brimrose Corporation of America	Hellma USA, Inc.	NuCrypt LLC	Specialised Imaging, Inc.
Bristol Instruments, Inc.	High Q Laser (US), Inc.	Nuphoton Technologies, Inc.	Spectra-Physics, a Division of Newport Corporation
Brockton Electro-Optics Corp.	HMS Technology Sales	O/E Land, Inc.	Spectroscopy Magazine
Calmar Laser, Inc.	HOLEEYE Photonics AG	Ocean Optics, Inc.	Springer
Cambridge Technology, Inc.	Horiba Scientific	OFR, Division of Thorlabs	STANDA
Canon U.S.A.	IB Lasers	Ondax, Inc.	STANDA Research Systems
Carl Hanser Verlag GmbH & Co.	ibsen Photonics A/S	Onefive GmbH	Swamp Optics, LLC
Carr & Ferrell LLP	ID Quantique	Oneida Research Services, Inc.	Taylor Hobson
CASIX, Inc.	Idesta QE	Onyx Optics, Inc.	Technical Manufacturing Corp.
CASTECH, Inc.	IEEE Institute of Electrical and Electronics Engineers	Ophir Photonics	TecOptics
Celight, Inc.	IEEE Photonics Society	OPN, A Publication of OSA	Teledyne Judson Technologies
CeramOptec Industries	ILX Lightwave Corp.	Optica Software	TeraComm, LLC
Changchun New Industries Optoelectronics Tech. Co. Ltd.	Imagine-Optic	Optical Building Blocks Corporation	Thales Optronique S.A.
Chroma Technology Corp.	IMRA America, Inc.	Optics.org	The Japan Society of Applied Physics
Coastal Connections	INNOLAS	OptiGrate	Thorlabs
Coherent, Inc.	Innovation Photonics	Optimax Systems, Inc.	Time-Bandwidth Products, Inc.
ColdQuanta, Inc.	IOP Publishing Ltd.	OptoElectronic Components	Toplica Photonics, Inc.
Continuum	IPG Photonics Corp.	Optoelectronics Industry Development Association (OIDA)	Transverse Industries Co., Ltd.
CorActive High-Tech, Inc.	IRflex Corporation	OptoSigma Corporation	Triad Technology, Inc.
CQ Laser Technologies	ITF Labs/Avensys, Inc./3S Photonics	The Opttronics Co., Ltd.	U2i Photonics
CRC Press - Taylor & Francis	John Wiley and Sons	Orbits Lightwave, Inc.	UltraViolet, Inc.
Crosslight Software	Julabo USA Inc.	OSA	University of Central Florida, CREOL
Crystal Technology, Inc.	Kaptein-Murmane Laboratories	OSI Optoelectronics	Vescent Photonics, Inc.
CrystalLaser LC	Keopsys	Oxford University Press	VLOC Incorporated
CVI Melles Griot	Kinetic Systems, Inc.	Oxius, Inc.	Voxis, Inc.
Cymer Inc.	KLA-Tencor Corporation	QZ Optics Ltd.	Vytran LLC
DataRay, Inc.	Kyosemi Corporation	PD-LD, Inc.	Wiley-Vch Verlag GmbH & Co. KG aA
Daylight Solutions, Inc.	Lambda Research Optics, Inc.	Phaseview	World Star Tech
Diamond USA, Inc.	Lambert Instruments	PHASICS	Yokogawa Corporation of America
Discovery Semiconductors, Inc.	Laser Focus World	Photodigm, Inc.	
DPM Photonics	Laser Materials Corporation	PhotoMed GmbH	
Eagleyard Photonics	Laser Optics Berlin 2012	Photon Design	
Edmund Optics, Inc.	LASER World of PHOTONICS	Photon Technology International, Inc.	
EigenLight Corporation	Laservision	Photon, Inc.	
	Lasys Trade Show - Messe Stuttgart	Photonic Products Group, Inc. (PPGI)	
	Lawrence Livermore National Laboratory		

List includes past and present exhibitors.