EXHIBIT AT
CLEO: 2019
Exhibitor & Sponsorship Prospectus

4,400+ Attendees | 50 Countries | 200+ Exhibitors

1 Event That Delivers Top Decision Makers in the Global Laser/Opto-Electronics Markets

CLEO: EXPO 7 – 9 May 2019
San Jose McEnery Convention Center, San Jose, California, USA

cleoconference.org/exhibit
Reaching the Right Audience Is Key To Your Success

Optics enabled markets support nearly the entire global economy of $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

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!

4,400+
TOP-NOTCH ATTENDEES

96%
61.5
AVERAGE LEADS PER EXHIBITOR

VERTICAL MARKETS

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

8
OF EXHIBITORS PLAN TO EXHIBIT AGAIN

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

1,464+
INTERNATIONAL BUYERS

50
COUNTRIES REPRESENTED

CLEO:2019 – An Enhanced Exhibition Experience

Exhibiting Is More Than Just a Booth Space — Benefits Include:

• Matchmaking Event — This event gives both exhibitors and attendees the opportunity to meet with each other in an intimate one-on-one speed networking environment. Participating exhibitors share their wish list of companies they are interested in meeting. CLEO Show Management facilitates introductory meetings on-site. Decision makers from these companies are given priority to facilitate meetings that are the best match for both parties involved. This event is truly an extra value-added benefit for exhibitors!

• Product Demo Passport — Participate in this program if you are planning a live hands-on product demo in your exhibit space. This exclusive show floor opportunity fosters one-on-one interaction with industry leaders and increases overall foot traffic to your booth. Participating offers your company additional visibility through special free pre-show and on-site marketing by Show Management.

• NEW! Corporate Village Exhibit Spaces — Looking to secure a private meeting space to connect with your customers? Corporate village spaces are turnkey, hard-walled meeting rooms located on the exhibit floor. Amenities are based on the size of your space, all include a paneled room, locking door, table with side chairs, wastebasket, room number sign, electrical circuit and carpet.

• Free Daily Attendee Exhibit Hall Lunches — Complimentary lunch is provided each day the Exhibit Hall is open – offering more networking opportunities.

• Additional Dedicated Exhibit Only Hours (during core conference hours) — You asked, and we listened! There will be more Exhibit Only hours during the show to meet with your prospects. This will help you avoid late nights and have more consistent hours.

• Two Show Floor Business Programming & Networking Theaters — CLEO:2019 will have two exhibit theaters hosting technical sessions and timely talks on the latest business trends. Product showcase sponsorships are the perfect opportunity to educate attendees on your company’s products and services during a 20-minute session in the Exhibit Hall Theater.

• Technical Sessions in the Exhibit Hall — The Industry Focus program spotlights the latest trends in the marketplace and provides a forum to discuss new products and emerging technologies and markets. Applications & Technology Topical Reviews emphasize significant advances in the application of photonic technologies to address current real world problems.
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.

If You Fall Into Any of These PRODUCT CATEGORIES This is the Right Show for You

- Displays and display technology
  - Education, training or research materials
- End-user devices
  - Fiber optic components
- Lasers – diode & fiber
  - Lasers – high power (for material modification)
- Lasers – short-pulse
  - Light sources
- Machine vision
  - Optical design and fabrication
- Optical tables & test equipment
  - Optoelectronic components
- Passive optical components and positioners
  - Professional & consulting services
- Publications
  - Sensing & imaging equipment
- Software
  - Spectroscopic devices
- Vacuum and thin film deposition equipment

Top Organizations and Companies Expected at CLEO Include:

- Agilent Technologies
- Amazon
- Apple
- Applied Materials
- ASML
- BD
- Boeing
- Canon
- CEA
- Cisco
- Continental
- CORNING
- DARPA
- Foxconn
- Google
- Halliburton
- Harris
- Hitachi
- Honeywell
- IBM
- Illumina
- Intel
- Johnson & Johnson Vision
- KLA Tencor
- Lawrence Livermore National Laboratory
- Leica
- LG
- Lockheed Martin
- Magic Leap
- NASA
- Nikon
- NIST
- Nokia
- Northrop Grumman
- Olympus
- Raytheon
- Samsung
- Seagate
- Smiths Detection
- Sony
- Toyota
- Zeiss

See pages 10 and 11 for a list of previous exhibitors and sponsors.
Exhibit At the Show That Delivers Quality Leads and Results

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

Exhibit Rates

- In-line booths and islands - US$ 30 per sqf or US$ 3,000 per 100 sqf (approximately 9 sqm) and US$ 220 per each open corner
- Tabletops - US$ 1,860 (limited space available)

What’s Included?

- Standard booth set-up includes 8’ back drape and 3’ side drape partitions for 10x10 booth spaces; Island spaces do not come with back drape or side drape.
- Standard table-top display space is 6’ ft. by 2’ ft. Tabletop space includes one 6’ ft. skirted table, two side chairs, carpet, and wastebasket
- One - 7” x 44” booth identification sign that lists your company and booth number
- One complimentary Technical Conference registration per every 100 sqf of rented exhibit space (valued up to US$ 1,140). Tabletop displays also receive one Technical Conference badge.
- Unlimited Exhibit Personnel registrations for staff to staff 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
- One copy of technical program
- Unlimited number of free additional division or subsidiary company listings*
- Company profile and links on event web site*
- Company profile in the conference app*
- Discounted hotel rates exclusively through the CLEO:2019 housing bureau with exclusive exhibitor booking time-frames
- Exhibitor lounge with complimentary beverage and snack service on show days
- Opportunity to book your space onsite for the following year’s show at discounted rates

* Contingent upon date of signed contract

Secure Exhibit Space Now

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. Complete and email the signed exhibit space contract to cleosales@osa.org.

You will receive an email from the CLEO Sales Team confirming your assigned location within 48 business hours of sending your completed exhibit space contract.

Contact Us

CLEO Sales Team: +1.202.416.1428 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

“CLEO 2018, as always, was very successful for us. The people who visit are the perfect mix of those with decision making capability over major purchases, and researchers looking for new and innovative methods to answer difficult challenges. The exhibition hours and layout, maximize footfall with the minimum of quiet periods.”

MaryEl Smith, Marketing Specialist, KMLabs
Stand Out Through Sponsorships

Enhance your exhibition investment with proven booth traffic drivers

NEW! All Sponsorships now include one complimentary technical registration for the event.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Room Keys</td>
<td>US$ 5,000</td>
</tr>
<tr>
<td>Room Drops</td>
<td>US$ 3,000</td>
</tr>
<tr>
<td>NEW! Show Floor Headphones</td>
<td>US$ 3,000</td>
</tr>
<tr>
<td>Lobby Railing Signs</td>
<td>US$ 5,000</td>
</tr>
<tr>
<td>Column Wraps</td>
<td>US$ 4,500</td>
</tr>
<tr>
<td>Conference Registration</td>
<td>US$ 15,000</td>
</tr>
<tr>
<td>Carpet Adhesives/Floor Clings</td>
<td>Call for Pricing</td>
</tr>
<tr>
<td>Indoor Hanging Banners</td>
<td>US$ 9,500</td>
</tr>
<tr>
<td>You Are Here Floor Plans</td>
<td>US$ 1,500</td>
</tr>
<tr>
<td>Exhibit Hall Lunch</td>
<td>US$ 2,500</td>
</tr>
<tr>
<td>Product Showcase</td>
<td>US$ 3,000</td>
</tr>
<tr>
<td>Student Lounge</td>
<td>US$ 50,000</td>
</tr>
<tr>
<td>Charging Station Lounge</td>
<td>US$ 8,000</td>
</tr>
<tr>
<td>NEW! Exhibitor Lounge</td>
<td>US$ 5,000</td>
</tr>
<tr>
<td>NEW! Show Floor Theaters</td>
<td>US$ 5,000</td>
</tr>
<tr>
<td>NEW! Lunch and Learn Event</td>
<td>US$ 8,000</td>
</tr>
<tr>
<td>Mobile App Banner Ad</td>
<td>US$ 3,500</td>
</tr>
<tr>
<td>Technical Session Slide</td>
<td>US$ 2,000</td>
</tr>
<tr>
<td>Technical Program Book Ad (Rear Cover)</td>
<td>US$ 5,500</td>
</tr>
<tr>
<td>NEW! Email Blast Banner Ad - What to Know Before You Go</td>
<td>US$ 2,000</td>
</tr>
</tbody>
</table>

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

Source: Center for Exhibition Industry Research

“We’ve exhibited at CLEO for over a decade. Our primary objectives here are to build relationships with laser scientists and engineers, to find new leads, and to build brand recognition. CLEO is a great place to achieve these goals. We keep CLEO on our trade show calendar each year because we always meet new people here and discover new application fields and opportunities for our products.”

Alexei Glebov, Ph.D., GM and President of OptiGrate Corp
(an IPG Photonics company)
Join These Industry Leaders and Grow Sales

Previous CLEO Corporate Sponsors Include:

Previous CLEO Exhibitors Include:

3DOptix • 3SPGroup • ABC Trading Solutions • AccuStrata • ACS Publications • Adaman Co., Ltd. • AdValue Photonics, Inc. • Advanced Research Systems • Advanced Thin Films • AdvR • Aerotech Inc. • AGM Container Controls • AIP Publishing • AIST-NT Inc. • Allied Laser Solutions • Allied Powers, LLC • Alnair Labs Corporation • ALPAO • Alpes Lasers SA • ALPHANOV • Alpine Research Optics • Altechna • Altos Photonics, Inc. • American Elements • American Institute of Physics • American Physical Society (APS) • AMO GmbH • AMPHOS, Inc. • Amplitude Laser Group • Analog Modules, Inc. • Andover Corporation • AO Sense • APE - Applied Physics & Electronics, Inc. • Applied Surface Technologies • Arroyo Instruments • Aspen Systems - Laser Cooling • Asphericon • Atseva LLC • Attocube Systems, Inc. • AUREA Technology • Avo Photonics, Inc. • Axiom Optics • AXSUN Technologies • Azur Light Systems • BaySpec, Inc. • BeamWise, Inc. • BioPhotonic Solutions Inc. • B-Lasers, LLC • Boston Electronics Corporation • Boston Micromachines Corporation • Brimrose Corporation of America • Bristol Instruments, Inc. • Brockton Electro-Optics Corp. • Calmar Laser, Inc. • Cambridge University Press • Carmel Instruments • CASTECH, Inc. • CASTON, Inc. • Changchun New Industries Optoelectronics Tech. Co. Ltd. • Chinese Laser Press • Chrome Technology Corp. • Chromacy • Class 5 Photonics GmbH • Cobolt AB • Coherent Solutions • Coherent, Inc. • ColdQuanta, Inc. • Consumer Physics Inc • CorActive High-Tech, Inc. • Cornell NanoScale Facility • CRC Press - Taylor & Francis • CREOL, University of Central Florida • Crestec Corporation • Cristal Laser SA • Crosslight Software • Cryslaser, Inc. • CrystalLaser LC • Crystalline Mirror Solutions, GmbH • Crystong 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 • DayOptics, Inc. • DCM Tech • De Gruyter • Discovery Semiconductors, Inc. • Double Helix LLC • DRS Daylight Solutions, Inc. • Edmund Optics, Inc. • EEOptics Corp. • EKSA Optics • EKSPA • Elas • Electro-Optics Technology, Inc. • Elliot Scientific Ltd. • Energetiq Technology Inc. • EOSPACE, Inc. • Epener Technology, Inc. • Europa Science, Ltd. • Excell Technology • EXFO • FASTLITE • Fedmochrome Research, Inc. • Femtolasers, Inc. • few-cycle • Fiberguide Industries, Inc. • FiberPro, Inc. • Foresight 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. • Hagitec Ltd • Hamamatsu Corporation • HC Photonics Corp. • Hindsight Imaging • Hiwin Corporation • HJ Optronics, Inc. • HOLOEYE Photonics AG • Hortechn Company • HTA Photomask • Hubner GmbH & Co. KG • Ibsen Photonics A/S • ID Quantique • IDEX Optical Technologies • IDEX Optics & Photonics Marketplace • IEEE Photonics Society • ILX Lightwave/ A Newport Corporation • IMRA America, Inc. • Industrial Technology Research Institute • Infinite Trading • INNOLAS • Innovation Photonics • InPhenix • Inrad Optics • Integrated Fiber Optics • IOP Publishing Ltd. • IPI Photonics Corp. • IRD Glass • IRIX Corporation • IWI America, Inc. • Jasper Display Corp. • Keopsys Group • KMLabs, Inc. • Kphotonics, LLC • Kyocera Industrial Ceramics Corporation • LaCroix Precision Optics • Laser and engineering technologies cluster • Laser Focus World • Laser Quantum, Inc. • Lasys Trade Show - Messe Stuttgart • Lattice Electro Optics, Inc. • Lawrence Livermore National Laboratory • Leoni Fiber Optics, Inc. • Lesh International Inc. • LEUKOS • Light Conversion, Ltd. • LightCounting, LLC • Lighthouse Photonics • LightTrans GmbH • Liquid Instruments • Lumentron • Lumentum • Luvantx ADM Co., Ltd. • Luxum Technology Corporation • M Squared Lasers Ltd. • MAFO - Optoindex • Market Tech, Inc. • McPherson Inc. • Menlo Systems • Mesa Photonics, LLC • Micro Laser System, Inc. • Micro Photon Devices • Mindrum Precision, Inc. • Mirracle Technologies, Inc. • MIRTHE + Photonics Sensing Center • MKS Instrument • Montana Instruments • MONTFORT Laser GmbH • MPA Crystal Corp. • MPS Micro Precision Systems AG • Nanjing Nink Photoelectric Tech., Co., Ltd. • NanJing University • Nanoeye, Inc. • NANOGRASS • NANOLN (Jinan Jingzhenh • Electronics Co., Ltd.) • Nanoplus Nanosystems & Technologies GmbH • National Energetics • National Reconnaissance Office • Nature Publishing Group • New Focus/ A Newport Company • Newport • Nikon Corporation • NKT Photonics • Norlase ApS • Northrop Grumman Cutting Edge Optonics, Inc. • NPI Lasers • NTT Advanced Technology Corporation • NTT Electronics Corporation • NuCrypt LLC • Nufern • Nuphoton Technologies Inc. • O/E Land, Inc. • Ocean Optics, Inc. • OFewaves, Inc. • OFweek • Onefive GmbH • Ophir • Optics & Photonics News • Optics Balzers • Optiforms • Optigrate Corporation • Optilab, LLC • Optima Systems, Inc. • Optiwave Systems, Inc. • Optmax Systems, Inc. • Optneg • OptoElectronic Components • OptoSigma Corporation • Optroinis Co., Ltd. • Optroinis GmbH • Orbis Lightwave, Inc. • Oriel Instruments/A Newport Company • Osela, Inc. • Otto Trading Inc • Oxford University Press • Oxide Corporation • OZ Optics • PHASICS Corp. • Photodium, Inc. • Photon Design • Photon Energy GmbH • Photonics Industries International • Photonics Media/Laurin Publishing • Photonix Edge, LLC • Photop Technologies, Inc. • Physics Today • PI (Physik Instrumente) LP • Picolu • PicQvant • PolarOnyx Laser, Inc. • Precision Asphere, Inc. • Precision Glassblowing of Colorado • Princeton Instruments, Inc. • Princeton Scientific Corporation • PrTel, Inc. • Pure Photonics • Quantel • Quantopticon Ltd. • Quantum Design, Inc. • Quantum Optas • RadiusTech • Raicoll Crystals Ltd. • RAM Photonics, LLC • Research Electro-Optics, Inc. • RESOLUTION Spectra Systems • Resolved Instruments • RPMC Lasers, Inc. • Sacher Lasertechnik GmbH • Sandia National Laboratories • Santec USA Corporation • Scientific Materials Corp. • Seiwa Optical America, Inc. • Shasta Crystals • SHI Cryogenics Group • SILIOS Technologies S.A. • Siskiyou Corporation • SmaRaCt, Inc. • Solid Sealing Technology • SourceLAB - Laser Plasma Technologies • Southern Photonics, Ltd. • Specialised Imaging • Spectra Quest Lab • Spectral Energies, LLC • Spectra-Physics • Spectrogon US, Inc. • Spectroscopy Magazine • Sphere Ultraviolet Lasers, SA • Springer • Srico, Inc. • Stable Laser Systems • STANDA • Stanford Research Systems • Steinmeyer, Inc. • StellarNet, Inc. • Superior Designs • Swabian Instruments GmbH • Swamp Optics, LLC • Synopsys, Inc. • TAG Optics, Inc. • Tamura Corporation • Technohands Corp. • TecOptics • TelAztec • Teledyne Judson Technologies • Tempo Fiber Management • THALES • Thermostek, Inc. • Time Photonics, Inc. • TMC Ametek • Topica Photonics, Inc. • TRUMPF Inc. • University of Arizona, College of Optical Sciences • University of Campinas (UNICAMP) • US Army Research Laboratory • US Fiberoptec Technology, Inc. • Vessent Photonics, Inc. • Vivial Solutions • Vigo Systems SA • VST America • Vytran, LLC • Wasatch Photonics • Wiley • WORKINOPTICS • Wuhan Industrial Institute for Optoelectronics • Wuhan National Lab for Optoelectronics • X-Beam Tech • Y&M Technologies, Inc. • Yenista Optics, Inc. • YSL Photonics Co., Ltd. • Zaber Technologies • Zurich Instruments
“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

CLEO: 2019

Exhibit at CLEO: 2019 — The Global Optics & Photonics Hub with the World’s Highest-Quality Buyers

- 4,400+ qualified buying attendees
- 50 countries represented
- 200+ exhibiting companies

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