Exhibitor & Sponsorship Prospectus

Exhibit At

CLEO:2020

CLEO:EXPO: 12 – 14 May 2020
San Jose McEnery Convention Center
San Jose, California, USA

cleoconference.org/exhibit

3,800 Registrants | 40 Countries | 200+ Exhibitors

1 Event that delivers Top Decision Makers in the Global Laser/Opto-Electronics Markets
Reaching the Right Audience Is Key To Your Success

Exhibit at the CLEO: Conference on Lasers and Electro-Optics to generate quality face-time with world renowned industry leaders and help achieve your annual sales and marketing goals. Special industry offerings make this event a magnet for executives and scientific equipment users 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!

CLEO:2020 — An Enhanced Exhibition Experience

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

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.

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:2020 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.

Vertically Direct Your Message

8 VERTICAL MARKETS
Aerospace/Defense Energy
Astronomy Fundamental Science
Biomedical Manufacturing
Communications Transportation/Automotive

67% of CLEO Attendees Play a Part in The Purchasing Process at Their Organizations

3,800 REGISTRANTS
1,149 INTERNATIONAL BUYERS
40 COUNTRIES REPRESENTED
82 AVERAGE LEADS PER EXHIBITOR
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
- Machine vision
- Light sources
- Optical tables & test equipment
- Optical design and fabrication
- Passive optical components and positioners
- Optoelectronic components
- Software & Services
- Sensing & imaging equipment
- Spectroscopic devices
- Vacuum and thin film deposition equipment

Top Organizations and Companies Expected at CLEO Include:

- Agilent Technologies
- IBM
- Amplitude Laser Group
- Intel
- Apple
- Intuitive Surgical
- Applied Materials, Inc.
- IPG Photonics Corp.
- ASML
- KLA
- BD
- Lawrence Livermore
- Canon
- National Laboratory
- Cisco
- Lockheed Martin
- Coherent
- Lumentum
- Corning
- M Squared Lasers
- Cutera
- Magic Leap
- Foxconn
- Menlo Systems
- Google
- MKS Instruments
- Harris
- NASA
- Hitachi
- Nikon
- Honeywell
- Nokia
- NIST: National Institute of Standards and Technology
- Toyota
- Northrop Grumman
- Samsung
- Oak Ridge National Labs
- Raytheon
- Sandia National Laboratories
- Seagate
- Samsung National Accelerator Laboratory
- Sony
- Th尔iffabs
- Toptica Photonics

See pages 10 and 11 for a list of previous exhibitors and sponsors.

“CLEO will continue to be an important event for us each year. The strong conference programming attracts brilliant minds and gives us an opportunity to build relationships with emerging photonics professionals. The confluence of researchers, innovators and business professionals definitely brings an excitement and energy to the trade show floor for all of those in attendance. The Technology Playground and Tech Transfer Forum are among my favorite events at CLEO.”

Rick Plympton, CEO, Optimax
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 build exposure for your brand.

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 the technical program
- Unlimited number of free additional division or subsidiary company listings*
- Company profile and links on event web site*

Exhibit Rates

<table>
<thead>
<tr>
<th>IN-LINE BOOTHS AND ISLANDS</th>
<th>US$ 30 per sqf or US$ 3,000 per 100 sqf (approximately 9 sqm) and US$ 220 per each open corner</th>
</tr>
</thead>
<tbody>
<tr>
<td>TABLETOPS</td>
<td>US$ 1,860 (limited space available)</td>
</tr>
</tbody>
</table>

- Company profile in the conference app*
- Discounted hotel rates exclusively through the CLEO 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

**“CLEO continues to host a solid conference for laser scientists and engineers. As an exhibitor over the years, we have seen many changes that CLEO organizers have made to the exhibition, such as extending exhibit-only hours, providing lunches to attendees, and utilizing two theaters in the exhibition hall for application and industry-related presentations. These changes have increased traffic to the floor. CLEO provides a great program for scientists in our industry to present and discuss their cutting edge research. We look forward to continuing to support this event in the future.”**

Anjul Loiacono, Strategic Marketing and Business Development Manager, Thorlabs

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:
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
Stand Out Through Sponsorships

Enhance your exhibition investment with proven booth traffic drivers

All Sponsorships include one complimentary technical registration for the event.

**Sponsorships**

Sponsorships offer a valuable opportunity to engage with your audience, generate leads, build brand awareness, and get recognition for your company’s name, products and services.

* Indicates additional costs may apply to sponsorship price.

<table>
<thead>
<tr>
<th>Sponsorship Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bag Insert*</td>
<td>US$ 2,000</td>
</tr>
<tr>
<td>Lanyards</td>
<td>US$ 8,000</td>
</tr>
<tr>
<td>Conference Session Notepads*</td>
<td>US$ 1,500</td>
</tr>
<tr>
<td>Conference Pens*</td>
<td>US$ 1,500</td>
</tr>
<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>Conference Bags</td>
<td>US$ 18,000</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>US$ 3,000</td>
</tr>
<tr>
<td>Indoor Hanging Banners</td>
<td>US$ 5,000</td>
</tr>
<tr>
<td>You Are Here Floor Plans</td>
<td>US$ 500</td>
</tr>
<tr>
<td>Exhibit Hall Lunch</td>
<td>US$ 2,500</td>
</tr>
<tr>
<td>Product Showcase</td>
<td>Call for Pricing</td>
</tr>
<tr>
<td>Student Lounge</td>
<td>US$ 50,000</td>
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<tr>
<td>Charging Station Lounge</td>
<td>US$ 3,500</td>
</tr>
<tr>
<td>Exhibitor Lounge</td>
<td>US$ 4,500</td>
</tr>
<tr>
<td>Show Floor Theaters</td>
<td>US$ 5,000</td>
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<tr>
<td>Lunch and Learn Event</td>
<td>US$ 8,000</td>
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<tr>
<td>Mobile App Banner Ad</td>
<td>US$ 3,500</td>
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<tr>
<td>Technical Session Slide</td>
<td>US$ 2,000</td>
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<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>
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**Signage**

Signage reinforces your corporate image with a highly visible sign at CLEO that’s sure to be seen and remembered by thousands of industry professionals. Secure a premium position now!

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<td>You Are Here Floor Plans</td>
<td>US$ 500</td>
</tr>
</tbody>
</table>

**Sponsor an Event for High Visibility**

These targeted event sponsorships put your company in the spotlight and help your brand engage with the key decision makers you are trying to reach and develop relationships with at CLEO.

**Advertising Opportunities to Build Your Brand**

Advertising ensures incomparable reach to the entire CLEO audience. Capture the attention of attendees by putting your company message on the online and onsite tools that they rely on to plan their conference experience.

**Custom Sponsorships**

Lets work together to engage your audience with a unique opportunity for your brand! Contact us today to discuss your business objectives and we’ll build a customizable sponsorship package that will deliver results, drive traffic, and achieve your goals.
Previous CLEO Exhibitors Include:

3DOptix • 3SPGroup • ABC Trading Solutions • AccuStrata • ACS Publications • Adamanco • 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 • ALPAPO • 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 • AOSense • APE - Applied Physics & Electronics Inc. • Applied Surface Technologies • ARGO • Arroyo Instruments • Aspen Silicon Laser Cooling • Asphericon • ASEO LLC • AttoSpec Systems, Inc. • AUREA Technology • Avo Photonics, Inc. • Axiom Optics • AXIUSN Technologies • Azur Light Systems • BaySpec, Inc. • Beam Engineering for Advanced Measurements Co. • BeamWise, Inc. • BioPhotonic Solutions Inc. • B-Lasers, LLC • Boston Electronics Corporation • Boston Micromachines Corporation • Brimrose Corporation of America • Bristol Instruments, Inc. • Calmar Laser, Inc. • Cambridge University Press • Carmel Instruments • CASTECH, Inc. • CASTON, Inc. • Changchun BoXin Photoelectric Co., Ltd. • Changchun New Industries Optoelectronics Tech. Co. Ltd. • Chinese Laser Press • Chroma Technology Corp. • Chromacity • Class 5 Photonics GmbH • CloudMinds Technology Inc • Cobalt by HUBNER Photonics • Coherent Solutions • Coherent, Inc. • ColdQuanta, Inc. • Consumer Physics Inc. • CorActive High-Tech, Inc. • Cornell NanoScale Facility • CRC Press - Taylor & Francis Group • CREL, University of Central Florida • Cretacor Corporation • Cristal Laser SA • Crosslight Software • Crysalis, Inc. • Crystalaser • Crystalline Mirror Solutions • Crystrangel 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. • EOOptics Corp. • EKSMA Optics • EKSPLA • Elas • Electro-Optics Technology, Inc. • Elliott Scientific • Energetiq Technology Inc. • EOSPace, Inc. • Epner Technology, Inc. • ETH Zurich • Eurolith AG • Europa Science, Ltd. • Excel Technology • EXFO • FASTLITE • Femtochrome Research, Inc. • Femtolasers, Inc. • Few-cycle • Fiberguide Industries, Inc. • FiberPro, Inc. • Florida Photonics Cluster • Foresil Spectrum, Inc. • GAMDAN Optics • Gauss Laser Technology (Shanghai) Co., Ltd. • General Photonics Corp. • Gentec Electro-Optics, Inc. • Gooch & Housego, PLC • GPD Optoelectronics Corp. • GTAT Corp. • Hagtec Co. • Hamamatsu Corporation • HC Photonics Corp. • HILLTOP Technology Lab., Inc. • Hinds Instruments, Inc. • Hindsight Imaging • Hitronics Technologies, Inc. • Hiwin Corporation • Jilin Huyong • KJ Optics • KROMETEK Optics • Kudakawa, Inc. • KUROSHI Optical Devices Co., Ltd. • Kyocera Industrial Ceramics Corporation • Kyodo International Inc. • LA Fresnel • Lambda Instruments • Laser Focus World • Laser Quantum, Inc. • Lattice Electro Optics, Inc. • Lawrence Livermore National Laboratory • LEONI Special Cables GmbH • Lesh International, Inc. • LEUKOS • Light Conversion, Ltd. • LightCounting, LLC • Lighthouse Photonics • LightTrans GmbH • LightTrans International AG • Liquid Instruments • Lumentron • Lumentum • Lumibird • Luxantix ADM Co., Ltd. • Luxmex Technology Corporation • M Squared Lasers Ltd. • MAFO - Optopointex • Market Tech, Inc. • McPherson Inc. • MDPI Branch Office, Beijing • Menlo Systems • Mesa Photonics, LLC • Micro Laser Systems • Micro Photon Devices • Mindrum Precision, Inc. • Mirricle Technologies, Inc. • MIRTHE + Photonics Sensing Center • MKS Instruments • Montana Instruments • MONTFORT Laser GmbH • MPA Crystal Corp. • MPS Micro Precision Systems AG • Nanjing Ninke Photoelectric Tech. Co., Ltd. • Naruling University • Nanoeye, Inc. • NANOGRASS • NANOINJIN (Jinan Jingsheng Electronics Co., Ltd.) • Nanoplas Nanosystems & Technologies GmbH • National Energetics • National Reconnaissance Office • National Publishing Group • Netra Systems, Inc. • New Focus • Newport • Nikon Corporation • NKT Photonics • NM Laser Products • Norlase ApS • Northrop Grumman Cutting Edge Optronics, Inc. • NPI Lasers • NTT Advanced Technologies, Corp. • NTT Electronics Corporation • NuCrypt LLC • Nuphoton Technologies, Inc. • O/E Land, Inc. • Ocean Optics, Inc. • OEwaves, Inc. • OFWeek • Ofex Optronics • Ofex Optics • Oriel Instruments • Oseila, Inc. • Otto Trading Inc. • Oxford University Press • Oxide Corporation • OX Lasers • PHASICS Corp. • Photodigm, Inc. • Photon Design • Photon Energy GmbH • Photon Force Ltd. • Photonics Industries International • Plasmaron • PicoQuant Photonics • PolarOnyx Laser, Inc. • Precision Asphere, Inc. • Precision Glassblowing of Colorado • Princeton Instruments, Inc. • Precision Scientific Corporation • PrTel, Inc. • Pure Photonics • Quantametre Laser by Lumibird • Quantopticon Ltd. • Quantum Design, Inc. • Quantum Opus • Radiantis • Raicol Crystals Ltd. • RAM Photonics, LLC • Research Electro-Optics, Inc. • RESOLUTION Spectra Systems • Resolved Instruments • RIO Lasers • RPMC Lasers, Inc. • Sacher Lasertechnik GmbH • Sandia National Laboratories • SaNoor Technologies • Santec USA Corporation • Scientific Materials Corp. • Seiwa Optical America, Inc. • Shasta Crystals • SHI Cryogenics Group • SII Lasers Technologies • Siskiyou Corporation • SmartAct, Inc. • Solid Sealing Technology • SourceLAB - Laser Plasma Technologies • Southern Photonics, Ltd. • Specialised Imaging • Spectra Quest Lab • Spectral Energies, LLC • Spectra-Physics • Specotron US, Inc. • SpectroLight Inc. • Spectroscopy Magazine • Sphere Ultrafast Photonics, 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. • Tachyonics, Inc. • Tago Optics, Inc. • Tamura Corporation • Technohands Corp. • TecOptics • TeleArt • Teledyne Judson Technologies • Tempo Fiber Management • THALES • ThermoTek, Inc. • Thorlabs • Tianjin University • Timbercon, Inc. • Time Photonics, Inc. • TMC Ametek • Topica Photonics, Inc. • TRUMPF Inc. • UltraFast Laser Physics • Universal Quantum Devices • University of Arizona, College of Optical Sciences • University of Campinas (UNICAMP) • US Army Research Laboratory • US Fiberoptec Technology, Inc. • Vescent Photonics, Inc. • Vigo Systems SA • VST America • Vytran, LLC • Watsch Photonics • Wiley • WORKInOPTICS • Wuhuan Industrial Institute for Optoelectronics • Wuhuan National Lab for Optoelectronics • X-Beam Tech • Y&M Technologies, Inc. • YSL Photonics Co., Ltd. • Zaber Technologies • Zurich Instruments

Join These Industry Leaders and Grow Sales


Previous CLEO Corporate Sponsors Include:

AdValue Photonics • AMERICAN ELEMENTS • COHERENT • Florida Photonics Cluster • Photonix Edge, LLC • Photop Technologies, Inc. • Physics Today • PI - Physik Instrumente LP • PicoLuz • Picoquant Photonics • PolarOnyx Laser, Inc. • Precision Asphere, Inc. • Precision Glassblowing of Colorado • Princeton Instruments, Inc. • Precision Scientific Corporation • PrTel, Inc. • Pure Photonics • Quantametre Laser by Lumibird • Quantopticon Ltd. • Quantum Design, Inc. • Quantum Opus • Radiantis • Raicol Crystals Ltd. • RAM Photonics, LLC • Research Electro-Optics, Inc. • RESOLUTION Spectra Systems • Resolved Instruments • RIO Lasers • RPMC Lasers, Inc. • Sacher Lasertechnik GmbH • Sandia National Laboratories • SaNoor Technologies • Santec USA Corporation • Scientific Materials Corp. • Seiwa Optical America, Inc. • Shasta Crystals • SHI Cryogenics Group • SII Lasers Technologies • Siskiyou Corporation • SmartAct, Inc. • Solid Sealing Technology • SourceLAB - Laser Plasma Technologies • Southern Photonics, Ltd. • Specialised Imaging • Spectra Quest Lab • Spectral Energies, LLC • Spectra-Physics • Specotron US, Inc. • SpectroLight Inc. • Spectroscopy Magazine • Sphere Ultrafast Photonics, 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. • Tachyonics, Inc. • Tago Optics, Inc. • Tamura Corporation • Technohands Corp. • TecOptics • TeleArt • Teledyne Judson Technologies • Tempo Fiber Management • THALES • ThermoTek, Inc. • Thorlabs • Tianjin University • Timbercon, Inc. • Time Photonics, Inc. • TMC Ametek • Topica Photonics, Inc. • TRUMPF Inc. • UltraFast Laser Physics • Universal Quantum Devices • University of Arizona, College of Optical Sciences • University of Campinas (UNICAMP) • US Army Research Laboratory • US Fiberoptec Technology, Inc. • Vescent Photonics, Inc. • Vigo Systems SA • VST America • Vytran, LLC • Watsch Photonics • Wiley • WORKInOPTICS • Wuhuan Industrial Institute for Optoelectronics • Wuhuan National Lab for Optoelectronics • X-Beam Tech • Y&M Technologies, 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:2020
Exhibit at CLEO:2020 — The Global Optics & Photonics Hub with the World’s Highest-Quality Buyers

- 3,800 registrants
- 40 countries represented
- 200+ exhibiting companies

cleoconference.org/exhibit