

Exhibit At

# CLEO 2024

The Global Event that Brings Top Decision Makers Together

EXHIBITOR & SPONSORSHIP PROSPECTUS



Technical Conference 05-10 May 2024 | The CLEO Hub 07-09 May 2024

Charlotte Convention Center  
Charlotte, North Carolina, USA

[cleoconference.org/exhibit](https://cleoconference.org/exhibit)

# Welcome to CLEO

For more than 40 years, CLEO has served as the proving ground for innovators and breakthrough technologies. It is the global stage where next-generation innovations reach the marketplace.

Now more than ever, it's essential to stay connected with your customers and develop new relationships. Participating in CLEO enables you to reach a global audience of buyers and industry leaders while connecting with innovative professionals looking for opportunities to forge a career in the industry.

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## High Quality Buyers Drive Sales

Join industry-leading companies and connect with innovators that understand the value of face-to-face marketing and have positioned themselves in this lucrative marketplace. CLEO is where products are launched, business gets done and your company prospers.



“CLEO’s world-renowned technical program is a showcase for leading research and applications in a number of fields, from optical imaging to advanced manufacturing, silicon photonics and the autonomous vehicles industry. Industry-leading speakers from around the world discussed new scientific ideas and research while the exhibiting companies displayed the latest innovations in photonics technology.”

**Dirk Müller, Coherent Inc.**

# The CLEO Hub Enhances the Exhibition Experience



Exhibiting is more than just booth space. Benefits include:

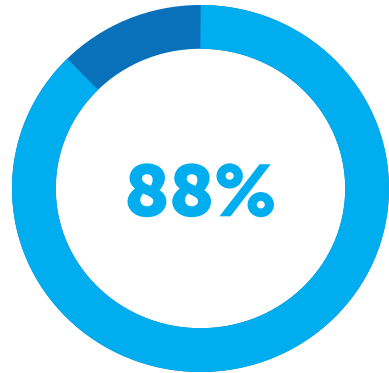
## Show Floor Business Programming & Networking Theaters

CLEO 2024 will have a show floor theater that hosts technical sessions, timely talks on the latest business trends and Plenary Sessions. To further enhance the show floor experience, Technology Showcase sponsorships are the perfect opportunity to educate attendees on your company's products and services during 20-minute sessions in the Theater.

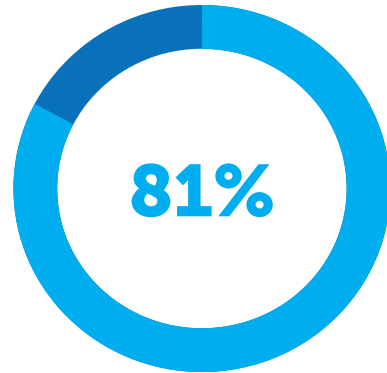
## Programming in the CLEO Hub

The Industry Focus program spotlights the latest trends in the marketplace and provides a forum to discuss new products and emerging technologies and markets.

# CLEO 2023 Attendee Demographics



of onsite attendees  
**would recommend  
CLEO** to others



of onsite attendees  
**would attend  
again in person**



\*Information based on CLEO 2022-2023 attendee demographics and survey results.

**If Your Organization Includes Any of These  
Product Categories, CLEO is the Show for You**

Displays & Display Technology	Lasers — Short-Pulse	Optoelectronic Components
Education, Training or Research Materials	Light Sources	Sensing & Imaging Equipment
End-User Devices	Machine Vision	Software & Services
Fiber Optic Components	Optical Tablets & Test Equipment	Vacuum & Thin Film Deposition Equipment
Lasers — Diode & Fiber	Optical Design and Fabrication	Spectroscopic Devices
Lasers — High Power (for material modification)	Passive Optical Components & Positioners	

# CLEO 2024 Landscape

PROJECTED:

# 3,000+

Attendees From **40 Countries**

# 90+

EXHIBITORS

## 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. For those who exhibit, both standard booths and kiosks include:

- Unlimited Exhibits Pass Plus badges to distribute to your customers and prospects
- 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 housing bureau with exclusive exhibitor booking time-frames
- Opportunity to book your space onsite for the following year's show at discounted rates

Any additional costs (ie. additional furniture, services, etc.) will be at the exhibitor's responsibility.  
\*Contingent upon date of signed contract

### KIOSK



The all-in-one turnkey kiosk package gives exhibitors the easiest and smoothest onsite experience possible. Simply arrive with products and marketing materials and meet your customers. Kiosks include:

- 5' x 8' space with a branded single-sided 8' x 8' graphic backwall
- One lockable counter with graphic wrap on three (3) sides
- Two standard barstools
- Black carpet
- One 120v electrical outlet
- No installation and dismantle labor surcharges
- One Full Conference and unlimited exhibitor registrations for booth personnel

### Rates

- USD 5,150 (limited space available)

### BOOTH

For optimal customization, a standard booth is the blank canvas in which exhibitors can showcase their unique brand. Booths include:

- 10' x 10' space with 8' back drape and 3' side drape partitions
- One - 7" x 44" booth identification sign that lists your company and booth number
- One complimentary Full Conference registration per every 100 sq. ft of rented exhibit space (valued up to USD 1,140)
- Unlimited exhibitor registrations for booth personnel
- Additional space available by request in 10' increments
- Additional furnishings, electricity and services available to order via the Exhibitor Service manual

### Rates

- USD 34 per sq. ft  
USD 3,400 per 100 sq. ft (approximately 9 sq. m)
- USD 300 per each open corner

**Secure Your Space Today!**

**+1 202.416.1988**

[sales@cleoconference.org](mailto:sales@cleoconference.org)  
[cleoconference.org/exhibit](http://cleoconference.org/exhibit)

# Be Part of the CLEO Experience

3

Action-Packed  
Exhibit Days

40

Countries

90+

Exhibiting Companies

3,000+

Attendees

1

Show Floor  
Theater

01

Visit

[cleoconference.org/exhibit](http://cleoconference.org/exhibit)

02

View

the most current  
**floor plan**

03

Determine

the desired size and  
location of your booth  
or kiosk

04

Complete

the online contract  
[cleoconference.org/exhibit](http://cleoconference.org/exhibit)

You will receive an email from your dedicated CLEO Sales associate or representative confirming your assigned location within 48 business hours of sending your completed exhibit space contract.

## Contact Us

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# Stand Out Through Sponsorships

Enhance your exhibition investment with proven ways to drive traffic to your booth

## 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.

## Brand Visibility

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.

## Brand Connection

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.

## Brand Voice

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

Engage your audience with a unique opportunity for your brand. Contact us today to discuss your business objectives and we'll build a custom package that will deliver results, drive traffic, and achieve your goals.

**Registration Sponsor** **USD 3,000**

**Technical Session Slide** **USD 2,000**  
**Event WiFi** **USD 2,000**  
**Column Wraps & Hanging Banners** **Call for Pricing**

**Conference Happy Hour** **USD 7,500**  
**Coffee Break** **USD 5,000**  
**Technology Showcase** **USD 1,500**

**Email Blast — What to Know**  
**Before You Go Banner Ad** **USD 1,500**  
**Event App Banner Ad** **USD 1,000**  
**Registration Bag Insert** **USD 1,000**  
**Website — Ad** **USD 750**  
**Website — Large Rectangle Footer Ad** **USD 750**

“CLEO will continue to be an important event for us each year. The strong conference programming not only attracts great leads for us, it gives us an opportunity to meet with and build relationships with the brightest minds in the realm of optics and laser sciences. There was definitely an excitement and energy on the show floor that brought a lot of value for all of those in attendance.”

Steffen Schneider, Asphericon Inc.

**Secure Your Sponsorship Today!**

**+1 202.416.1988**

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# Join These Industry Leaders

## CLEO 2023 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.”

Rick Plympton, CEO, Optimax

Exhibit at **CLEO 2024** — The Global Optics & Photonics Hub  
with the World’s Highest-Quality Buyers

For a current **CLEO 2024** Exhibitor List, visit [cleoconference.org/exhibit](https://cleoconference.org/exhibit)