

# Show off your latest AR|VR|MR hardware in San Francisco as an exhibitor

AR|VR|MR has never been more important—assisting in virtual person-to-person communication, training, simulation, entertainment, sharing of information, and more. SPIE AR|VR|MR is the main event where the latest advances in XR optical hardware and architectures are shared by the optics and photonics community working together to ensure XR hardware becomes safer, more comfortable, and performs better.

Make sure your company is included alongside the biggest names in consumer electronics and up-and-coming XR companies. Make this event one to include in your calendar every year.

## CO-LOCATED WITH THREE WORLD-CLASS EXHIBITIONS

**SPIE. PHOTONICS WEST**   **SPIE. BIOS EXPO**   **SPIE. QUANTUM WEST EXPO**

Check out suppliers and customers at: BiOS Expo (25-26 January), Photonics West Exhibition (28-30 January), and Quantum West Expo (28-29 January) co-located at the Moscone Center.

Learn more: [spie.org/pw](http://spie.org/pw)



## MOVING TECHNOLOGY TO MARKET™ **SPIE.AR|VR|MR**

Exhibit at the premier event for XR optical hardware and showcase your latest developments, solutions, and innovations to system developers, manufacturers, and investors.

Conference sessions: 27 January 2025  
Main Stage sessions: 28-29 January 2025  
Exhibition: 28-29 January 2025  
Courses: 27-30 January 2025

[spie.org/avr-exhibit](http://spie.org/avr-exhibit)

### **SPIE.**

SPIE is the international society for optics and photonics. We bring together engineers, scientists, students, and industry leaders, strengthening the global optics and photonics community through conferences, publications, and professional development. Inspired by the transformative power of photonics to enhance life around the globe, over the past five years SPIE has contributed more than \$24 million to the international optics community.

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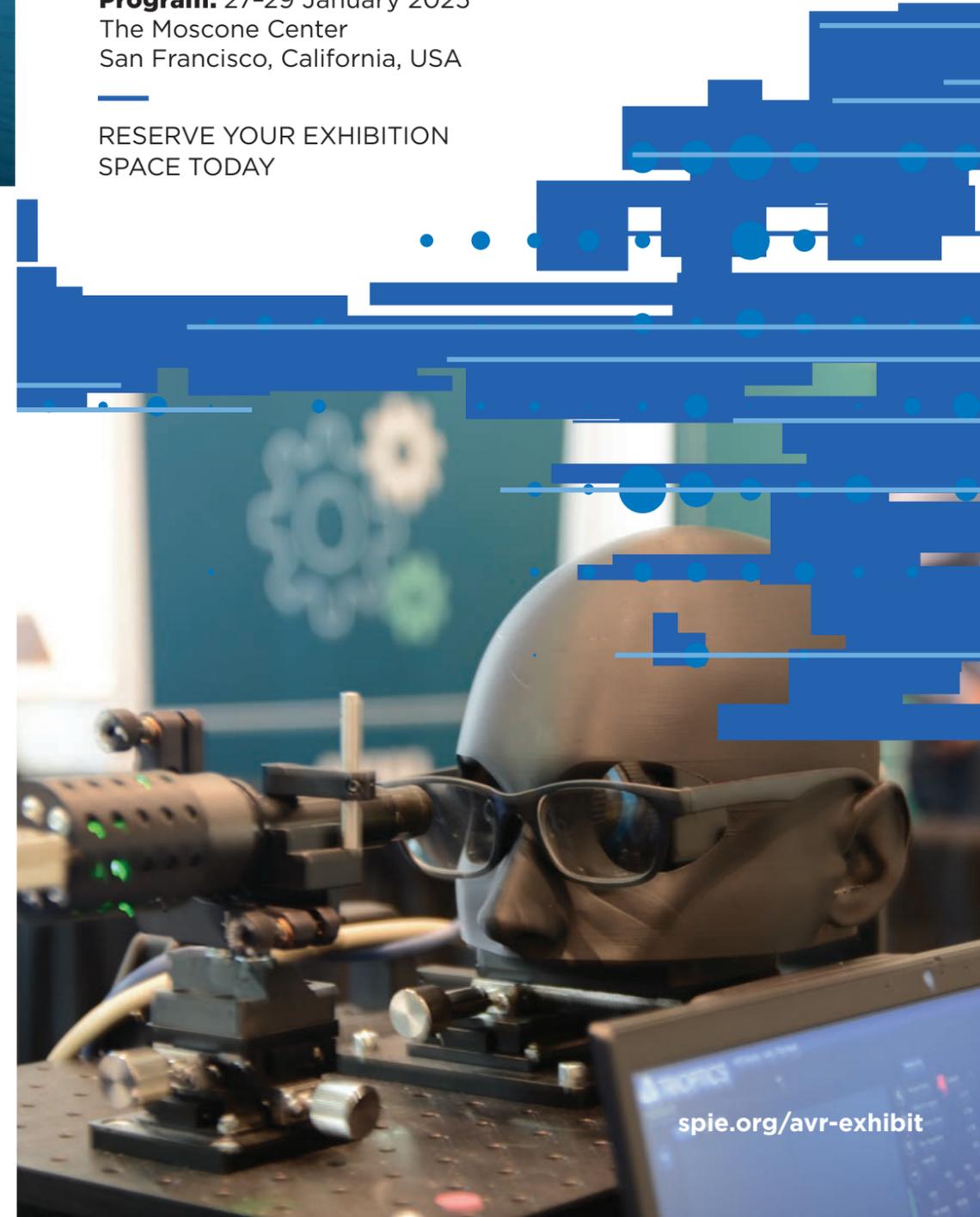
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2025 **EXHIBIT PROSPECTUS**

# **SPIE.AR|VR|MR**

**Exhibition:** 28-29 January 2025  
**Program:** 27-29 January 2025  
The Moscone Center  
San Francisco, California, USA

RESERVE YOUR EXHIBITION SPACE TODAY



[spie.org/avr-exhibit](http://spie.org/avr-exhibit)



## Make AR|VR|MR Exhibition part of your 2025 sales and marketing plan

SPIE Corporate Member rates reflect a 15% discount. For information visit: [spie.org/membership](http://spie.org/membership).

SUBMIT YOUR CONTRACT FOR THE EXPO TODAY

SPACE TYPE	NON MEMBER FEE	CORP MEMBER FEE
3 ft. x 5 ft. Kiosk	\$3,895	\$3,310.75
6 ft. Table	\$3,435	\$2,919.75
6.5 ft. x 5 ft. Mini Booth*	\$6,495	\$5,520.75
10 ft. x 10 ft. Booth*	\$5,895	\$5,010.75
Island**	\$62.00 per sq. ft.	\$52.70 per sq. ft.

\*Optional corner \$600 per corner (applies to booths only)

\*\*Increments of 100 sq. ft., 400 sq. ft. minimum

+Includes preprinted art

### Meet additional prospects

**Photonics West Exhibition** • 28-30 January 2025

The industry's leading laser and photonics exhibition

**BIOS Expo** • 25-26 January 2025

The world's largest marketplace for biomedical optics and biophotonics

**Quantum West Expo** • 25-26 January 2025

The premier event for quantum research and applications

## Connect with your key audience

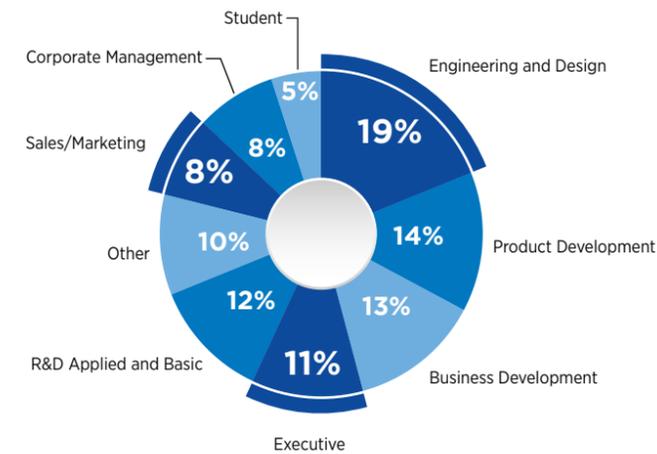
SPIE AR|VR|MR attendees are researchers and engineers, investors and entrepreneurs, buyers, program managers, executives, and business development managers from around the world, all focused on creating the future of augmented, virtual, and mixed reality. In 2025, exhibiting companies were connected with more than 1,100 potential customers. The event's colocation with Photonics West, featuring access to the AR|VR|MR exhibition included with event registration, continues to draw even more attendees from around the globe.

### Connect with people who need your products and services

- The latest AR VR headset technologies
- Optical design, micro-optics, optical engineering
- Sensing technologies
- Display technologies
- Materials engineering
- Diffractive holography
- Nano-photonics and more



### Attendee job function from previous years



### Sponsorships and advertising

Build your brand beyond your booth with options to educate, entertain, and drive attendees directly to your sales team. SPIE offers a variety of opportunities to put your company's name, brand, and products front and center to build awareness. Contact the SPIE Sales team.

### SPIE AR|VR|MR is your chance to:

- Showcase your products and services to over a thousand prospective buyers
- Meet face-to-face to catch up with existing clients and develop new relationships
- Accelerate your sales process and generate leads
- Launch and showcase new products
- Find new project partners and distributors

### For more information about exhibiting, sponsorships, and advertising, contact the SPIE sales team:

*In the Americas, Asia, and rest of world*

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Sign up to receive emails about SPIE AR|VR|MR  
[spie.org/signup](http://spie.org/signup)

**Sign up today:** [spie.org/avr](http://spie.org/avr)