LASER
WORLD OF
PHOTONICS

Sponsoring

Visibility. Expertise. Relevant Connections.

LASER WORLD OF
PHOTONICS

22–25 JUNE 2027, MESSE MÜNCHEN

28th World’s Leading Trade Fair and Congress for
Components, Systems and Applications of Photonics

Present where decisions are made

At LASER World of PHOTONICS and the World of Photonics Congress

LASER WORLD OF PHOTONICS

THE PLATFORM

LASER World of PHOTONICS – the world's leading trade fair for components, systems and applications in photonics since 1973. Bringing together international companies, renowned experts and a highly qualified audience, it provides the impetus for developments that will shape our future in the years to come.

The **World of Photonics Congress** is Europe's largest photonics congress. With around 3,000 presentations, invited talks, keynote speeches, poster sessions and plenary lectures, it offers researchers from around the world an unparalleled glimpse into the future—from fundamental and application-oriented scientific topics to the latest laser and photonics applications in industry and medicine.





Present where decisions are made

Become a sponsor and be part of the industry's content platform

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YOUR BENEFITS AT A GLANCE:

High visibility: Presence on central stages and across digital touchpoints

Relevant target audience: Decision-makers from R&D, management and procurement

Content with impact: Position your brand as a source of expertise, not just visibility

Measurable impact: Performance report including reach, visitor demographics and lead contacts – contacts with double opt-in, including visual materials and documentation







LASER World of PHOTONICS is the Leading Meeting Place for the International Photonics Community

LASER WORLD OF PHOTONICS

> 44.000
TRADE VISITORS FROM 71 COUNTRIES

1.393
EXHIBITORS

46%
LASER & OPTOELECTRONICS

42%
OPTICS

14%
FROM EXECUTIVE, CORPORATE OR OPERATIONS MANAGEMENT

41
EXHIBITOR COUNTRIES

20%
LASERS AND LASER SYSTEMS FOR MANUFACTURING

17%
APPLICATION-ORIENTED RESEARCH & DEVELOPMENT

Some exhibitors cover multiple segments; therefore, the total may exceed 100%.

Four Central Stages for Your Stage Sponsorship

Both stages combine a specialist program with high visitor traffic – putting your brand in a relevant content-driven environment.

LASER WORLD OF PHOTONICS

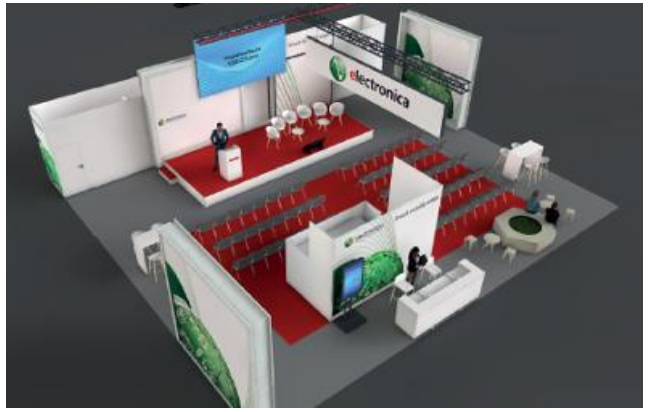
Trade Fair Dates:
June 22-25, 2027

High Visibility through an open stage design and prominent placement

Relevant Placement within specific topic areas

Broad Reach among both pre-informed and spontaneous visitors

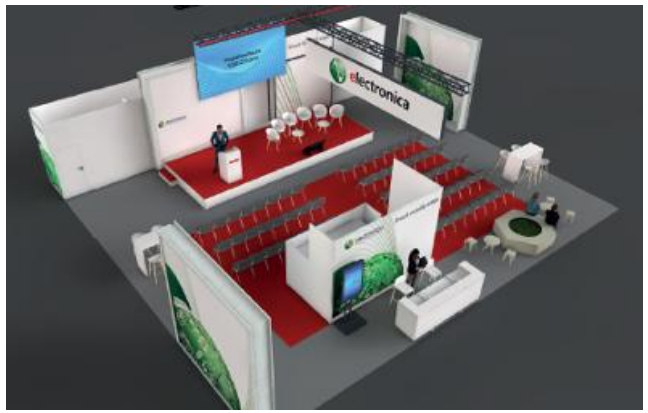
INTEGRATED PHOTONICS FORUM



FORUM LASER MATERIAL PROCESSING



FORUM LASERS AND OPTICS



BIOPHOTONICS AND MEDICAL



Four Packages to Engage Your Target Audience Before, During and After the Event

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Included in all packages: Performance report covering digital reach, interaction and visitor structure. Lead packages additionally include lead performance

VISIBILITY STARTER - STAGE

max. 3 sponsors

Benefits for you:
- Presence in the portal, app and Visitor Guide
- Make your booth easier to find
- Advertising space along central walkways
- Stage presence at the forum
- Digital lead capture

PACKAGE PRICE
€ 11,400

VISIBILITY STARTER - SOCIAL

max. 3 sponsors

Benefits for you:
- Presence in the portal, app and Visitor Guide
- Make your booth easier to find
- Advertising space along central walkways
- Host of the LASER Bar
- Digital lead capture

PACKAGE PRICE
from € 19,800

LEAD GENERATION STARTER

max. 7 sponsors

Benefits for you:
- Discounted vouchers: €19.99 instead of €24.00
- Banner placement in the visitor voucher
- Information materials placed directly on seats at forums and award events
- Digital lead capture

PACKAGE PRICE
€ 4,900

LEAD GENERATION CONNECT

max. 3 sponsors

Benefits for you:
- Discounted vouchers: €19.99 instead of €24.00
- Banner placement in the visitor voucher
- 2,000 co-branded drinking bottles
- Leads transferred to your own CRM in real time

PACKAGE PRICE
€ 13,600

Detailed information on the individual services can be found on the following pages.

Visibility Starter - Stage

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Leverage the stage, digital signage and visitor communications to create a high-impact presence and showcase your expertise.

- **Enhanced Visibility**
  Your company profile will be featured in the online exhibitor portal, the LASER World of PHOTONICS app and the printed Visitor Guide
- **Logo on the Hall Map**
  Help visitors navigate the venue and make your booth easier to find.
- **Spot on a Digital Advertising Display**
  Use a high-impact digital advertising space to showcase your brand and offering throughout all four days of the trade fair.
- **20-Minute Presentation Slot at the Forum**
  Use the forum to present your solutions and innovations directly to a relevant professional audience.
- **Two Windmasters (Large-Format Advertising Flags) between Entrance West and the ICM**
  Position your advertising message along a key connecting route between Entrance West and the ICM.
- **Digital Lead Capture**
  Receive one user license for digital lead capture, allowing you to collect and manage your contacts efficiently and systematically.
- **Performance-Report**
  Receive an evaluation of the reach and impact of your sponsorship activities.

PACKAGE PRICE

11.400 €

Visibility Starter - Social

LASER WORLD OF PHOTONICS

Be visible. Meet visitors. Generate leads.

- **Increased Visibility**
  Your company profile will be featured in the online exhibitor directory, the Laser World of Photonics app, and the printed Visitor Guide.
- **Logo on the Hall Plan**
  Help visitors find their way around and make your booth easier to locate.
- **Spot on a Digital Display**
  Showcase your brand and offering on an eye-catching digital advertising display throughout all four days of the trade fair.
- **Host of Laser Bar**
  Turn your brand into a meeting point: a branded bar area along the main visitor route, including beverages, staff, equipment, setup and dismantling. Connect with visitors in a relaxed atmosphere – without any organizational effort.
- **Two Windmasters between Entrance West and ICM**
  Place your advertising message along a central walkway connecting Entrance West and the ICM.
- **Digital Lead Capture**
  Receive a Smart Product license for digitally capturing and efficiently managing your contacts.
- **Performance-Report**
  Receive an evaluation of the reach and impact of your sponsorship activities.

PACKAGE PRICE

from € 19,800

Congress Spotlight

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For companies looking to position their technological expertise in front of a highly specialized, international congress audience

- **Anchor Banner**
  Receive a high-impact banner placement featuring your sponsor logo prominently on the World of Photonics Congress website.
- **Digital Signage Displays at the ICM**
  Receive two mobile digital signage displays at the ICM to showcase your banner or sponsor logo.
- **Keynote or Panel Slot on the Congress Side Stage**
  Receive a 20-minute slot for a keynote presentation or panel participation in front of an audience of up to 66 attendees.
- **Sponsor Logo and Push Notification in the Congress App**
  Benefit from prominent placement of your sponsor logo as well as a push notification announcing your panel slot.
- **Clip on the ICM Screen**
  Show a short clip of up to 60 seconds three times during one event day – during the two coffee breaks and lunch break.
- **Roll-up at the ICM**
  Place your own roll-up banner in the ICM foyer and near the panel area.
- **Digital Lead Capture**
  Receive a single-user license for digitally capturing and efficiently managing your contacts.
- **Performance-Report**
  Receive an evaluation of the reach and impact of your sponsorship activities.

PACKAGE PRICE

€ 10,900

Lead Generation Starter

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Invite your target audience at discounted rates, gain visibility in visitor communications, place your information materials within the conference program, and capture all your leads digitally.

- **Online Voucher for Visitors**
  Receive online vouchers at a discounted rate of **€19.99 per redeemed voucher** instead of the regular price of **€24.00**. The existing limit based on booth size remains unchanged.

- **Voucher Banner in the Visitor Voucher**
  Use a high-impact banner placement in the visitor voucher to promote your offer or voucher.

- **Placement of Information Materials**
  Place information materials tailored to your target audience on seats at forums or award events. This includes a one-time distribution of approximately 500 to 700 copies.

- **Digital Lead Capture**
  Receive a single-user license for digitally capturing and efficiently managing your contacts.

- **Performance-Report**
  Receive an evaluation of the reach and impact of your sponsorship activities.

EXAMPLES OF SERVICE



PACKAGE PRICE

€ 4,900

Lead Generation Connect

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Your trade fair contacts are in your system before your team is even back in the office.

- **Online Voucher for Visitors**
  Receive online vouchers at a discounted rate of **€19.99 per redeemed voucher** instead of the regular price of **€24.00.** The existing limit based on booth size remains unchanged.

- **Scan2Lead CRM-Connector**
  All visitor and trade fair contacts captured with Scan2Lead are integrated into your own marketing or CRM system in real time – including duplicate matching with existing prospects and customers, automated marketing campaigns, and follow-ups.

- **Voucher Banner in the Visitor Voucher**
  Use a high-impact banner placement in the visitor voucher to promote your offer or voucher.

- **Branded Drinking Bottles**
  Receive 2,000 co-branded drinking bottles featuring your sponsor logo and the logo of the respective trade fair. Place them where they best reach your target audience – at the entrance, bar, information counter, or your own booth.

- **Performance-Report**
  Receive an evaluation of the reach and impact of your sponsorship activities.

EXAMPLES OF SERVICE



PACKAGE PRICE

€ 13,600

Your Sponsoring at LASER 2027

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Let us find the right format to meet your objectives.

Next step: Schedule a consultation and check availability.



Your Contact
Team Partnerships
Email: partner-laser@messe-muenchen.de

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world-of-photonics.com