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.

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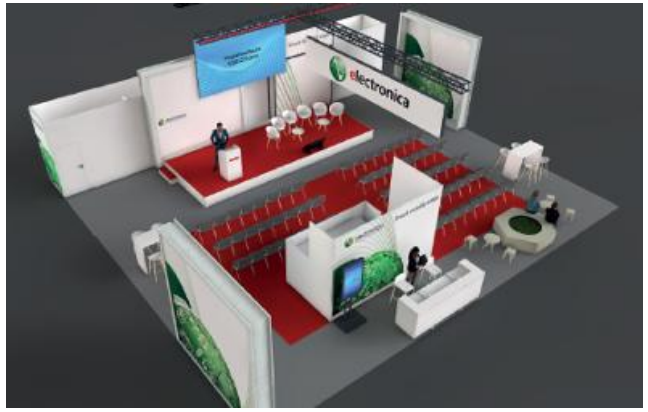
Trade Fair Dates:
June 22-25, 2027

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

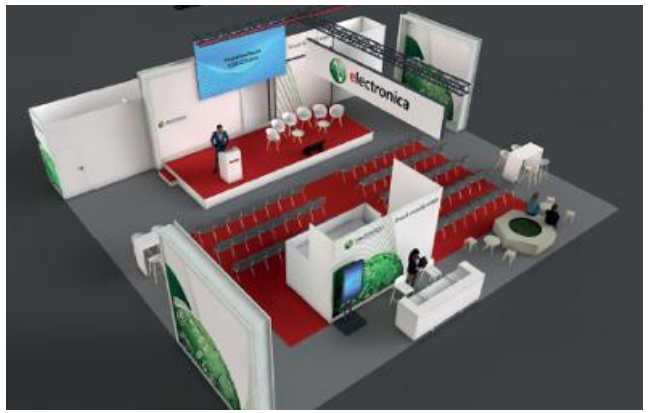
INTEGRATED PHOTONICS FORUM



FORUM LASER MATERIAL PROCESSING



FORUM LASERS AND OPTICS



BIOPHOTONICS AND MEDICAL



Your Brand as a Partner of the Photonics Platform

LASER WORLD OF PHOTONICS

Our Sponsorship Packages

BRAND AWARENESS PACKAGE

max. 3 sponsors

Digital Visibility, Stage Presence and Networking

Performance Report Metrics:
Digital reach and interaction, visitor structure and serving volume

Benefits for you:
- Position your brand as a host within the congress environment
- Your own panel slot
- Bar-sponsorship
- Continuous presence on all ICM screens

from 25.300€

FULL CLUSTER PARTNER

max. 1 sponsor

Brand Presence, Engagement and Measurable Impact

Performance Report Metrics:
Digital reach and interaction, visitor structure and lead performance

Benefits for you:
- Presence across the entire event portfolio – from Laser World of Photonics and World of Quantum to the exclusive exhibitor evening

from € 29,800

CUSTOM PACKAGE

Tailored Combination

Let our trade fair experts advise you and develop the right presence to meet your individual objectives

Custom pricing

Detailed information on the individual services can be found on the following pages. A 30% surcharge applies to sponsors without exhibition space whose offerings do not fall within the scope of the event's nomenclature or merchandise classification.

Brand Awareness Package

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For companies looking to establish a strong and continuous brand presence within the congress environment, showcase their own topics on stage, and connect with decision-makers in person.

Your Stage at the Congress
- Push notification in the Congress App announcing your slot
- Your own roll-up with a QR code promoting your presence

Continuous Digital Presence
- Top banner on photonics-congress.com across all events, starting four weeks before the congress
- Five mobile digital signage displays at the ICM
- Clip of up to 60 seconds on six event days, shown three times per day during coffee breaks and lunch
- Logo in the Congress App

Face-to-Face Networking
- Sponsorship of the LASER Bar from 4:00 p.m. to 6:00 p.m., including staff, equipment, setup and dismantling, as well as beverages
- Invitation to the Exhibitor Evening and two conference tickets

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

PACKAGE PRICE FROM

€ 25,300

Full Cluster Partner

LASER WORLD OF PHOTONICS

For companies looking to position their brand as a partner of the platform across Laser World of Photonics, World of Quantum and the Congress.

Before the Event – Digital Reach
- Visibility on the websites of all events, in the app and via push notification

On Site – Prominent Brand Presence
- Airframe in the entrance area – creating the first brand touchpoint as visitors enter the venue
- Branding on all digital signage displays with a 20-second clip shown on a loop
- Spot on the LED screen on three trade fair days

Program & Networking
- 20-minute forum slot on the Congress side stage
- Sponsorship of the exclusive Exhibitor Evening with prominent brand visibility in the catering area

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

PACKAGE PRICE

€ 29,800

Your Sponsoring at LASER 2027

LASER WORLD OF PHOTONICS

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