

APE | Asia
Photonics
Expo

Held in:



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Advertising Sponsorship

26–28 February 2025

Sands Expo and Convention Centre (Marina Bay Sands) L1, Singapore

www.asiaphotonicsexpo.com

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Online Advertisement

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APE Website



Online Ad - EDM

Item: EDM - Horizontal Banner

Objects: Frequency: Once monthly / Per insertion;

Reach: 100,000+, including APE pre-registered participants and application peers.

Item No.	Date	Quantity	Price/Issue (USD)	Size(px)	Receiver
H-01-1	Sep. - Dec. (4 Months)	4 Companies /Month	1,430 /Month	750x200	All Database
H-01-2	Jan. - Feb. (2 Months)	2 Companies /Month	2,140 /Month	750x200	

APE Asia Photonics Expo

March 6-8, 2024
Marina Bay Sands, Singapore

[About APE](#)
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Get the Early Bird Discount to Join Asia Photonics Expo 2024

Organized by Informa Markets, the world's leading exhibition organizer, **Asia Photonics Expo (APE 2024)** will be held at Sands Convention and Exhibition Centre in Singapore from **March 6-8, 2024**. It will focus on the latest cutting-edge innovative technologies and the emerging application markets in Asia, aiming to promote in-depth communication and business collaboration between photonics upstream and downstream professionals. As a one-stop photonics integrated platform, APE will gather over 400 leading industry players under one roof to showcase the entire photonics supply chain covering innovative products and solutions in **optical communication, optics, laser, infrared applications, sensing, display, etc.** [>>>know more](#)

Special offer: take advantage of the **early bird discount** by signing the contract before 30th September, 2023.

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Held in
Singapore
 Brought to you by
Informa Markets
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APE 2024

ASIA PHOTONICS EXPO

6th - 8th March, 2024 Marina Bay Sands Singapore

Exhibitor Profile

► **Optical Communication**
Optical communication chip, optical communication device, optical communication module, optical communication transmission equipment, optical fiber cable/fiber sensing, semiconductor materials, semiconductor equipment and manufacturing.

► **Laser**
Lasers, laser materials & component, laser component, laser equipment.

► **Infrared**
Infrared material, infrared component, infrared equipment and imaging.

► **Optics**
Optical material & component, optical processing equipment, optical coating material, optical lens & camera module, optical measuring instrument, machine vision and industrial automation, AR/VR.

► **Sensing**
Industrial sensor, 3D imaging & sensing, MEMS and sensor, LIDAR & component.

► **Display**
Display material, display panel/module, display manufacturing equipment.

Online Ad - EDM

Item: EDM - Exclusive Full Page

Objects: Frequency: Once monthly / Per insertion;

Reach: 100,000+, including APE pre-registered participants and application peers.

Item No.	Date	Quantity	Price/Issue (USD)	Receiver
H-02-1	Sep. - Dec. (4 Months)	2 Companies /Month	4,280/Month	All Database
H-02-2	Jan. - Feb. (2 Months)	1 Companies /Month	5,000/Month	

Notes:

1. Company Introduction within 1,000 words (without phone, address, social media, etc.).
2. Product detailed introduction within 300 words.
3. High-resolution product images (2~3 pcs, in jpg format, 300dpi, size within 2MB).
4. Provide versions in both Chinese and English.

这是HTML文档。如果您不能正常浏览此页面，[请点击这里](#)
温馨提示：图文并茂才能展示出最好的效果，您可右键单击或点击下载图片

探索您的潜力
运用蔡司全新的PGS NIR 2.5来捕获更多信息



蔡司新品发布：PGS NIR 光谱仪模块系列新成员上线

在2023年年初，蔡司光谱事业部正式推出了新款PGS NIR 2.5的光谱仪模块。

作为光学领域的探索者，卡尔蔡司光谱事业部不断拓展自身在光谱学领域的潜力并持续开发光谱产品。与现有的PGS NIR型号相比，PGS NIR 2.5具有更广的波长范围，覆盖从1200nm到2450nm，并且探测器的光谱色散度为5nm/pixel。新的PGS NIR 2.5同时配有优化的InGaAs探测器，能够帮助用户实现更高的数据传输率和更好的线性度。

[点击查看产品详情](#)

■ 更广的波长范围，带来更详细的信息

PGS NIR是专门针对近红外波段设计的光谱仪系列。目前的PGS NIR型号已经在市场上流通了10多年，并被广泛应用于半导体、农业、生物质等工业领域。由于良好的性能和稳定性，PGS NIR系列产品也成为卡尔蔡司光谱事业部经典流行的产品。

本次推出的新型号的亮点在于拓宽了波段范围，丰富了已有的型号组合。新款PGS NIR 2.5的波段范围覆盖了1200nm到2450nm，得益于更宽的波段和优化的信噪比，用户可以获取更多化学官能团的信息并且获得更详尽的测量结果。



■ 升级的传感器提升数据传输率和线性度

从探测器方面，新款PGS NIR 2.5采用优化的InGaAs探测器。与之前的PGS系列相比，新的探测器具有两级电子冷却功能、更高的数据率和增益下更好的线性度的特性，使光谱仪能够呈现更好的性能。

■ 定制化的服务，更佳的用户体验

卡尔蔡司光谱产品的另一大亮点是可以提供定制化的服务。根据用户的特殊需求，蔡司光谱可以为用户进行定制：无论是光学入口、狭缝尺寸、光栅还是接口。用户可以通过卡尔蔡司光谱提供的高质量定制服务获得更好的体验。

[点击查看产品详情](#)

Online Ad - EDM

Item: EDM - Product Recommendation

Objects: Frequency: Once monthly / Per insertion;

Reach: 100,000+, including APE pre-registered participants and application peers.

Item No.	Date	Quantity	Price/Issue (USD)	Receiver
H-03-1	Sep. - Dec. (4 Months)	2 Companies /Month	720/Month	All Database
H-03-2	Jan. - Feb. (2 Months)	1 Companies /Month	1,150/Month	

Notes:

1. Company Name, Booth Number, Introduction of Exhibition Products within 100 words.
2. Product images, 1~2pcs (in jpg format, 300dpi, size within 2M).
3. Provide versions both in Chinese and English.

March 6-8, 2024
Marina Bay Sands, Singapore

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Join Asia Photonics Expo 2024 Now

Building upon the success of [China International Optoelectronics Expo \(CIOE\)](#), the world's leading optoelectronics event, Informa Markets is thrilled to introduce Asia Photonics Expo (APE) in Singapore. The event will be held at Marina Bay Sands Expo and Convention Centre in Singapore from 6 – 8 March 2024.

APE 2024 will focus on the latest cutting-edge innovative technologies and emerging application markets in Asia, aiming to promote in-depth communication and business collaboration between photonics upstream and downstream professionals.

As a one-stop photonics integrated platform, APE will gather over 400 leading industry players under one roof to showcase the entire photonics supply chain covering innovative products and solutions in optical communication, optics, laser, infrared applications, sensing, display, etc. [>>>know more](#)

[LEARN MORE](#)
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Top Popular Exhibits

► Optical Communication Chips

25Gbps/50Gbps APD Chip

FTTR Solution: UX3326/7+UX2410S/2420S

2.5G /10G/25G Chip

FA1451 / FA1452

[<<<Find out more](#)

► Optical Communication Modules

400G QSFPDD AOC/SR8

800G/400G High speed transceivers used for data center

10G SFP+ RJ45 30m

100G LR4

[<<<Find out more](#)

Online Ad - Official Website

Item: APE Official Website Homepage Banner

Homepage: <https://www.asiaphotonicsexpo.com>

Requirements: The image should include product or company information, booth number etc., with hyperlink to the company's official website or exhibitor directory page.

Item No.	Position	Price (USD)	Dimensions (px)
W-01-1	Bottom Banner	2,140	1200*160

Notes:

- 1. Applicable for desktop version only.
- 2. Web banner to be in Chinese and English.
- 3. Display period: 30 days.
- 4. The banner will be scrolling display.



Online Ad - Official Website

Item: APE Official Website Advertisement

The banner will be in the page, such as

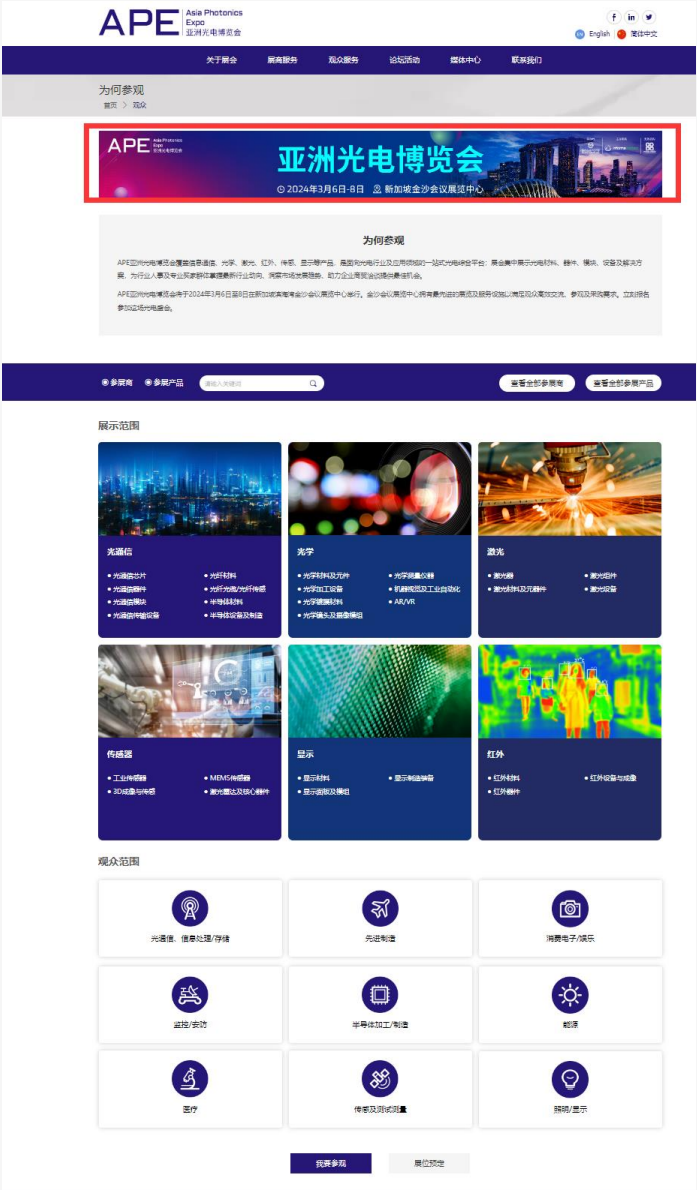
Why Exhibit page: <https://www.asiaphotonicsexpo.com/czs>

Requirements: The image should include product or company information, booth number etc., with hyperlink to the company's official website or exhibitor directory page.

Item No.	Position	Price (USD)	Dimension (px)
W-02-1	Why Exhibit	3,570	1200*150
W-02-2	Why Visit	3,570	1200*150
W-02-3	Industry News	3,570	1200*150
W-02-4	Contact us	3,570	1200*150

Notes:

- 1. Applicable for desktop version only.
- 2. Web banner to be in Chinese and English.
- 3. Display period: 30 days.
- 4. The banner will be scrolling display.



Onsite Advertisement

01



Exclusive
Onsite Ad

02

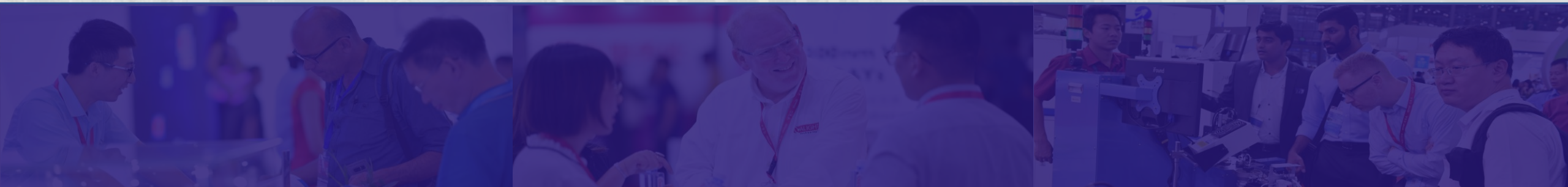


Onsite Ad

03



Onsite
Sponsorship



Exclusive Onsite Ad

Visitor Badges and Lanyards

No. M-01

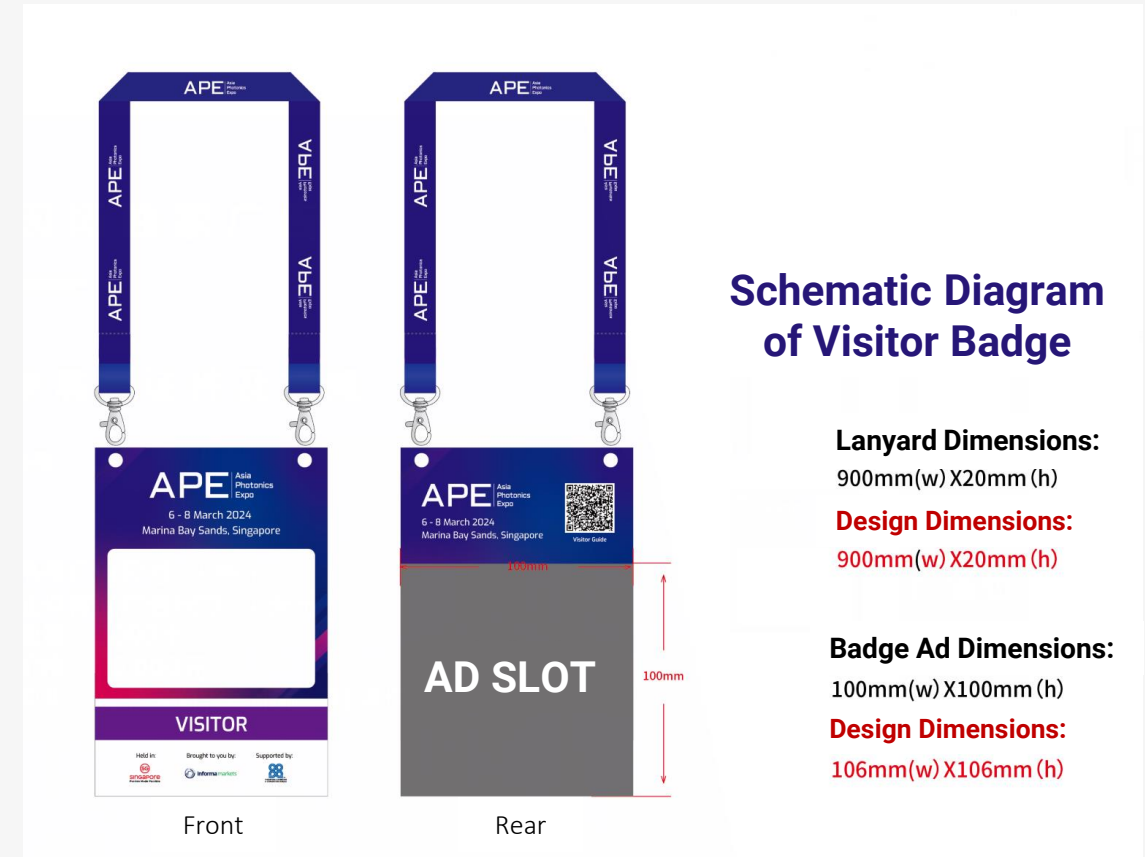
Lanyard Advertising Size: 900mm(W) * 20mm(H)

Badge Advertising Size: 106mm(W) * 106mm(H) (3mm bleed)

Quantity: 5,000 pcs

Price: USD 8,580

Notes: Badge is single-side color printing; lanyard is limited to sponsor's logo in single color.



Exclusive Onsite Ad

Exhibitor Badges and Lanyards

No. M-02

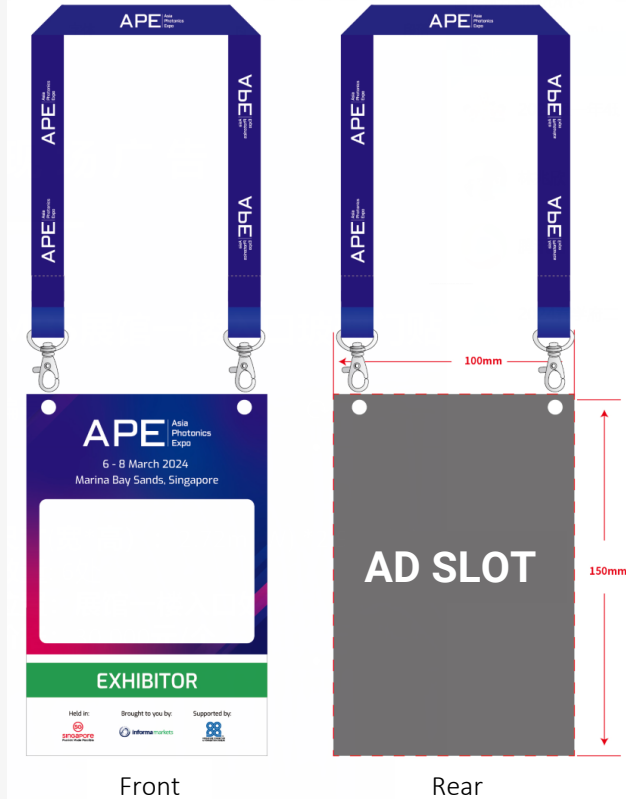
Lanyard Advertising Size: 900mm(W) * 20mm(H)

Badge Advertising Size: 106mm(W) * 106mm(H) (3mm bleed)

Quantity: 3,000 pcs

Price: USD 7,150

Notes: Badge is single-side color printing; lanyard is limited to sponsor's logo in single color.



Schematic Diagram of Exhibitor Badge

Lanyard Dimensions:
900mm(w) X 20mm (h)

Design Dimensions:
900mm(w) X 20mm (h)

Badge Ad Dimensions:
100mm(w) X 150mm (h)

Design Dimensions:
106mm(w) X 156mm (h)

Exclusive Onsite Ad

Canvas Document Tote

No. M-03

Tote dimensions: 34cm * 30cm

Quantity: 5,000 pcs

Price: USD 7,150

Notes: Full-color, single-sided printing at a designated location. (See picture for reference.)



Onsite Ad

Glass Door Banner at the First Floor Entrance of the MBS Exhibition Hall

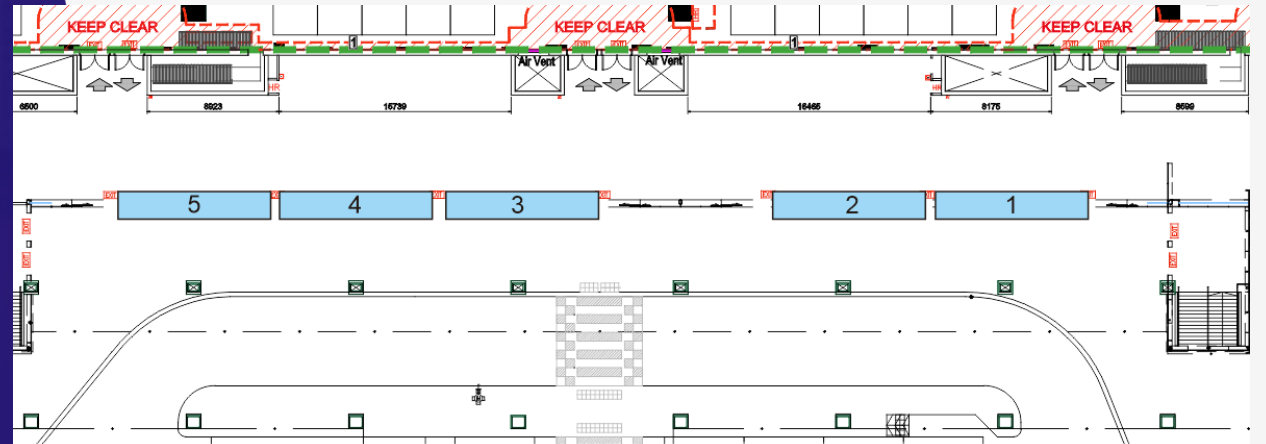
No. N-01

Dimensions: 2.72m(W) * 2.99m(H)

Quantity: 5 sets in total, 4 panels/set

Location: First floor entrance

Price: USD 7,150/set or USD 3,575/2 panels



Onsite Ad

LED Pillar Screen at the First Floor Entrance of the MBS Exhibition Hall

No. N-02

Package: Side 1&3 or Side 2&4

Location: First floor entrance

Quantity: Scrolling display on 6 pillars

Price: USD 21,430

Pixels of Side 1&3: 464(W) * 768(H)

Pixels of Side 2&4: 542(W) * 768(H)

Playtime: 15 seconds

Scrolling Playtime: 6:00AM – 12:00 AM during the show



Onsite Ad

Advertisement on the Central Curtain Wall of the MBS Exhibition Hall

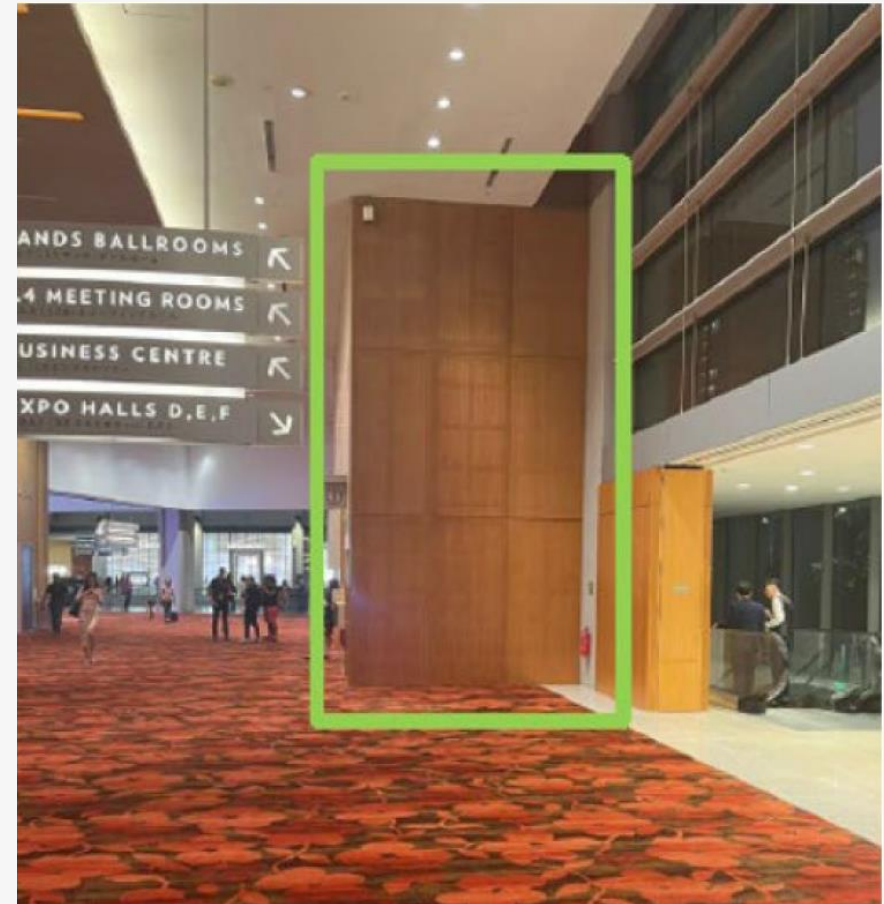
NO . N-03

Dimensions: 3.58m(W) * 7.2m(H)

Quantity: 1

Location: First floor entrance

Price: USD 21,430



Onsite Ad

Lobby Billboard (with spotlights)

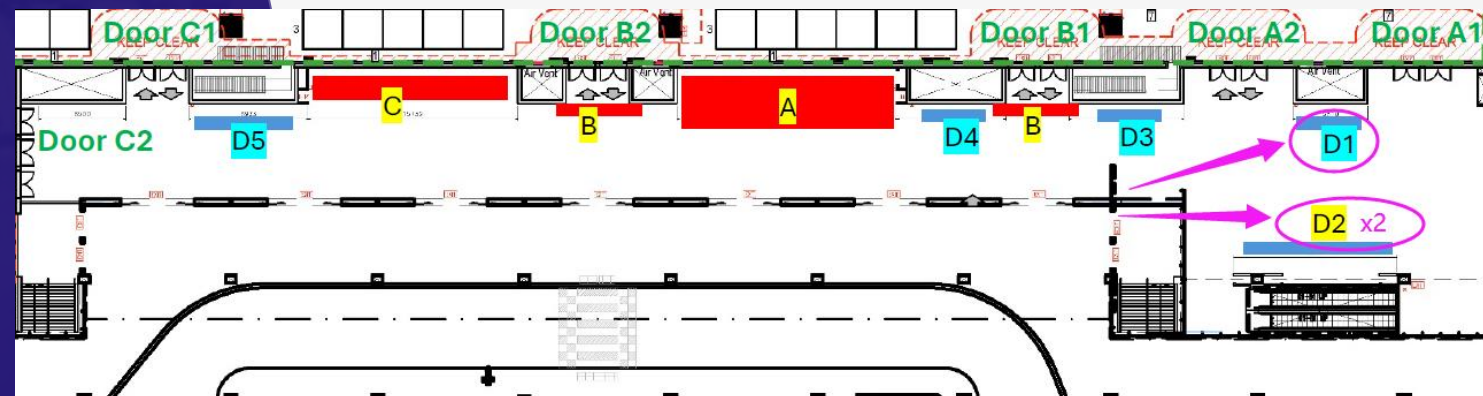
NO. N-04

Dimensions: 2m(W) * 2.5m(H)

Quantity: 3

Location: Exhibition hall foyer

Price: USD 4,290/piece



Onsite Ad

Lobby Billboard (with spotlights)

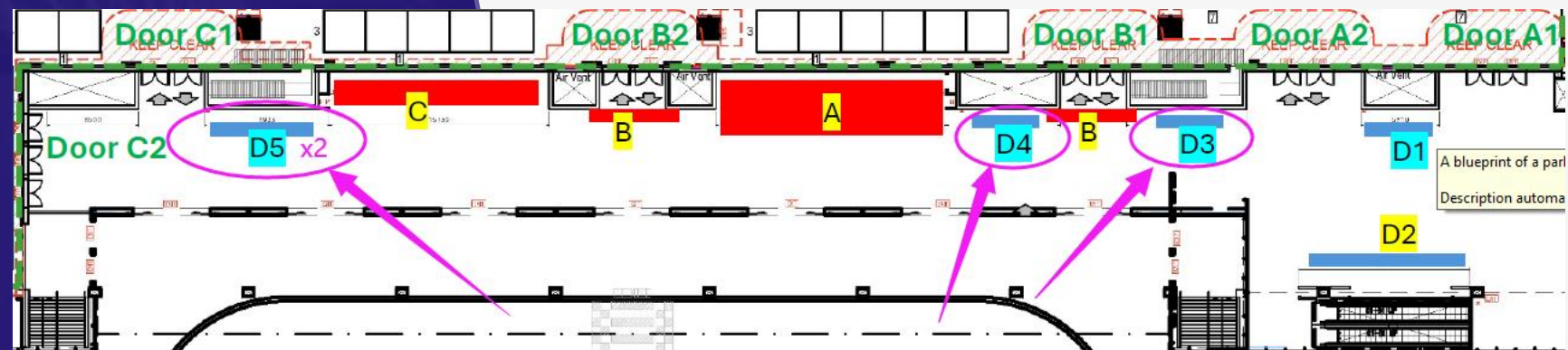
NO. N-05

Dimensions: 3m(W) * 2.5m(H)

Quantity: 4

Location: Exhibition hall foyer

Price: USD 5,720/piece



Onsite Sponsorship

Coffee Break Sponsorship

No. N-06

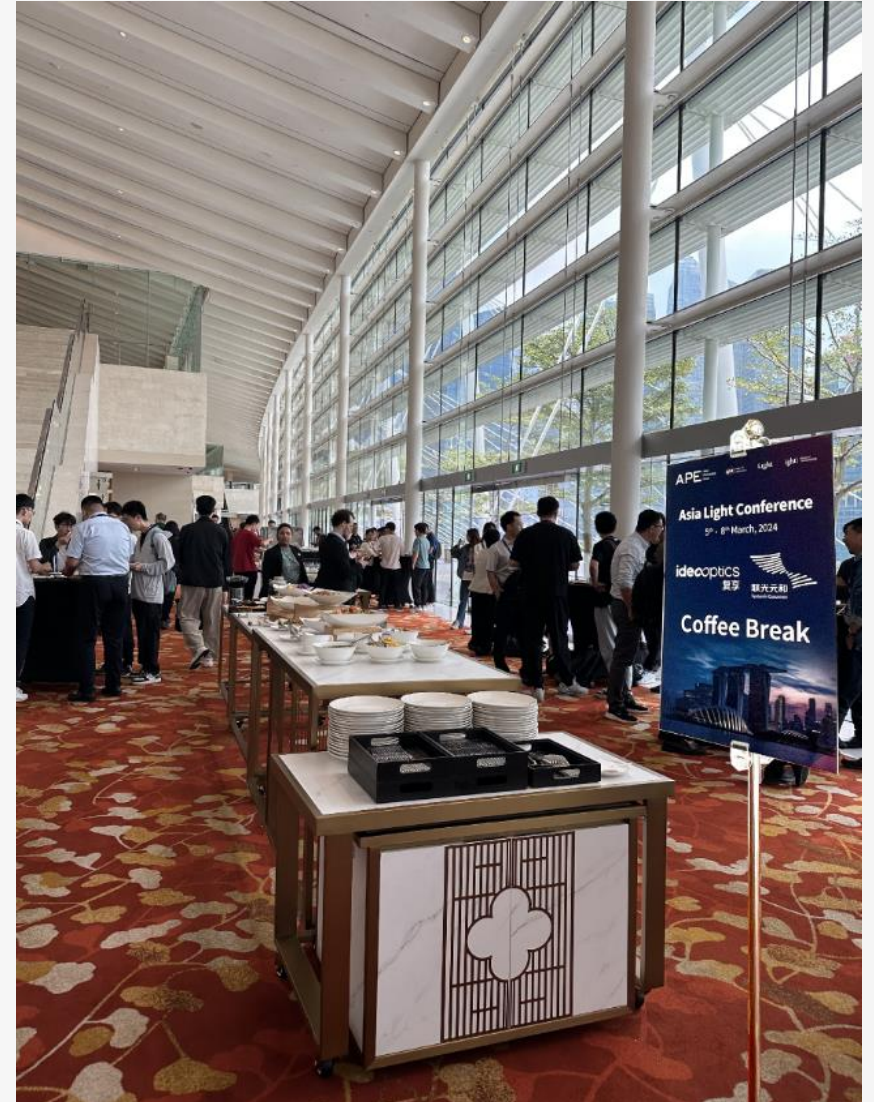
Poster Dimensions: 0.594m(W) * 0.841m(H)

Location: Coffee break area in the conference room/showfloor

Price: USD 2,860/forum

Note:

The package includes F&B and an advertising poster.



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