

Connecting Global Competence



MESSE
MÜNCHEN

INTELLIGENT LIGHT

MULTI-MEDIA MARKETING SERVICES



world-of-photonics-china.com

March 20-22, 2024

Shanghai New International Expo Centre

China's Platform for the Photonics Community

LASER World of **PHOTONICS CHINA**



WHY CHOOSE OUR MARKETING SERVICES

COMPREHENSIVE

PROMOTION PLAN

MULTIPLE

MEDIA FORMS

EFFICIENT

MARKETING SERVICE

CUSTOMIZED

ONE-STOP ARRANGEMENT



GET ADDED VALUE FOR FREE! NEW MARKET PROMOTION. AVAILABLE TO ALL EXHIBITORS.

Value Program I: WeChat Invitation Letter

Exhibitors may create their Wechat invitation letter for free and share it in their wechat Moments platform to attract potential customers.

Value Program II: VIP Invitation

Login to the Exhibitor Center and select “VIP Invitation” , fill in your customer's information to create visitor's badge. Send the badge to your customers in advance and invite them to your booth. The VIP Invitation function is an effective measure to offer convenience to your important customers.

Value Program III: More Exposure in Online Catalog

Login to the Exhibitor Center, select the Online Catalog and fill in your product information. You will get free exposure of an entire year. The Online Catalog will be sent to hundreds of thousands of professional visitors through EDMs, wechat, presswork, pre-registration confirmation letters and other online and offline tools.

Value Program IV: Precision Match-making between Demand and Supply

Login to the Exhibitor Center, select the Online Catalog and fill in your relevant information. Your product information will be sent out according to the industries you select. Pre-registered visitors will receive an Exhibit Brochure containing your products and applications.

Value Program V: Promote Your Activities in Advance

Login to the Exhibitor Center and fill in the Activities & News to release information about your pre-exhibition and on-site activities. Your activity information will be collected and post online and offline before the show.



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1. DIGITAL MEDIA

1.1 OFFICIAL WEBSITE

(The format can be adapted to different browsers and computer resolutions)

world-of-photonics-china.com.cn

Our official website serves more than 103,550 exhibitors, visitors and customers in the industry. It provides firsthand fair news, new industry press, as well as supply and match-making services.



1.1.1 HOMEPAGE

A- Scrolling Banner (3 months prior to the event)	980*360 pixel	RMB 9,800/month
1 slot only, 5 seconds/frame		
B- Medium Rectangle (3 months prior to the event)	290*120 pixel	RMB 6,000/month
3 slots only		
C- Skyscraper Banner (3 months prior to the event)	120*600 pixel	RMB 6,000/month
1 slot only		



1.1.2 INNER PAGE

A- Banner	728*90 pixel	RMB 6,000 /month
1 slot only		
B- Banner	300*250 pixel	RMB 4,000/month
C- Banner	140*70 pixel	RMB 4,000 /month
D- Banner	468*60 pixel	RMB 2,500 /month



1.1.3 PRE-REGISTRATION PAGE

A new app integrating PC and mobile versions is now online. Your ad will be distributed to over 50,000 pre-registered visitors before, during and after the exhibition, offering coverage lasting a whole year.

Ads at official website & wechate pre-registration page	728*90 pixel	RMB 20,000
1 slot only		

1. DIGITAL MEDIA



1.1 OFFICIAL WEBSITE

(The format can be adapted to different browsers and computer resolutions)

1.1.4 ELECTRONIC VISITOR BADGE ADS

All pre-registered visitors will receive Electronic Badges with your advertisement before the show, they can print at home and find your booth onsite.

Electronic visitor badge ads (W)105*(H)90mm RMB 10,000
2 slots only

1.2 ADVERTISEMENTS ON OFFICIAL WECHAT PLATFORM

The most complete, the latest exhibition information mastered at the first hand with Photonics China!

Nearly 120,000 ads will be regularly streamed to more than 120,000 fans, with up to 13,000 readings, along with live news from the show and industry-leading technical information.

1.2 ADVERTISEMENTS ON OFFICIAL WECHAT PLATFORM

A- Wechat top ad 640*110 pixel RMB 8,000/piece



Free B. Call for technical article, promoted via wechat

“ If you believe yourself, if you have insights into the industry, if you know what is going on about the most cutting-edge technology, write to us! ! ”

Please send your original article to xu.wei@mm-sh.com with the title: “Wechat Submission + [title]” . The article should be about 1,000 – 2,000 words. Wechat platform reserves the right to modify and edit your submissions. Your submission will be paid according to the actual word count after publication. Act now!

1. DIGITAL MEDIA



1.3 ONLINE CATALOG

world-of-photonics-china.com.cn/online-catalog

Online Catalog helps exhibitors and visitors get easy access to all exhibition information, including e.g. the exhibitor list and company introductions. Online Catalog extends your utility of promotion with high cost-performance.

1.3 ONLINE CATALOG

A- Banner (1 slot only)	728*90 pixel	RMB 8,000
B- Banner	300*250 pixel	RMB 2,000



1.4 OFFICIAL SHOW E-NEWSLETTER

The E-Newsletter offers all-round services before, during and after the exhibition that expose you to over 200,000 potential buyers, attract visitors to your booth and reinforce your exhibition results.

1.4 OFFICIAL SHOW E-NEWSLETTER

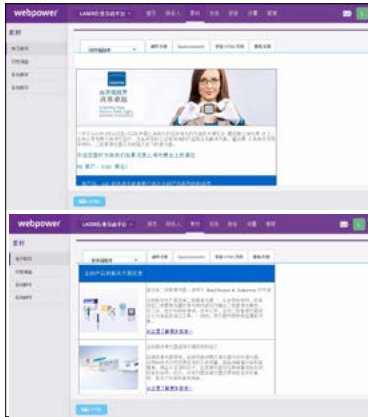
A- Leaderboard Banner 1 slot only	620*80 pixel	RMB 5,000/edition
B- inner banner link to exhibitor's page of online catalogue		RMB 2,000/edition



1. DIGITAL MEDIA

1.5 EDM - CUSTOMIZED EMAIL PROMOTION

We will invite your target visitors through the Messe Muenchen Database. Customized EDM by yourselves can arouse interest in your targets, promote your brand recognition and attract potential buyers to your booth.



1.5 EDM - CUSTOMIZED EMAIL PROMOTION

Minimum order: 10,000 addresses 10,000 addresses RMB 10,000

EDM Report includes:

Email distribution ratio, clicks, mail opened (5 random mail account),
daily views, email client APP report

** EDM needs to be designed by the exhibitor.*

1. DIGITAL MEDIA

1.6 WEBINARS



With the big data of LASER World of PHOTONICS CHINA, webinar sponsorship service helps enterprises display products and solutions better through the webcast of this intuitive, efficient and convenient platform, to provide more professional, personalized and fine services for the vast number of photonic and electronic enterprises. The courses are abundant in contents and diversified in forms, they are both interactive and targeted. It's set and aimed to be able to provide a series of theoretical and technical support to the vast number of colleagues in the photonics and electron industry.

1.6 COST-EFFECTIVE LIVE PACKAGE

RMB 15,000/Session

RMB 25,000/2 Sessions

RMB 36,000/3 Sessions

- 25-minute Live session with 5 minutes of Q&A
- Two WeChat articles before and after the webinar in WeChat Moments and Groups
- Promotion of the speaker's tailored poster
- Reminder via WeChat template message before the webinar
- Promotion in WeChat Moments and Groups by Laser Man before the webinar
- One press release of live conclusion issued on the official event website
- One email blast before the webinar (content same as WeChat article)
- Distribution of gifts (10-15 gifts suggested, winning list and delivery provided by the organizer, gifts provided by the exhibitor)

1. DIGITAL MEDIA

1.7 ONLINE SHOWROOM

LASER WORLD of PHOTONICS CHINA launched its first online showroom, allowing the audience to find your exhibits and events at the first time, helping exhibitors to market efficiently throughout the year.



1.7 ONLINE SHOWROOM

A- Exhibitors introduction **Free**

Can be updated in the exhibitor system

B- Exhibitor news **Free**

Can be updated in the exhibitor system

C- Banner

RMB 9,800/month

1500*1000 pixel (3 positions)

2. PRINT MEDIA

2.1 LASER WORLD OF PHOTONICS CHINA NEWS (MAR. ISSUE) - ONSITE CATALOG/VISITORS GUIDE



- 2023 retrospect: 94,648 professional visitors. Covering professional visitors in automobile, electronics, semiconductor, material processing, sheet metal/steel, shipbuilding, aerospace, rail transportation, textile/carpentry, advertising/printing, mold/machine/mechanical and related industries.
- Drive traffic to your booth and promote your products and services on display. And make sure visitors visit your booth!

2.1 LASER World of PHOTONICS CHINA NEWS (MAR. ISSUE) - ONSITE CATALOG/VISITORS GUIDE

Gatefold advertisement 1 slot only	(W)210*(H)285mm*2	RMB 33,000
Back cover 1 slot only	(W)210*(H)285mm	RMB 30,000
Inside front cover 1 slot only	(W)210*(H)285mm	RMB 20,000
Inside back cover 1 slot only	(W)210*(H)285mm	RMB 18,000
Inside 1st 4C page 1 slot only	(W)210*(H)285mm	RMB 18,000
Inside 4C page	(W)210*(H)285mm	RMB 15,000
Inside 1/2 page vertical	(W)105*(H)235mm	RMB 6,000
Inside 1/2 page horizon	(W)210*(H)141mm	RMB 6,000
Inside 1/3 page vertical	(W)60*(H)235mm	RMB 4,000
Inside 1/3 page horizon	(W)210*(H)85mm	RMB 4,000
Visitors guide and exhibition layout logo (billboard) Logo on the floor plan and exhibitor list		RMB 5,000

3. ONSITE ADVERTISEMENT OPPORTUNITIES

Advertisement on-site is the best way to promote you and your brand during the exhibition. It can also direct your potential buyers to your booth.

RATES INCLUDING PRODUCTION FEE (EXCEPT THE VIDEO AD)

- | | | |
|--|---|---|
| A1- Visitor badge | 9.5*3.5cm | RMB 40,000 |
| Minimum 10,000 sets | | * The exact size is subjected to the organizer. |
| <hr/> | | |
| A2- Visitor lanyard | 10,000 sets | RMB 40,000 |
| limited pieces, first order first served. (Logo & booth No.) | | |
| <hr/> | | |
| B- Outdoor advertising board | 8*5m, limited pieces, first order first served. | RMB 35,000/piece |
| <hr/> | | |
| C- Windmaster ads | 1*2m | RMB 16,000/4 pieces |
| <hr/> | | |
| D- Hanging banner ads | 4*3m, at booth location | RMB 30,000/double sided |
| <hr/> | | |
| E- Joint hanging banner ads | 4*1.5m, Max. 2 in each exhibit area, at hall centre, double sided, Logo & Booth each area one sponsor | RMB 25,000/double sided |
| <hr/> | | |
| F- Flag ads in the corridor | 15,000/ piece/double-sided
40,000/3 pieces/double-sided
70,000/5 pieces/double-sided | |
| Corridor (South Lounge to Hall W1) 3.5*1.2m
Corridor (North Lounge to Hall W5) 5*1.2m
Corridor (Hall W1-W5) 5*1.2m
Limited quantity on first come first serve basis | | |
| <hr/> | | |
| G- Board ads at corridor | 2m*3.5m, limited pieces, first order first served. | RMB 25,000/piece |
| <hr/> | | |
| H- Ads at the Glass Wall in the Connecting Corridor | 8.55m*2.32m | RMB 20,000/piece |
| <hr/> | | |
| I- LED ads in the entrance hall | 6 exhibitors at most | RMB 20,000/100 s/3 days |
| <hr/> | | |
| J- Internet lounge & Visitor lobby sponsorship | 4 exhibitors at most | RMB 30,000 |
| With your company logo and material display for free. | | |

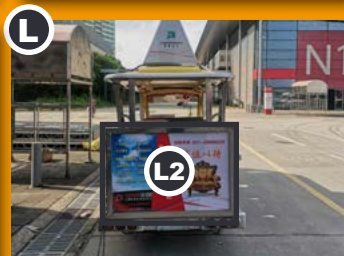


3. ONSITE ADVERTISEMENT OPPORTUNITIES

Advertisement on-site is the best way to promote you and your brand during the exhibition. It can also direct your potential buyers to your booth.

RATES INCLUDING PRODUCTION FEE (EXCEPT THE VIDEO AD)

K1- Interior floor sticker	2*2m	RMB 8,000/piece
K2- Exterior floor sticker	2*2m	
Corridor floor sticker outside the hall (1 exhibitor, 4 stickers / hall)		RMB 25,000
Exclusive floor sticker (4 halls, 16 stickers in total)		RMB 100,000
L1- Shuttle bus roof ads	2.4*0.7m, single sided, 3 exhibitors at most	RMB 15,000/3 days
L2- Shuttle bus back ads	1.3*0.9m, single sided, 3 exhibitors at most	RMB 8,000/3 days
L3- shuttle bus point ads	2*1m, 2 exhibitors only	RMB 10,000/3 days
M- Two sided boards at inner square	4*5m, Single sided, 6 exhibitors at most	RMB 28,000/side
N- Visitor form filling counter	0.6*0.5m, 2 exhibitors at most, Logo & Booth No.	RMB 30,000/piece
O- Lamp Post Banners	1.6*0.6m, 1 exhibitor only From Pudong Kerry Center to the North Entrance, SNIEC	RMB 55,000/12 pairs/3 days
P- Hall W5 exterior billboard	8*5m, two pieces on both sides, 4 exhibitors at most	RMB 32,000/piece
Q- Visitors guide and exhibition layout logo (billboard)	Logo on the floor plan and exhibitor list	RMB 5,000
R- Glasswall ads outside the halls		
Hall W5	17*10m	RMB 80,000/piece/3 days
Hall W1-W4	17*7m	RMB 60,000/piece/3 days (Minimum 2 pieces)



3. ONSITE ADVERTISEMENT OPPORTUNITIES

Advertisement on-site is the best way to promote you and your brand during the exhibition. It can also direct your potential buyers to your booth.

RATES INCLUDING PRODUCTION FEE (EXCEPT THE VIDEO AD)

T- Restroom Advertising Space at T-Hall	40*60cm
T1- Restroom Advertising Space at Entrance Hall	RMB 16,000
Including restroom doors, wall posters (only one restroom for men and one for women)	
T2- Restroom Advertising Space in Exhibition Halls	RMB 10,000
Including restroom doors, wall posters (only one restroom for men and one for women)	
U- Portable flagpole	RMB 12,000
5 ads/hall, total 5 halls	
V1- Glass Wall Advertisement	
22*7.2m(H)	RMB 150,000/piece
	RMB 240,000/2 pieces/Hall
Facing the interior square	
V2- Glass Corridor Advertisement	
15*5m(H)	RMB 70,000/piece
30*5m(H)	RMB 126,000/2 pieces
1 exhibitor only, Space corridor between Hall W4-W5	
W1- Glass Wall (SNIEC corridor), Kerry Hotel Pudong	
	RMB 260,000/3 days
W2- Glass sticker at Metro station, Kerry Hotel Pudong	
	RMB 280,000/3 days
W3- LED ads at the metro lounge, Kerry Hotel Pudong	
1080*1920px	RMB 75,000/3 days
1 exhibitor only	
the No.1 Exit (Kerry Center) at Huamulu Station, Line 7	



4. SPONSORSHIP

4.1 PRINT ADS ON BAGS



Double-sided ads, exhibition picture on one side and sponsor's picture on the other; Confirm with the organizer before production. The organizer distributes to the visitors.

4.1 PRINT ADS ON BAGS

Print ads on bags

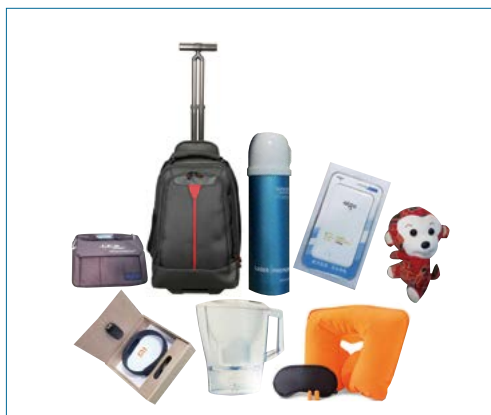
At least one side of the bags should be show's image
(production cost not included)

RMB 10,000/5,000 pieces

When Laser China is entrusted to produce

RMB 30,000/5,000 pieces

4.2 GIFTS



Gifts are always welcome. LASER World of PHOTONICS CHINA organizer can help distribute your gifts to pre-registered quality visitors. A carefully selected exquisite gift may imprint your brand and image in the visitors' mind.

4.2 GIFTS

Gifts (production cost not included)

RMB 1,000/500 pieces

Confirm your gifts with the organizers.

The organizers will help distribute to VIPs and quality visitors.

Your gifts shall bear the logos of the exhibition

4.3 MEAL COUPONS

Meal coupons will be distributed to visiting groups, pre-registered VIP visitors. The coupons will bear company names, logos and booth numbers.



4.3 MEAL COUPONS

Meal coupon

(production and design costs included)

RMB 5,000/1,000 pieces

5. CONFERENCE SPONSORSHIP OPPORTUNITIES

PHOTONICS CONGRESS CHINA

PHOTONICS CONGRESS CHINA 2024, with rich topics and highlights concerning new findings and progress in optical technology, laser technology, advanced lasers, infrared technology, lithography technology, optical communication, will be held along with LASER World of PHOTONICS CHINA 2024. At the same time, the rich and wonderful conferences and LASER World of PHOTONICS CHINA 2024 will focus on application scenarios such as semiconductor, new energy, automotive engineering, human intelligence, biomedicine, and AR/VR, closely connect science, R&D, and industrial applications, providing scientific and theoretical support for the drawing of industry development blueprints, and endowing industry development with more unique practical value.

POPULAR ITEM

- conference badge/lanyard/bag
- conference bag insert
- conference abstract
- conference LED screen
- conference showing stand
- conference website
- speech period
- package

MORE INFORMATION ABOUT SPONSORSHIP, PLEASE CONTACT

Grace Qu
Tel.: 86 21 2020 5543
Fax: 86 21 2020 5688
grace.qu@mm-sh.com



MULTI-MEDIA MARKETING SERVICES ORDER FORM

FAX REPLY or EMAIL to
Messe München Shanghai

Nettie Yang
Tel.: +86-21-2020 5500
Fax: +86-21-2020 5688
Email: laser@mm-sh.com

Company: _____

Booth No.: _____

Country: _____

Contact: _____

Tel: _____

Fax: _____

Address: _____

E-mail: _____

PLEASE SELECT

1. DIGITAL MEDIA

1.1 OFFICIAL WEBSITE

1.1.1 HOMEPAGE

- ☐ Scrolling Banner 980*360pixel RMB 9,800/month 1 slot only, 5 seconds/frame
- ☐ Medium Rectangle 290*120pixel RMB 6,000/month 3 slots only
- ☐ Skyscraper Banner 120*600pixel RMB 6,000/month 1 slot only

1.1.2 INNER PAGE

- ☐ A-Banner 728*90pixel RMB 6,000/month 1 slot only
- ☐ B-Banner 300*250 pixel RMB 4,000/month
- ☐ C-Banner 140*70 pixel RMB 4,000/month
- ☐ D-Banner 468*60 pixel RMB 2,500/month

1.1.3 PRE-REGISTRATION PAGE

- ☐ Ads at official website & wechat pre-registration page
728*90 pixel RMB 20,000 1 slot only

1.1.4 ELECTRONIC VISITOR BADGE ADS

- ☐ Electronic visitor badge ads 105*90mm RMB 10,000 2 slots only

1.2 ADVERTISEMENTS ON OFFICIAL WECHAT PLATFORM

- ☐ Wechat top ad 640*110 pixel RMB 8,000/piece
- ☐ Call for technical article, promoted via wechat Free

1.3 ONLINE CATALOG

- ☐ A-Banner 728*90pixel RMB 8,000 1 slot only
- ☐ B-Banner 300*250pixel RMB 2,000

1.4 OFFICIAL SHOW E-NEWSLETTER

- ☐ Leaderboard Banner 620*80pixel RMB 5,000/edition 1 slot only
- ☐ Inner banner link to exhibitor's page of online catalogue RMB 2,000/edition

1.5 EDM - CUSTOMIZED EMAIL PROMOTION

- ☐ Customized EDM RMB 10,000/10,000 addresses

1.6 WEBINARS

- ☐ RMB 15,000/Session
- ☐ RMB 25,000/2 Sessions
- ☐ RMB 36,000/3 Sessions

1.7 ONLINE SHOWROOM

- ☐ Exhibitors introduction Free
- ☐ Exhibitor news Free
- ☐ Banner 1500*1000pixel RMB 9,800/month 3 slots only

2. PRINT MEDIA

2.1 ONSITE CATALOG/ VISITORS GUIDE

- | | | |
|--|---|--|
| <input type="checkbox"/> Gatefold advertisement RMB 33,000 | <input type="checkbox"/> Inside 1st 4C page RMB 18,000 | <input type="checkbox"/> Inside 1/3 page vertical RMB 4,000 |
| <input type="checkbox"/> Back cover RMB 30,000 | <input type="checkbox"/> Inside 4C page RMB 15,000 | <input type="checkbox"/> Inside 1/3 page horizon RMB 4,000 |
| <input type="checkbox"/> Inside front cover RMB 20,000 | <input type="checkbox"/> Inside 1/2 page vertical RMB 6,000 | <input type="checkbox"/> Visitors guide and exhibition layout logo (billboard) RMB 5,000 |
| <input type="checkbox"/> Inside back cover RMB 18,000 | <input type="checkbox"/> Inside 1/2 page horizon RMB 6,000 | <input type="checkbox"/> Logo on the floor plan and exhibitor list |

3. ONSITE ADVERTISEMENT OPPORTUNITIES (EXCEPT THE VIDEO AD)

- | | |
|--|--|
| <input type="checkbox"/> Visitor badge 9.5*3.5cm RMB 40,000 | <input type="checkbox"/> Visitor form filling counter 0.6*0.5m RMB 30,000 /piece |
| <input type="checkbox"/> Visitor lanyard RMB 40,000 | <input type="checkbox"/> Lamp Post Banners 1.6*0.6m RMB 55,000/12 pairs/3 days |
| <input type="checkbox"/> Outdoor advertising board 8*5m RMB 35,000/piece | <input type="checkbox"/> Hall W5 exterior billboard 8*5m RMB 32,000/piece |
| <input type="checkbox"/> Windmaster ads 1*2m RMB 16,000/4 pieces | <input type="checkbox"/> Visitors guide and exhibition layout logo (billboard) RMB 5,000 |
| <input type="checkbox"/> Hanging banner ads 4*3m RMB 30,000/double sided | <input type="checkbox"/> Logo on the floor plan and exhibitor list |
| <input type="checkbox"/> Joint hanging banner ads 4*1.5m RMB 25,000/double sided | <input type="checkbox"/> Glasswall ads outside the halls |
| <input type="checkbox"/> Flag ads in the corridor | <input type="checkbox"/> Hall W5 17*10m RMB 80,000/piece/3 days |
| Corridor (South Lounge to Hall W1) 3.5*1.2m RMB 40,000/3 pieces/double-sided | <input type="checkbox"/> Hall W1-W4 17*7m RMB 60,000/piece/3 days |
| Corridor (North Lounge to Hall W5) 5*1.2m RMB 70,000/5 pieces/double-sided | <input type="checkbox"/> Restroom Advertising Space at Entrance Hall RMB 16,000 |
| Corridor (Hall W1-W5) 5*1.2m RMB 70,000/5 pieces/double-sided | <input type="checkbox"/> Restroom Advertising Space in Exhibition Halls RMB 10,000 |
| <input type="checkbox"/> Board ads at corridor 2m*3.5m RMB 25,000/piece | <input type="checkbox"/> 40*60cm, Including restroom doors, wall posters (only one restroom for men and one for women) |
| <input type="checkbox"/> Ads at the Glass Wall in the Connecting Corridor 8.55m*2.32m RMB 20,000/piece | <input type="checkbox"/> Portable flagpole RMB 12,000 |
| <input type="checkbox"/> LED Video ads in the entrance hall RMB 20,000/100 s/3 days | <input type="checkbox"/> Glass Wall Advertisement 22*7.2m RMB 150,000/piece |
| <input type="checkbox"/> Internet lounge & Visitor lobby sponsorship RMB 30,000 | <input type="checkbox"/> Glass Wall Advertisement 22*7.2m RMB 240,000/2 pieces/Hall |
| <input type="checkbox"/> Interior floor sticker 2*2m RMB 8,000/piece | <input type="checkbox"/> Glass Corridor Advertisement 15*5m RMB 70,000/piece |
| <input type="checkbox"/> Corridor floor sticker outside the hall 2*2m RMB 25,000 | <input type="checkbox"/> Glass Corridor Advertisement 30*5m RMB 126,000/2 pieces |
| <input type="checkbox"/> Exclusive floor sticker 2*2m RMB 100,000 | <input type="checkbox"/> Glass Wall (SNIEC corridor), Kerry Hotel Pudong RMB 260,000/3 days |
| <input type="checkbox"/> Shuttle bus roof ads 2.4*0.7m RMB 15,000/3 days | <input type="checkbox"/> Glass sticker at Metro station, Kerry Hotel Pudong RMB 280,000/3 days |
| <input type="checkbox"/> Shuttle bus back ads 1.3*0.9m RMB 8,000/3 days | <input type="checkbox"/> LED ads at the metro lounge, Kerry Hotel Pudong 1080*1920px, RMB 75,000/3 days |
| <input type="checkbox"/> Shuttle bus point ads 2*1m RMB 10,000/3 days | |
| <input type="checkbox"/> Two sided boards at inner square 4*5m RMB 28,000/side | |

4. SPONSORSHIP

- | | |
|---|---|
| <input type="checkbox"/> Print ads on bags RMB 10,000/5,000 pieces | <input type="checkbox"/> Gifts RMB 1,000/500 pieces |
| <input type="checkbox"/> When Laser China is entrusted to produce RMB 30,000/5,000 pieces | <input type="checkbox"/> Meal coupon RMB 5,000/1,000 pieces |

5. CONFERENCE SPONSORSHIP OPPORTUNITIES

- | | |
|---|---|
| <input type="checkbox"/> conference badge/lanyard/bag | <input type="checkbox"/> conference showing stand |
| <input type="checkbox"/> conference bag insert | <input type="checkbox"/> conference website |
| <input type="checkbox"/> conference abstract | <input type="checkbox"/> speech period |
| <input type="checkbox"/> conference LED screen | <input type="checkbox"/> package |

MORE INFORMATION ABOUT SPONSORSHIP, PLEASE CONTACT

Grace Qu
Tel.: 86 21 2020 5543 Fax: 86 21 2020 5688 grace.qu@mm-sh.com

Terms of Sponsorship

1. Application for Sponsorship and Sponsorship Contract

All potential sponsors wishing to take part in the event must express their wish to do so by fully as well as faithfully completing and signing – with a legally binding signature – the application form (“Application Form”) and submitting it to Messe Muenchen Shanghai Co., Ltd. (“MM-SH”) (facsimile or scanned copies are deemed as legally valid) at the earliest opportunity (at the latest by the application deadline). The applying sponsor may keep a photocopy of the application. By submitting the application, the applying sponsor expresses to MM-SH its keen interest to be a sponsor (“Sponsor”).

When an applying sponsor submits the Application Form, it means that the sponsor acknowledges and observes the Terms of Sponsorship under the Application Form, and a sponsorship contract (“Sponsorship Contract”) shall also be deemed to have been entered into with MM-SH in relation to contents of the sponsorship and related services. The Application Form submitted by the applying sponsor (including the Terms of Sponsorship), the Marketing Sponsorship Manual, and the sponsorship package (if any) made by MM-SH for the Sponsor are indispensable parts of the Sponsorship Contract, which has legally binding force on both parties. Without prior written consent of MM-SH, the Sponsor shall not transfer any part or all of its rights and obligations under the Sponsorship Contract to any third party.

2. Sponsorship Fees

The details of the sponsorship fees are specified in the Application Form.

The sponsorship fees include extensive services provided by MM-SH, such as consultation and planning advice, sponsorship package preparation and technical assistance, etc.

The prices under the Application Form include 6% value-added tax. If the tax authority in China adjusts the tax type or tax rate before MM-SH issues the fapiao, MM-SH has the right to calculate the tax amount and issue the corresponding fapiao according to the new tax type and tax rate from the date when the tax authority in China adjusts the tax type or tax rate. In case of any further tax requirements in the Sponsor's state / country of residence, such taxes shall be borne by the Sponsor. The Sponsor must pay the sponsorship fees first and MM-SH will subsequently issue the respective fapiao (tax inclusive).

After receipt of the Application Form, MM-SH will, within reasonable time, issue an invoice for the advance payment. The specific requirements of the payment shall be subject to such invoice. If the applicant reduces the sponsorship services at its own discretion, the advance payment for the reduced services will not be refunded but still be a part of the sponsorship fees.

The amounts specified in the invoice shall be paid immediately, unless other payment due time is specified therein. Payment of sponsorship fees is an essential condition for obtaining sponsorship services.

Before the Sponsor fulfills its payment obligation to MM-SH for the ordered services, MM-SH has the right to refuse to provide any related services to such Sponsor. This shall in particular apply to those Sponsors who have failed to perform or perform in a timely manner the payment obligations to the organizer.

Should the Sponsor wish to have a fapiao reissued because the company name, tax number or address of the recipient of the fapiao has changed, the Sponsor is obliged to pay MM-SH a sum amounting to RMB 450 plus any governmental tax and charges for each change of fapiao. If the reissuance of the fapiao is caused due to mistakes of MM-SH, the Sponsor is not required to assume the cost for the reissuance.

3. Payment Terms

The deadlines for payment given in the invoices must be observed. Payment in full and in due time of the amounts invoiced is a condition for obtaining the sponsorship services. The Sponsor will receive invoices for all additional charges (e.g. technical services) with the confirmation of the order; they are to be paid by the Sponsor immediately on receipt thereof. All invoiced amounts in all MM-SH invoices are to be paid in RMB, without deductions and free of all charges (i.e. **bank transfer fee and charges for the transferring via bank account shall be paid by the Sponsor**), by credit transfer to the account specified in the invoices. The beneficiary' s bank account information is as follows:

Beneficiary: Messe Muenchen Shanghai Co., Ltd.
Bank: ICBC Shanghai Branch, No.2 Business Department

Account No.: 1001190709016219311
Swift code: ICBKCNBJSHI

4. Withdrawal from Contract

If the sponsorship package which has been confirmed by MM-SH and the Sponsor in writing is subsequently changed so much by MM-SH that the Sponsor can no longer be reasonably expected to accept, **the Sponsor is entitled to withdraw from the Sponsor Contract within one week of receiving the written notification by MM-SH.** Otherwise, apart from the statutory rights to withdraw from contracts, the Sponsor has no right to withdraw from the Contract. **If the Sponsor withdraws from the Contract unilaterally after submitting the Application Form, it shall be liable for actual cost occurred in relation to the matters of sponsorship and compensation for all direct losses incurred by MM-SH for such withdrawal.**

MM-SH is entitled to withdraw from the Sponsor Contract if the Sponsor fails to fulfill its payment obligations to MM-SH in time. For such purpose “in time” means MM-SH has extended the deadline for the payment by 5 days and the Sponsor shall fulfill the payment obligation within this grace period. MM-SH is also entitled to withdraw from the Contract if the Sponsor breaches any stipulation under the Sponsorship Contract, and MM-SH shall no longer be reasonably expected to adhere to the Contract. In the aforementioned cases MM-SH is entitled not only to withdraw from the Contract but also to demand from the Sponsor 100% of the sponsorship fees as compensation. MM-SH' s right to claim further losses and damages remains unaffected.

5. Force Majeure

If MM-SH is compelled, as a result of force majeure (e.g. natural disasters such as earthquakes, droughts, tsunamis, typhoons, hurricanes and floods, or fires, war, riots, terrorism, acts of government, epidemics, hacker attacks, network failures, power outages, major disruptions due to technical adjustments by the telecommunications department, shutdowns due to government controls, virus attacks, etc.) or other circumstances beyond its control, to postpone or change any sponsorship service, the Sponsor shall not be entitled to withdraw or cancel the Contract, nor have any other claims against MM-SH, in particular claims for damages. If MM-SH cancels or no longer provides the sponsorship services as a result of force majeure or other circumstances beyond its control, or because it has become unreasonable for MM-SH to provide the sponsorship services, MM-SH is not liable for damages and disadvantages to the Sponsor arising from such no more provision of the sponsorship services as a result of the above situations.

6. Sponsor 's Undertakings and Warranties

- 6.1 The Sponsor represents and warrants that, it owns the intellectual property rights of the Published Contents during the marketing sponsorship services, or it has been legally authorized by the lawful right owner in advance. The Sponsor shall take legal liabilities on its own for the ownership of the intellectual property rights of all the marketing materials provided by itself.
- 6.2 If the sponsorship services involve any link to the Sponsor' s website, the Sponsor shall ensure the legitimacy and security of such website link, and ensure that it does not involve any infringement. The Sponsor shall bear any loss and liability caused by violation of this warranty.
- 6.3 If the Sponsor publishes contents that contain professional information of industries such as meteorology, education, healthcare, transportation, finance, film and television, animation, publication and information, or contain information of public figures, celebrities, personal icons, marks or body languages, etc., the Sponsor shall ensure that it owns the lawful right to use and right of portrait, etc.
- 6.4 The Sponsor warrants that the pictures, videos, Logos, drafts of advertising design, articles and other marketing materials published through marketing sponsorship services (hereinafter referred to as the “Published Contents”) shall not infringe the legal rights of any third party (including but not limited to copyright, trademark, right of portrait, etc.). If the Published Contents from the Sponsor infringe any legal right of a third party, the Sponsor will bear relevant legal liabilities and risks. If MM-SH is involved in any lawsuit, claim or other judicial proceedings because the Published Contents from the Sponsor infringe the legal right of a third party (hereinafter referred to as the “Infringement Proceedings”), the Sponsor agrees to handle the Infringement Proceedings and make compensation as follows:
 - 1) MM-SH informs the Sponsor of the abovementioned Infringement Proceedings promptly after the occurrence thereof, and suspends the marketing sponsorship services to the Sponsor during the abovementioned Infringement Proceedings.
 - 2) The Sponsor shall, after receiving the written notice from MM-SH and for the interest of MM-SH, designate representative(s) to participate in the abovementioned Infringement Proceedings brought by the third party, and shall provide MM-SH with necessary support and assistance regarding litigation strategies and other matters during the abovementioned Infringement Proceedings, and shall bear all expenses incurred such as the legal costs, attorney fees, travel expenses, settlement amount, or damages decided in effective legal instruments.
 - 3) MM-SH is entitled to require the Sponsor to bear the liability for breach of contract according to the provisions on the liability for breach of contract under these terms and conditions.
- 6.5 If the Sponsor provides gifts in physical form, the Sponsor shall ensure the quality and transportation of such gifts that it is responsible to provide, guarantee that such gifts are compliant with national or industrial standards and qualified upon inspection and examination, and are delivered to the place designated by MM-SH. The Sponsor shall guarantee that the products' packages are intact and the logos and marks are complete. In case of punishment, legal liabilities, claims from a third party, or even relevant lawsuit proceedings arising due to product quality, the Sponsor shall unconditionally and independently assume all indemnify liabilities and consequences arising therefrom, for all of which MM-SH is irrelevant.

- 6.6 If the Sponsor violates any above provision, MM-SH is entitled to modify or delete relevant contents or stop providing the Sponsor with services. The Sponsor shall bear all liabilities for such violation and compensate MM-SH all losses caused thereby (including but not limited to the compensation paid to a third party, penalties, etc.).

7. Disclaimer

- 7.1 The marketing contents are provided by the Sponsor, and MM-SH shall not be responsible for the correctness, completeness and up-to-date status of the contents.
- 7.2 If the online marketing contains a link to an external website of a third party, under any circumstances the website provider or operator shall be responsible for the contents of the linked website, and MM-SH shall not be liable therefor.
- 7.3 MM-SH particularly reserves the right to modify or extend the contents provided by the platforms involved in the digital marketing channels without separate notice. MM-SH shall not bear the liability to compensate any direct or indirect loss caused by the information provided by the Sponsor.
- 7.4 MM-SH shall not bear any legal liability for the Sponsor's any loss from the marketing promotion, including but not limited to losses caused by mistakes, omissions, virus, etc. of relevant contents.
- 7.5 Under no circumstances shall MM-SH be liable for any indirect, consequential, disciplinary, incidental or special damages arising out of the Sponsor's receiving the marketing sponsorship services, including the profit loss suffered by the Sponsor as a result of the Sponsor's use of the sponsorship services.
- 7.6 MM-SH is not obliged but has the right to review the Published Contents provided by the Sponsor. If it finds that such Published Contents do not comply with national laws, regulations, or policies and rules, or that the Published Contents may infringe upon the lawful rights and interests of other parties, or it finds other situations which MM-SH deems as inconformity, MM-SH is entitled to refuse to publish such contents without any liability.

8. Special Terms on Live-streaming

8.1 Published Contents for Live-streaming

When it submits the Application Form, the Sponsor shall also submit the information to MM-SH such as the theme, time, hosting speaker of the live-streaming and the Published Contents for the live-streaming. The Published Contents of the Sponsor shall be subject to the confirmation by MM-SH, and the time schedule of the Sponsor's live-streaming shall be arranged by MM-SH in light of the actual condition. MM-SH has right to review the Published Contents provided by the Sponsor. If it finds that any Published Content provided by the Sponsor does not comply with national laws and regulations, or policies and rules, or that the Published Contents may infringe upon the lawful rights and interests of other parties, or it finds other situations which MM-SH deems as inconformity, MM-SH is entitled to refuse to publish such contents without any liability. However, this provision shall not be deemed as a guarantee provided by MM-SH on the legitimacy of the Published Contents of the Sponsor. The Sponsor itself shall guarantee the authenticity and legitimacy of the Published Contents and bear all the liabilities arising therefrom.

8.2 Code of Conduct for the Sponsor

The Sponsor shall not conduct any of the followings:

- 1) To transfer the ordered sponsorship services to any third party without prior written consent of MM-SH.
- 2) To modify by any means the Published Contents and relevant elements (including but not limited to the theme, hosting speaker, pictures, links, etc. of the live-streaming), and to connect the link to any product that is irrelevant to the live-streaming.
- 3) To try to crack the source code of the live-streaming software by reverse engineering, decompile or other means.
- 4) To generate invalid traffic and/or fake traffic, impressions, clicks, etc. by any technical means or other improper means (including but not limited to underground industry, traffic purchase, forcing/inducing users to repeatedly click/visit, to repeatedly click/visit links/websites through technical scripts or cheating software).
- 5) To get traffic in the live-streaming platform, improper benefits by improper means, disturbing the order of the live-streaming platform.
- 6) To spread junk mails, harassing mails and e-mail advertisements, and make junk phone calls, harassing phone calls, all of which violate relevant national laws and regulations or are adverse to MM-SH.
- 7) To spread advertisements that are undesirable or without request, or spread texts, voice messages and videos that contain reactionary, pornographic and other harmful information through live-streaming service. To sell its own or a third party's products or services during the live-streaming.
- 8) To livestream following information or contents by using the source and services provided by the live-streaming service or to facilitate the livestreaming of such information by other people:
 - a) political propaganda and/or news and information that violate national regulations;
 - b) information involving national secrets and/or security;
 - c) feudal and superstition information and/or obscene, pornographic,

indecent information or information on abetting crime;

- d) lottery, gambling games, "private servers", "cheating plugs-in" and other illegal internet publication activities;
 - e) information that violates national ethnic and religious policies;
 - f) information that interferes with the security of the Internet operation;
 - g) information that infringes on the legitimate rights and interests of others and/or other information or contents that are harmful to the social order, social security and public morality;
 - h) other contents that violate laws and regulations, departmental rules or national policies.
- 9) To build or use relevant devices or configuration to run programmes or process that is irrelevant to the purchased services, resulting in taking up the server memory, CPU or the internet bandwidth source in the platform formed by large amount of the sources of the live-streaming platform (such as the internet bandwidth or the storage space), interrupting the smooth connection between the live-streaming and the Internet, or between the live-streaming and the specific network or server, and within the live-streaming, or causing the server to go down or crash where the website of the products and services in the live-streaming platform is or where other live-streaming users are, or causing the products/application in the live-streaming platform inaccessible by users, etc.
- 10) To make or try to make any alteration to the system configuration of the live-streaming platform or to break the system security.
- 11) To reversely decompile the source code of the live-streaming platform without permission, including but not limited to obtaining the video source address, stream-extract address without permission, or extracting stream by a video download address.
- 12) To conduct other activities that violate laws, regulations, these terms and conditions or infringe on a third party's lawful rights, and influence (or may influence) the reputation of MM-SH and its affiliates or any third party.
- If the Sponsor violates the above provisions, MM-SH or the live-streaming platform has the right to take corresponding measures according to the situation, including but not limited to terminating/suspending this service immediately, maintaining relevant records, reporting to relevant competent authority or deleting relevant information.

8.3 Regulations on the Live-streaming Contents

- 1) The Sponsor shall warrant that, its Published Contents shall comply with laws, regulations and other regulatory documents, these terms and conditions, and shall not infringe on the intellectual property rights and other lawful rights and interests of MM-SH and/or any third party. The Published Contents shall be present in healthy forms and shall be objective and real.
- 2) All the contents published or spread by the Sponsor through the live-streaming service shall not violate relevant laws and regulations such as the Advertising Law, and shall not contain any content that is prohibited from publishing by the live-streaming platform or MM-SH.
- 3) The sponsor shall warrant that the live-streaming contents published or spread (including the live-streaming theme, guiding image, video trailer, etc.):
 - a) shall not contain untrue, false or exaggerated promotion, or mislead audience by any means;
 - b) shall not contain negative information about any other third party and/or its commodities, or derogate such third party and/or its commodities, maliciously or by comparison;
 - c) shall not use any improper marketing means (including but not limited to marketing by using trending topics and contents, marketing by using fake and fictional experience, or using false promises (e.g. promising users a free gift with purchase when there is no free gift), etc.);
 - d) shall not, during the live-streaming and without approval, allow access to any link or any QR code of a third party's platform, or present information such as QR codes and contact information of any individual (including We-media influencers themselves) or seller, and/or other pictures or texts with advertising and sales intention.

8.4 Liability Assumption

- 1) The Sponsor is aware and acknowledges that, given the special nature of computers and the Internet, the followings will not be considered as a breach of contract by MM-SH:
 - a) Short interruptions in service when the live-streaming platform or live-streaming service is undergoing server configuration and maintenance;
 - b) Reduced uplink or downlink speed to the Sponsor's website due to problems such as blocked access or weakened signals on the Internet;
 - c) Interruption of live-streaming service or failure to meet the requirements of the Sponsor due to force majeure, computer virus or hacker attack, adjustment of relevant competent national authorities and operators, system instability, location of the Sponsor, shut-down by the Sponsor and any other problems of technologies, the Internet and telecommunication lines, etc.;
 - d) Defects in the live-streaming service due to unavoidable defects in the state of the art of the industry (e.g. MM-SH is unable to guarantee that

the Sponsor's data storage is absolutely secure);

- e) MM-SH is unable to guarantee that the data and materials stored by the Sponsor under this Agreement will not lose, and will not bear any liability for the Sponsor's data storage or results of data backup. The Sponsor is obligated and has responsibility to the secondary storage and backup of its own data and materials.
- 2) The Sponsor shall be aware and acknowledge that its use of the live-streaming sponsorship service may be exposed to risks from any third party, including threatening, libel or illegal contents or activities, or anonymous or impostor information infringing upon other people's lawful rights and interests, and the Sponsor shall bear all the risks above by itself. MM-SH will not provide any type of guarantee, whether express or implied, for the provided live-streaming sponsorship services, including any implied guarantee and conditions on the truthfulness, applicability, ownership and non-infringement of all relevant information, and will not bear any liability for any direct, indirect, incidental, special and subsequent damages caused by the improper or illegal use of the live-streaming sponsorship service by the Sponsor arising therefrom.
- 3) The Sponsor shall bear all the following liabilities and compensation on its own and fully compensate MM-SH if MM-SH suffers any damages because of the followings:
 - a) Any claim or request by any third party arising out of any infringement of any rights or interests of others by data stored or live content initiated by the Sponsor through the live streaming;
 - b) Claims or requests by any third party due to the Sponsor's breach of these terms and conditions;
 - c) Any legal liability resulting from any breach of these terms and conditions by the Sponsor;
 - d) Any dispute between the Sponsor and any audience over the products or services promoted during the live-streaming;
 - e) Any legal liability caused by the data and materials stored during the live-streaming service by the Sponsor.

9. Intellectual Property Rights

The Sponsor warrants that the promotional materials and publicity materials provided do not infringe on any third party's legal rights including but not limited to intellectual property rights such as trademarks, copyrights, designs, patents, whether registered or otherwise confirmed, and other legitimate rights and interests.

If MM-SH considers that the promotional materials provided by the Sponsor violate relevant laws and regulations or infringe on the intellectual property rights and other legitimate rights of third parties, MM-SH shall have the right to terminate the Sponsorship Contract and refuse to provide the corresponding sponsorship services, and the sponsorship fees shall not be refunded and the Sponsor shall compensate MM-SH for all losses caused to MM-SH. In the event that MM-SH is subject to any administrative penalties, judicial proceedings and claims by third parties in relation to the aforementioned infringements by the Sponsor, the Sponsor shall be fully liable for the resulting damages, including but not limited to responding to the litigation in court, receiving investigations, and responding to and paying compensation to third parties.

The Sponsor shall actively cooperate for the supervision and administration with the intellectual property administration and judicial authorities, as well as for on-site evidence collection, investigation and questioning, etc. The Sponsor shall accept the relevant authorities' handling decisions and withdraw the alleged infringing promotional materials or related materials, and MM-SH shall also have the right to request the removal of any alleged infringing promotional materials or related materials.

10. Verbal Agreement

All verbal agreements, individual and special arrangements are valid only with MM-SH's written confirmation.

11. Place of Performance, Applicable Law

Shanghai shall be the place of performance, also for all financial obligations. The law of the People's Republic of China shall apply.

12. Jurisdiction, Arbitration Agreement

The following shall apply to Sponsors incorporated in the PR of China:

In the event of any dispute, controversy or claim (collectively, "dispute") arising out of or relating to this Sponsorship Contract, or the breach, termination or invalidity of this Sponsorship Contract, both parties shall attempt in the first instance to resolve such dispute through friendly consultations. If any dispute is not resolved by friendly consultations, then any party shall bring an action at the court which has jurisdiction at the registered address of MM-SH.

The following shall apply to Sponsors incorporated or with their principal place of business outside the PR of China:

In the event of any dispute, controversy or claim (collectively, "dispute") arising out of or relating to this Sponsorship Contract, or the breach, termination or invalidity of this Sponsorship Contract, the both parties shall attempt in the first

instance to resolve such dispute through friendly consultations. If any dispute is not resolved by friendly consultations, then any party shall submit the dispute to Shanghai International Economic and Trade Arbitration Commission for arbitration in Shanghai in accordance with its rules of arbitration procedure.

13. Data Protection

The Sponsor hereby acknowledges and consents that the person-related data of the Sponsor can be processed and used for fulfilling the business purposes of MM-SH as well as being forwarded to third parties in order to fully perform all the above terms relevant to the Sponsorship Contract; the Sponsor further consents that its personal data can be used by third parties for marketing purposes of related trade fairs by affiliated companies of MM-SH, provided that such use of personal data will be in compliance with data protection legislation. The Sponsor confirms and acknowledges that all the Personal Data provided by the Sponsor to MM-SH is legally collected, and the consent of relevant individuals has been obtained for the use of the Personal Data under this Terms of Participation.

14. Severability

Should the provisions set out in the Terms of Sponsorship or Marketing Sponsorship Manual be or become legally invalid or incomplete, the validity of the other provisions or the contract concerned remains unaffected. In such a case, the contracting parties undertake to replace the invalid provision and/or fill the gap with a provision with which the contracting parties are most likely to achieve the economic purpose they pursue.

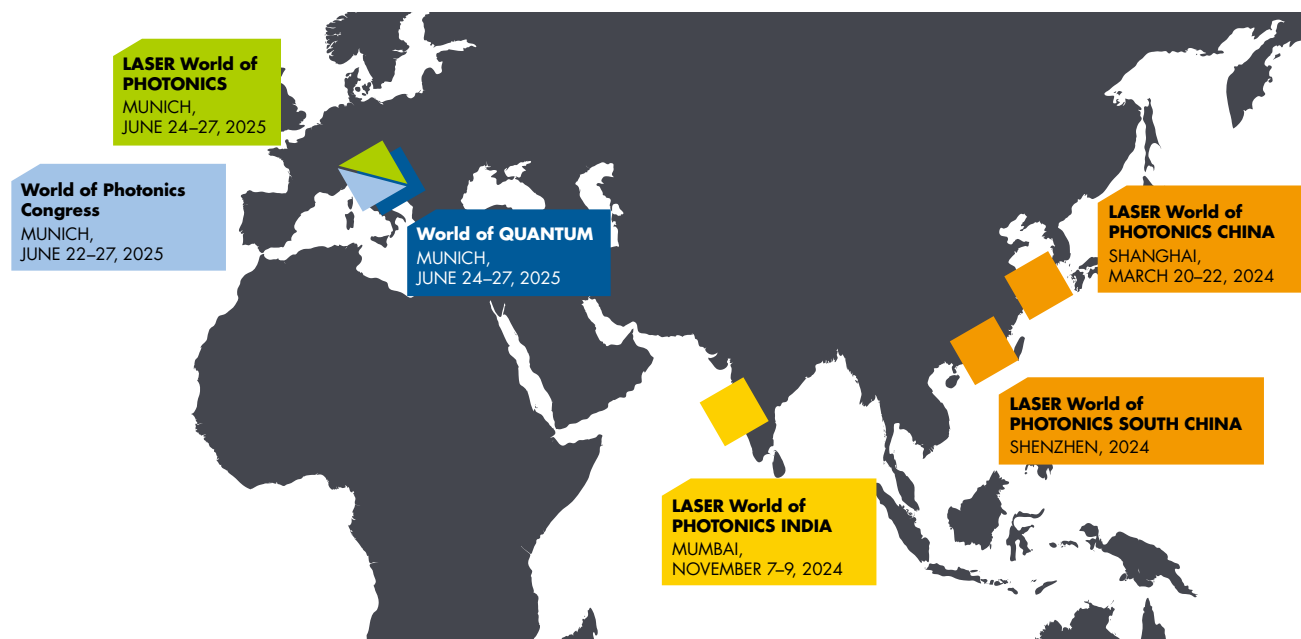
As of July 2021
Messe Muenchen Shanghai Co., Ltd.



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CONTACT US

Messe Muenchen Shanghai Co., Ltd.

Shanghai

Add: 11F, Tower 1, LJZ Financial Holdings Plaza, 1788-1800 Century Avenue, Pudong New Area, Shanghai
Code: 200122
Tel.: +86-21-2020 5500
Fax: +86-21-2020 5688
laser@mm-sh.com

Beijing

Add: Rm. 2908, China Overseas Plaza, No. 8, Guanghua Dongli, Jianguomenwai Avenue, Chaoyang District, Beijing
Code: 100020
Tel.: +86-10-8591 1001*1813
Fax: +86-10-8468 2519
lily.liu@mm-sh.com

Shenzhen

Add: Rm. 1410, International Chamber of Commerce Tower, No. 168, Fuhua 3rd Rd., Futian District, Shenzhen
Code: 518048
Tel.: +86-755-2337 3550
Fax: +86-755-2337 3564
stanley.wang@mm-sh.com

Messe München GmbH

Germany

Add: Messengelände
81823 München Germany
Deutschland/Germany
Tel.: +49-89-949-20-324
Fax: +49-89-949-97-20-324
info@world-of-photonics.com