



Our **NEW-look** Laser Systems Europe platform provides the opportunity to reach end users and integrators wanting to invest in appropriate solutions for their industries and applications.

Achieve **year-round engagement** with opportunities that target key applications, industries and technologies, meaning you can truly segment the messaging in your campaign to the right audience looking for your solutions.

Reach **Chief Technology Officers (CTOs), Integrators, Machine Builders, Technical Directors, Heads of Engineering, Laser Researchers** and other end users of laser technology.

## Product Overview

Laser Systems Europe is a comprehensive multi-platform hub for developments, technology and application trends across the ever-advancing field of industrial laser materials processing.

Influence every stage of the marketing funnel through lead generation, thought leadership, brand awareness and technology-focused content.

## Channel Sponsorship

- Channel leaderboard banner
- Channel lead sponsor - logo
- Channel box ad
- Logo, banner and box ad alongside channel lead article
- Full-page advert in Yearbook

## Application Channel Sponsorship

£20,000

- **Premium case study position** – case study content can be refreshed by the client up to four times a year
- **Premium sponsored content position** (Viewpoint or White Paper) – can be refreshed by the client up to four times a year
- **Exclusive partner content section on channel page** – to include three links to client's own site and can be refreshed up to four times a year
- **Featured product position on chosen application page** and included in a minimum of one email promotion per year
- **1 x case study** featured in Yearbook

### Applications

- Welding
- Cutting
- Cleaning
- Marking & Engraving
- Surface treatment
- Additive manufacturing
- Micromachining
- Process monitoring

## Technology Channel Sponsorship

£20,000

- **Premium sponsored content position** (Viewpoint, White Paper or case study) – can be refreshed by the client up to four times a year
- **Exclusive partner content section on channel page** – to include three links to client's own site and can be refreshed up to four times a year
- **Featured product position on chosen technology page** and included in a minimum of one email promotion per year
- **1 x premium position** in Yearbook 'Technology Round-up'

### Technologies

- Lasers
- Optics
- Safety
- Control & guidance
- Laser systems
- Test & measurement

## Industry Channel Sponsorship

£20,000

- **Premium case study position** – case study content can be refreshed by the client up to four times a year
- **Premium sponsored content position** (Viewpoint or White Paper) – can be refreshed by the client up to four times a year
- **Exclusive partner content section on channel page** – to include three links to client's own site and can be refreshed up to four times a year
- **Featured product position on chosen industry page** and included in a minimum of one email promotion per year
- **1 x case study** featured in Yearbook

### Industries

- Automotive
- Aerospace
- Medical device manufacturing
- Electronics
- Energy production

## Webinar

A chance to position your brand as an expert in a key topic through powerful, engaging content that generates high-quality leads.

**Sole sponsorship**  
£8,000

- Branding on all marketing promotions
- *Laser Systems Europe* as host, moderator and coach
- Pre- and post-event email promotions
- Social media coverage
- MP4 of the webcast for you to keep
- A supplied list of all of the questions asked during the session
- All leads, including opt-in delegate marketing leads

**Editorial sponsorship**  
£2,500

- Branding on all marketing promotions
- All opt-in delegate marketing leads

## White Paper

**Only 5 per channel**  
£1,750

- Hosted online for an entire year
- Promoted via our email and social media campaigns
- Option to gate content and collect quality leads

## Case Study

**Only 5 per channel**  
£2,950

- A case study represents a unique opportunity to present your proven solution through a focused article.
- 750 words and featured image

## Viewpoint

**Only 5 per channel**  
£1,950

Place yourself ahead of your competition as an industry leader and present an opinion on your topic of expertise.

- 750 words and featured image
- Hosted online at *lasersystemseurope.com*
- Promoted by email to our opt-in registered users

## Email

**Newsline banner** £1,200  
**Featured product** £1,100  
(includes listing on website)

## Digital Advertising

**Leaderboard banner** £2,195  
**Box ad** £1,430



## Yearbook

The Yearbook is designed to create a unique perspective of the industry's major trends and strategic shifts, containing topical content on the applications, industries, events, technologies, suppliers and industry associations within the field of industrial laser materials processing. It will be a comprehensive, useful resource for users of laser technology packaged in a bumper print edition, launched alongside Laser World Of Photonics.

**It will answer critical questions for buyers and users of lasers, such as**

- What is the application?
- What industries is it used in?
- What laser equipment is used for it?
- What megatrends are ongoing in this application area?

**Full-Page** £4,500

**Booking deadline:** Friday 12 May, 2023

**Reach out to our experienced team of account managers for more information about the opportunities available for 2023!**

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