

2009 Editorial Calendar



Issue	Issue Focus	Webcasts/ eNewsletters	Industry Events*
January/ February Ad Close: 12/4/08 Mat'l Due: 12/8/08	<ul style="list-style-type: none"> • Microendoscopy • Medical/laser market forecast • Spectroscopy Featured applications: <ul style="list-style-type: none"> • Dermatology • Forensics Instrumentation focus: UV microscopy	Webcast: Molecular imaging eNewsletters: Exhibitor profile newsletter package: BIOS (Deploys: January 7, 16, 23) Exhibitor profile newsletter package: Pittcon (Deploys: February 20, 27; March 6) Jan 7: 2009 Market Forecast Jan 21: Optical Coherence Tomography Feb 4: Biosensors Feb 18: In-Vivo Imaging	BioDevices January 14-17, Porto, Portugal BIOS/Photonics West January 24-29, San Jose, CA* Lab Automation January 25-27, Palm Springs, CA Laser & Optics January 28-30, Tokyo, Japan Association of Biomed Research Facilities February 7-10, Memphis, TN SPIE Medical Imaging February 7-12, Orlando, FL* American Academy of Forensic Scientists February 16-21, Denver, CO The Biophysical Society Annual Meeting February 28 - March 4, Boston, MA American Academy of Dermatology March 6-10, San Francisco, CA Pittcon March 8-13, Chicago, IL*
March/April Ad Close: 2/11 Mat'l Due: 2/13	<ul style="list-style-type: none"> • Deep tissue imaging • Optical coherence tomography • Cardiovascular imaging/treatment Featured applications: <ul style="list-style-type: none"> • Cardiology • Ophthalmology Instrumentation focus: Microscope design software	Webcast: Correlative/multimodal microscopy eNewsletters: Exhibitor profile newsletter package: ASLMS (Deploys: March 13, 20, 27) Mar 4: Spectroscopy Mar 18: Adaptive Optics Apr 1: Laser-Tissue Interaction Apr 15: Cardiovascular Imaging	Laser China 2009 March 17-19, Shanghai, China* Biotechnica America March 17-19, NYC (w/ Interphex)* American College of Cardiology March 28-April 1, Orlando, FL American Society for Laser Medicine & Surgery April 1-5, National Harbor, MD* Experimental Biology April 18-22, New Orleans, LA American Urological Association 2009 April 25-30, Chicago, IL BIOMEDevice April 22-23, Boston, MA* Society for Biomolecular Sciences April 26-30, Lille, France Association for Research in Vision & Ophthalmology 2009 May 3-7, Ft. Lauderdale, FL Immunology (American Association Immunologists) May 8-12, Seattle, WA
May/June Ad Close: 4/15 Mat'l Due: 4/17	<ul style="list-style-type: none"> • Cancer diagnostics/treatment • Photoacoustic tomography • Multiphoton microscopy • Optical biopsy Featured applications: <ul style="list-style-type: none"> • Urology • Oncology Instrumentation focus: New ways to break the diffraction barrier	Webcast: Optical coherence tomography eNewsletters: Microscopy May 20: Ophthalmology Applications June 3: Urology June 17: Deep Tissue Imaging	OPTOmism May 18-20, Santa Clara, CA* BIO International May 18-21, Atlanta, GA* American Society of Clinical Oncology May 29-June 2, Orlando, FL* CLEO/QECC May 31-June 5, Baltimore, MD* Biotech China June 1-3, Shanghai, China Institute of Food Technologists Annual Meeting June 7-9, Anaheim, CA North American Association for Laser Therapy Conference June 11-13, San Francisco, CA International Photodynamic Association World Congress June 11-15, Seattle, WA Society of Nuclear Medicine Annual Meeting June 13-17, Toronto, Canada CLEO Europe/Euro Conference on Biomedical Optics June 14-18, Munich, Germany* International Bio Forum & Bio Expo July 1-3, Tokyo, Japan*
July/August Ad Close: 6/19 Mat'l Due: 6/23	<ul style="list-style-type: none"> • Genomics/proteomics • Cytometry and cell analysis • Molecular imaging • Fluorescence Featured applications: <ul style="list-style-type: none"> • Drug discovery/development • Immunology Instrumentation focus: Biomimetic optics	Webcast: Multiphoton microscopy eNewsletters: July 1: Cancer Diagnostics and Treatment July 15: Photoacoustic Tomography Aug 5: Multiphoton Microscopy Aug 19: Optical Biopsy	Ecological Society of America Annual Meeting August 2-7, Albuquerque, NM Optics + Photonics August 3-7, San Diego, CA*
September/ October Ad Close: 8/20 Mat'l Due: 8/24	<ul style="list-style-type: none"> • Ophthalmology diagnosis, treatment • Femtosecond lasers • Lasik • Laser/tissue interaction Featured applications: <ul style="list-style-type: none"> • Dentistry • Pathology Instrumentation focus: Live-cell imaging	Webcast: Endoscopy eNewsletters: Exhibitor profile newsletter package: AAO (Deploys: October 9, 16, 23) Sept 2: Drug Discovery/Development Sept 16: Photodynamic Therapy Oct 7: Molecular Imaging Oct 21: Cytometry/Cell Analysis	World Molecular Imaging Congress September 23-26, Montreal, Canada American Academy of Otolaryngology Annual Meeting October 4-7, San Diego, CA Biotechnica October 7-9, Hannover, Germany College of American Pathologists October 11-14, Washington, DC Photonex October 14-15, Coventry, U.K.* Frontiers in Optics October 14-16, San Jose, CA* American Dental Association Annual Session October 16-19, San Antonio, TX Clinical Cytometry Meeting October 16-20, Jacksonville, FL American Society of Human Genetics October 20-24, Honolulu, HI American Academy of Ophthalmology October 24-27, San Francisco, CA Neuroscience 2009 October 24-28, Chicago, IL Society for Basic Urological Research November 5-8, New Orleans, LA American College of Gastroenterology Annual Meeting October 23-28, San Diego, CA
November/ December Ad Close: 10/21 Mat'l Due: 10/23	<ul style="list-style-type: none"> • Neurological disease • Cell biology • Excimer lasers Featured applications: <ul style="list-style-type: none"> • Radiology • Neurology Instrumentation focus: Image-viewing software	Webcast: Cytometry/cell analysis eNewsletters: Exhibitor profile newsletter package: ASCB (Deploys: November 6, 13, 20) Nov 4: Genomics/Proteomics Nov 18: Femtosecond Lasers Dec 2: Lasik Dec 16: Oncology	Radiological Society of North America November 29-December 4, Chicago, IL American Society for Cell Biology December 5-9, San Diego, CA

*Printed magazines distributed at event