

# EXHIBITOR CONTRACT



Exhibition Dates: 10–12 May 2011  
 Conference Dates: 9–12 May 2011  
 Rochester Riverside Convention Center  
 Rochester, New York, USA

## COMPANY INFORMATION (Please type or print clearly)

Exhibitor Name \_\_\_\_\_

SPIE Corporate Member  No  Yes Corporate ID# \_\_\_\_\_

University  Company  Government  Publisher  Association  Other \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Prov. \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

General Tel \_\_\_\_\_ General Fax \_\_\_\_\_

General Email \_\_\_\_\_ Web Address \_\_\_\_\_

Parent Company or Publisher Name \_\_\_\_\_

Company's Main Product Line \_\_\_\_\_

The Technical Exhibition is limited to organizations with products or services related to the industry served by the event. See Exhibition Policy #11 for details.

## CONTACT INFORMATION

Exhibitor Contact \_\_\_\_\_ Job Title \_\_\_\_\_

Address (if different from above) \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Advertising Contact \_\_\_\_\_ Email \_\_\_\_\_

## EXHIBITION SPACE Corporate Member rates reflect a 15% discount. For information visit [spie.org/membership](http://spie.org/membership).

Space Type	Quantity	Non Member Fee	SPIE Corp Member Fee
6 ft. Table*	_____ x _____	<input type="checkbox"/> \$1,090	<input type="checkbox"/> \$925 ..... = \$ _____
10 ft. x 10 ft. Booth*	_____ x _____	<input type="checkbox"/> \$2,730	<input type="checkbox"/> \$2,320. .... = \$ _____
Island**	_____ sq. ft. x _____ (dimensions of _____x_____ft.)	<input type="checkbox"/> \$23.90 per sq. ft.	<input type="checkbox"/> \$20.30 per sq. ft. .... = \$ _____

\*Optional corner \_\_\_\_\_ x \$300 per corner (applies to tables and booths only) ..... = \$ \_\_\_\_\_

\*\*Increments of 10ft., 400 sq. ft. minimum

Exhibition Subtotal = \$ \_\_\_\_\_

## SPIE BUYERS GUIDE (Online)

Generate leads year round with a Featured Listing on the SPIE Buyers Guide (Online).

Special Price for **Optifab Exhibitors ONLY**  
 (\$795 value - now only \$495) ..... Buyers Guide Subtotal = \$ \_\_\_\_\_

## SPONSORSHIPS Sponsorships not only extend your brand image, but also drive traffic to your booth.

Featured Exhibitor Package \$920 ..... = \$ \_\_\_\_\_

General Refreshment \$375 ..... = \$ \_\_\_\_\_

**Send me a Sponsorship Contract.** I would like to review other **Sponsorship** opportunities

Sponsorship Subtotal = \$ \_\_\_\_\_

Exhibition Subtotal + Buyers Guide Subtotal + Sponsorship Subtotal = **Contract Total** = \$ \_\_\_\_\_

## ADVERTISING OPPORTUNITIES

I would like a SPIE Sales Consultant to contact me regarding **Advertising** opportunities.

## LOCATION ON SHOW FLOOR

Space will be assigned according to a priority point system. Space assignments will be completed by **January 2011**.

Please  **Do**  **Do not** assign us exhibition space adjacent to or facing the following probable exhibitors:

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_

We would like to participate in the following Cluster Group: \_\_\_\_\_

Clusters are organized by state or country economic development groups. Space is limited and participation is not guaranteed.

Sponsored by



### For inquiries, contact SPIE Sales:

*In Austria, Germany, Italy, Liechtenstein, Luxembourg, and Switzerland*

#### Hermann Doster

Tel: +49 (0)7025/841 806  
 Fax: +49 (0)7025/842 983  
 Mobil: +49 (0)152/046 096 44  
[hermann@spieeurope.org](mailto:hermann@spieeurope.org)

For all other locations:

#### Teresa Roles-Meier

Tel: +1 360 685 5445  
 Fax: +1 360 647 1445  
[teresar@spie.org](mailto:teresar@spie.org)

*Please mail or fax original, signed contract and required deposit to:*

#### SPIE Sales

PO Box 10  
 Bellingham, WA 98227  
 United States  
 Tel: +1 360 676 3290  
 Fax: +1 360 647 1445

For Office Use Only

Date \_\_\_\_\_

Amt Rec'd \_\_\_\_\_

CC  Cash  Check  TC

Check# \_\_\_\_\_

Reg# \_\_\_\_\_

IDN# \_\_\_\_\_

**7136-XMAINPW**

SHARED EXHIBIT SPACE

Yes, my company is planning to share space with one or more companies/divisions. A Co-Exhibitor Form will be included in your contract confirmation. Submit one form per co-exhibiting company. A \$300 administrative fee is charged to the main contracted company for each co-exhibitor added.

PAYMENT INFORMATION Payment in full due on contracts received after: 11 December 2010.

- A deposit of 25% on Exhibition Space and Sponsorships must accompany contract. Deposit may be paid by check, money order, wire transfer or credit card. See policies regarding Exhibition Space and Sponsorship cancellations. Exhibit space will be cancelled if full payment is not received by 11 December 2010. Please contact SPIE Sales at spiesales@spie.org if contract confirmation is not received within 7 business days.

Please check one of the following options:

- Check/Money Order enclosed (payable to SPIE) for entire amount in Contract Total.
Check/Money Order enclosed (payable to SPIE) for 25% deposit (.25 X Contract Total)
Charge entire amount in Contract Total to credit card.
Charge deposit only (.25 X Contract Total) to credit card
Charge balance (.75 X Contract Total) to credit card on 11 December 2010
VISA MasterCard Diners Club American Express Discover

Card Number: [ ] Security Code [ ] [ ] [ ] [ ]
I authorize SPIE to charge the payment fee (as indicated on the form) to my credit card.
Expiration Date / Signature

For wire transfers and bank account information, please contact spiesales@spie.org.

AGREEMENT: The signers of this contract warrant they are authorized to sign on behalf of the contracted company and hereby authorize SPIE to reserve exhibition space or sponsorships for use by this company during the 2011 Optifab Exhibition. The undersigned acknowledges receipt of and agrees to make payments at the rates listed, abide by all terms, policies, and other provisions of this contract.

Contractor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

POLICY INFORMATION

Exhibition Policies

1) LIABILITY: Upon approval of this contract by an authorized Exhibitor representative, it is expressly understood that the Exhibitor has read and agrees to abide by the SPIE liability policies outlined below. The International Society for Optical Engineering, hereinafter referred to as SPIE, and all organizations and individuals who are employed by or associated with it, in connection with this Exhibition, will not assume responsibility and shall be held harmless by all Exhibitors for damage or loss resulting from fire, theft, terrorism or threat of terrorism, or any other cause whatsoever, including accident or injury to exhibitors, their employees and agents, the public, or others. The Exhibitor agrees to pay promptly for any and all damages to the exhibition building or its equipment incurred through carelessness, or otherwise, of Exhibitor or its employees or agents.
2) PAYMENT SCHEDULE: If submitted more than 150 days prior to show start date, a deposit of 25% of the total space rental fee must accompany a signed original of this contract. The remaining balance of the total fee is due 150 days prior to show start date, 11 December 2010. No space will be reserved or assigned unless both the deposit and signed contract are received at the SPIE Headquarters at PO Box 10, Bellingham, WA 98227. Full payment of the total space rental fee must accompany any signed contract received at the SPIE Headquarters less than 150 days prior to show start date.
3) CORPORATE MEMBERSHIP: Corporate membership pricing is valid only if the membership is in good standing and dues are fully paid prior to submission of exhibition contract. If the dues are not fully paid prior to submission of exhibition contract, the exhibitor pricing and payment reverts to the non-member rates. Payment made by credit card will be automatically adjusted.
4) CANCELLATION / SPACE REDUCTION: Any cancellation, space reduction requests, or requests for changes of this contract must be made in writing and forwarded to the SPIE Headquarters at exhibitions@spie.org. Cancellations or space reductions will be subject to charges according to the following schedule:
- More than six months before show start date, by 9 November 2010 - Eligible for full refund.
- More than 120 days and less than six months before show start date, 10 November 2010 through 9 January 2011 - Deposit forfeited; excess of deposit paid will be refunded in full.
- 120 days and less before show start date, after 10 January 2011- Full amount of fee is due.
In the event of cancellation or reduction of contracted space, and subject to the above cancellation charges schedule, SPIE shall retain the right to: resell canceled space without rebate or allowance to the Exhibitor, cancel requested affiliate space, and reduce priority points by 50%\* for non-participation. Non-participation over two consecutive years results in complete loss of priority points\* (\*If applicable.)
5) SPACE ASSIGNMENT AND PAYMENT: SPIE reserves the right to determine final placement of the Exhibitor. A space may be revoked or changed by SPIE if payment is not in accordance with the payment schedule. SPIE retains the exclusive right to revise the exhibition floor plan and/or move assigned exhibitors as necessary. SPIE is not obligated to reimburse the exhibiting company for any costs stemming from relocation.

6) TRANSPORTATION/SETUP: All transportation costs, and any other costs related to exhibit setup not explicitly offered above by SPIE, are to be paid by the Exhibitor.
7) FORCE MAJEURE: In the event that the premises in which the Exhibition is or is to be conducted shall become, in the sole discretion of SPIE, unfit for occupancy, or in the event the holding of the Exhibition or the performance of SPIE under the Exhibit Reservation Contract (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of SPIE, said Contract and/or the Exhibition (or any part thereof) may be terminated by SPIE. SPIE shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of SPIE. If SPIE terminates said Contract and/or the Exhibition (or any part thereof) as aforesaid, then SPIE shall not be liable to the Exhibitor other than for a prorated refund of such Exhibitor's space price payment determined on the basis of the number of Exhibition days remaining. For purposes hereof, the phrase "cause or causes not reasonably within the control of SPIE" shall include, but not by way of limitation: fire, casualty, flood, epidemic, earthquake or inclement weather; explosion or accident; blockade or embargo; governmental restraints; restraints or orders of civil defense or military authorities; terrorism or threat of terrorism, act of public enemy, riot, or civil disturbance; strike, lockout, boycott, or other labor disturbance; inability to secure sufficient labor, technical, or other personnel; failure, impairment, or lack of adequate transportation facilities; inability to obtain, or condemnation, requisition, or commandeering of necessary supplies or equipment; local, state, or Federal law, ordinances, rule, order decree, or regulation, whether legislative, executive, or judicial, and whether constitutional or unconstitutional; or Acts of God.
8) INSURANCE: Exhibitor shall, at its own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on per occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph. Required Coverages: (A) Comprehensive General Liability Insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable); (B) Worker's Compensation insurance. Exhibitor shall name SPIE as an additional insured on its general commercial liability insurance and provide SPIE with evidence thereof in the form of a certificate of insurance from their carrier, 30 days prior to show dates. Exhibitor acknowledges that SPIE has no obligations to maintain insurance on Exhibitor's behalf.
9) SECURITY: SPIE will provide general security service on a 24-hour basis to the Exhibition area from the beginning of setup hours through the conclusion of the Exhibition. However, SPIE is not responsible for loss or damage to Exhibitor's property. Exhibitors are advised to insure against these risks.
10) LOSSES: SPIE is not responsible for damage to Exhibitor's property or lost shipments either coming in or going out, nor for moving costs. Damage to inadequately packed property is Exhibitor's own responsibility. If exhibit materials, fixtures or equipment fails to arrive, Exhibitor is nevertheless responsible for the exhibit space reserved as per this contract. Exhibitors are advised to insure against these risks.

11) SELLING ON THE SHOW FLOOR: The Technical Exhibition is limited to organizations with products or services related to the industry served by the event. Direct sales and/or delivery of non-related, retail or consumer products are prohibited without prior written approval from Exhibition Management.
12) FOOD AND ALCOHOL: Food and alcohol must be supplied and served by facility catering services only. Exhibitors must obtain written permission from SPIE Exhibition Management along with a signed service agreement from the facility.
13) MUSIC LICENSING: No copyrighted music may be played in the exhibition area in any fashion (including but not limited to: background music on video or audio tape presentations) without appropriate documented permissions and/or licensing. The Exhibitor is solely responsible for obtaining such permissions and/or licenses for music originating in the Exhibitor's booth/display area. The Exhibitor is also responsible for any fines, court fees, and all other costs that may arise from failure to comply with these requirements.

Sponsorship Policies

1) PAYMENT SCHEDULE: A 25% deposit is required with receipt of this form. No sponsorship will be reserved or assigned without a signed form and the 25% deposit. Payment in full is due 11 December 2010. Contracts submitted after 11 December 2010 must be paid in full. Any cancellation or request for changes of this contract must be made in writing and forwarded to the SPIE Headquarters at exhibitions@spie.org.
2) CANCELLATIONS: Cancellations will be subject to charges according to the following schedule:
- More than six months before show start date, by 9 November 2010 - Eligible for full refund.
- More than 120 days and less than six months before show start date, 10 November 2010 through 9 January 2011 - Deposit forfeited; excess of deposit paid will be refunded in full.
- 120 days and less before show start date, after 10 January 2011- Full amount of fee is due.

Exhibition Space Specifications

Tabletop Displays include a 2ft.x6ft.x30in. table. Maximum height of the display from table surface is 5ft. and width cannot exceed 6ft. No floor-standing backdrops. Space includes draped table, 2 chairs, carpeting, waste basket and company ID sign. UTILITIES ARE NOT INCLUDED.
Booth Areas include company ID sign and 10ft.x10ft. display space defined by 8ft. pipe and back drape and 3ft. side walls. Height restriction is 8ft. UTILITIES AND BOOTH FURNISHINGS ARE NOT INCLUDED. Exhibitors are required to carpet booth area.
Islands are groupings of at least four booths (see guidelines above) not divided by pipe and drape, to be used for unified large displays. Height restrictions of 20ft. UTILITIES AND BOOTH FURNISHINGS ARE NOT INCLUDED. Exhibitors are required to carpet exhibit space.

Each contracted tabletop exhibiting company will receive one non-author technical pass. All other contracted exhibiting companies receive two passes.