

# SPONSORSHIP CONTRACT

# SPIE Photomask Technology

Exhibition Dates: 14–15 September 2010  
Conference Dates: 13–17 September 2010  
Monterey Conference Center  
Monterey, California, USA

## Sponsorships

Sponsored by



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

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Let us help you  
make the most of  
your marketing  
investment.

Consult with a sales consultant to learn more about maximizing your exhibit impact.

Ask us about other promotional ideas to gain visibility in the community.

Sponsorships not only extend your brand image, but also drive traffic to your booth. As a sponsor, your company is listed in:

- Pre-show promotions • The Online Exhibition • The Technical Program and Exhibition Guide • Onsite signage.

### Breakfast Breads - 2 Available \$1,800

Be the first sponsor of the day as you help get attendees off to a good start with muffins, croissants, and breakfast breads. Sponsorship includes a literature table set.

### Coffee Break - Exhibition Morning - 2 Available \$1,500

Sponsoring a coffee break is a cost-effective way to increase exposure on the Exhibition floor. A (2' x 4') table may be requested for your company literature during the sponsored break. Sponsors may also provide 8oz. cups and napkins with their company logo.

### Coffee/Dessert Break - Exhibition Afternoon 2 Available \$2,500

Everyone loves something sweet! Sponsoring a dessert/coffee break is a cost-effective way to increase exposure on the Exhibition Floor. A (2' x 4') table may be requested for your company literature during the sponsored break. Sponsors may also provide 8 oz. cups and napkins with their company logo.

### Conference Bag - Exclusive \$1,950

Have your target audience carry your message around with them! You provide 500 canvas bags featuring your company logo on one side and the Photomask Technology logo on the other, and we'll distribute them to all course and conference attendees. *Bags must be approved by SPIE.*

### Conference Bag Insert - 5 Available \$1,800

Have your material inserted into 500 conference bags and you'll be guaranteed attendees will have your information in hand from day one. Material must be approved by SPIE and restricted to one 8-1/2" x 11" item. *SPIE reserves the right of final approval of content and design on all Conference Bag inserts.*

### Conference Bag Pen - Exclusive \$1,800

Be the exclusive company pen inserted in the 500 conference bags and you'll be guaranteed that attendees will have your pen in hand from day one. *Pen design must be preapproved by SPIE. Pen cost is separate.*

### Door Decals - Entry Area \$1,000

This sponsorship provides you the opportunity to have your company message adhered to the entry way glass doors to be seen by all attendees as they enter the conference and exhibition. *Vinyl stickers produced at sponsor's expense.*

### Featured Exhibitor Package - Unlimited \$920

Increase your electronic visibility in the Online Exhibition, generate leads from online shoppers and drive qualified buyers to your booth. Your company receives priority status on all relevant product searches and your vertical banner ad is prominently positioned on the Online Exhibition pages and select conference pages and hot linked to your company website via our Exhibitor Detail page.

### General Refreshment - Unlimited \$375

Your company name will be posted with other companies on signage in the coffee area and acknowledged on our show website, in the Technical Program and in the Exhibition Guide.

### Hotel Room Card Keys - Exclusive \$5,750

Share your company's marketing message throughout the week, as attendees use their Room Card Keys. This is an excellent branding and/or advertising tool, with two sides to display your advertisement, company name and contact information. *SPIE has final approval of artwork.*

### Internet Pavilion - Exclusive \$3,500

Gain name recognition each time an attendee logs on a computer in the Pavilion. The Internet Pavilion features four to six computers, prominently located in the meeting room foyer. Sponsor is welcome to provide mouse pads, tablets, table signs and pens for added promotion.

### Lanyards - Exclusive \$1,750

Hang your company name around the neck of more than 800 Attendees. Simply provide us with your company lanyard and we'll distribute them to every attendee at registration. *Lanyards must be approved by SPIE.*

### Logo - Online Floor Plan - 4 Available \$920

When you become a logo sponsor, your company logo becomes part of the front page on the SPIE Photomask Technology Online Floor Plan and is hot linked to your company information via our Exhibitor Detail page. This sponsorship drives qualified buyers to your booth every time an attendee visits the floor plan!

### Lunch - 2 Available \$4,000

### Co-Share - 2 Available \$2,000

Strengthen your company's image in front of all attendees by sponsoring lunch at Photomask Technology 2010. Sponsorship includes tent cards with your company logo on each table. Provide your company logo on cups and napkins to make an additional impact.

### Memory Sticks - All Attendees - Exclusive \$1,500

### Memory Sticks - Technical Attendees - Exclusive \$1,000

Provide us with Memory Sticks preloaded with your company information and we'll insert them in the conference bags distributed to Technical Attendees or we'll distribute them to all Conference and Exhibition attendees. *Memory sticks produced at your expense. SPIE has final approval of content and artwork.*

### Meterboard - 2 Available \$900

Promote your company on a full color, double sided Meter Board. This prominently located 37.5" wide x 78.5" tall sign will feature your company logo, artwork, booth number, and tag line. *Sponsor designs their own layout (subject to SPIE approval).*

### Photomask Reception - Food \$4,800

### Wine/Beer \$4,250

Get your name in front of attendees by sponsoring the food or wine/beer served at the reception - one of the highlights of the week. *SPIE purchases the wine/beer.*

### Poster Reception Beer \$2,500

Generate a buzz by sponsoring the beer at the well-attended Poster Reception. *SPIE purchases the beer. Special Orders must be approved by SPIE.*

### Poster Reception Hors D'oeuvres - Exclusive \$4,500

### Co-share - 2 Available \$2,250

Be the sponsor of this high profile event. The Poster Reception is an excellent avenue to more than 900 technical attendees. Includes your company logo on a meter board located all week in a high-traffic area.

### Session Notepad \$1,500

This sponsorship puts your company message in the hands of attendees while providing a notepad that will be used at the show and office. Provide SPIE with up to 400 notepads. *SPIE has final approval of artwork.*

### Session Sponsor \$1,000

Be the exclusive sponsor of this high profile gathering of attendees. This sponsorship is an excellent avenue to get your company name in front of a highly focused audience.

### Stairway Strips - 2 Available \$1,500

### 1st Level/2nd Level

Get maximum exposure by placing your ad on 12 strips (5" high x 9' wide) on one of the stair levels leading up to the conference floor. Strips will be placed on the rising face of the steps. *Sponsorships produced at sponsor's expense.*

### Wi-Fi - Exhibition Hall - Exclusive \$2,500

Today's attendees expect wireless Internet access at events. Gain Significant exposure and help fellow exhibitors stay in touch by providing Wi-Fi in the Exhibition Hall.

