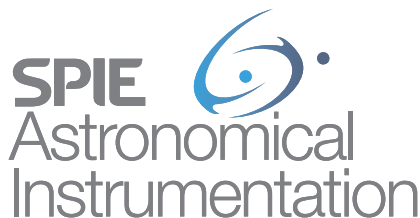


EXHIBITOR SPONSORSHIP CONTRACT



Exhibition Dates: 2–4 July 2012
 Conference Dates: 1–6 July 2012
 Amsterdam RAI Exhibition and Convention Centre
 Amsterdam, Netherlands

Sponsored by



For inquiries, contact SPIE Sales:

In Austria, Belgium, Germany, Italy, Liechtenstein, Luxembourg, Netherlands, 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

In America, Asia, and majority of world

Teresa Roles-Meier

Tel: +1 360 685 5445
 Fax: +1 360 647 1445
 teresar@spieeurope.org

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

SPIE Events Europe Ltd.
 2 Alexandra Gate
 Ffordd Pengam
 Cardiff CF24 2SA UK
 Tel: +44 29 2089 4747
 Fax: +44 (0)2920 89 4750
 info@spieeurope.org
 SPIE.org

For Office Use Only

Date _____

Amt Rec'd _____

CC Cash Check TC

Check# _____

Reg# _____

IDN# _____

9845-XAS12PW

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 organisations with products or services related to the industry served by the event. See Exhibition Policy #12 for details.

CONTACT INFORMATION

Exhibitor Organising Contact _____ Job Title _____

Address (if different from above) _____

Tel _____ Fax _____ Email _____

Advertising Contact _____ Email _____

EXHIBITION SPACE

Corporate Member rates reflect a 15% discount. For more information visit spie.org/membership. Claim for Corporate Member discount is subject to membership level. Holders of SPIE Individual Memberships are not eligible for Corporate Membership discount.

Space Type	Quantity	Non-Member Fee	SPIE Corporate Member Fee
Tabletop Display	_____ x	<input type="checkbox"/> €1,455	<input type="checkbox"/> €1,235 = € _____
Row Stand (9 sqm)	_____ x	<input type="checkbox"/> €2,110	<input type="checkbox"/> €1,795 = € _____
Corner Stand (9 sqm)	_____ x	<input type="checkbox"/> €2,345	<input type="checkbox"/> €1,995 = € _____

Content of exhibit packages are described in the Exhibition Space Specifications on page 4.

Exhibition Fee = € _____

VAT 19% = € _____

Exhibition Subtotal = € _____

Local VAT at 19% is due to be paid by all exhibitors. For further information, please see our Exhibition Policies, 3), on page 4 of this contract. SPIE Events Europe Ltd.'s VAT number in Netherlands is NL8227.00.232.B01. If you have a VAT exemption certificate, please fax a copy with your contract.

If your Company is registered for VAT in the EU, please indicate your EU VAT number here including the country abbreviation:

OPTICS.ORG BUYERS GUIDE (Online)

Generate leads year round with a discounted Corporate Partner listing on optics.org. Includes company logo in optics.org buyers guide, one job posting on SPIE Career Center, and logo in all product postings for 12 months.

Special Price for SPIE Exhibitors €140 (€515 value) optics.org Buyers Guide Fee = € _____

VAT 19% = € _____

optics.org Buyers Guide Subtotal = € _____

ADVERTISING OPPORTUNITIES

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

LOCATION ON EXHIBITION FLOOR

Space will be assigned according to date contract and payment received, size of contracted space, and exhibiting history at **Astronomical Telescopes and Instrumentation**.

Stand preferences:

1st _____ 2nd _____ 3rd _____ 4th _____

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

1) _____ 2) _____ 3) _____ 4) _____



Sponsorships

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

- Pre-show promotions
- The Online Exhibition
- The Technical Programme and Exhibition Guide
- Onsite signage

Sponsored by



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In Austria, Belgium, Germany, Italy, Liechtenstein, Luxembourg, Netherlands, and Switzerland

Hermann Doster

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hermann@spieeurope.org

In America, Asia, and majority of world

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SPIE.org

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

Consult a sales consultant to learn more about maximizing your exhibit impact. Ask us about other promotional ideas to gain visibility in the community.

Coffee Break - Morning/Afternoon

4 Available

€550

Sponsoring a coffee break is a cost-effective way to increase exposure on the Exhibition floor. Sponsorship includes:

- Company logo featured on signage at coffee break stations
- Recognition in printed materials
- Request a small table for company literature
- Sponsor may provide 8 oz. cups and napkins with company logo

Conference Bag - Exclusive

€290+

Conference Bags are a favorite with all conference attendees. This sponsorship creates a marketing impact that continues even after the conference is over. Sponsorship includes:

- Distribution to conference attendees
- Recognition in printed materials
- Company logo on one side and Event Logo on other side
- Sponsor provides bags

Conference Bag Insert - 4 Available

€1,280+

Have your material inserted into the conference bags and you'll be guaranteed attendees will have your information in hand from day one. Sponsorship includes:

- Distribution to conference attendees
- Inserts placed directly into conference bags
- Literature can be one 297mm x 210mm sheet or smaller

Conference Bag Pen - Exclusive

€320+

Extend your brand by providing customized pens with your company message! Sponsorship includes:

- Distribution to conference attendees
- Pens pre-inserted into conference bags
- Recognition in printed materials

Featured Exhibitor Package

Limited Availability

€1,260

Increase your electronic visibility in the Online Exhibition, generate leads from online shoppers and drive qualified buyers to your booth. Sponsorship includes:

- Vertical banner ad on Online Exhibition and select conference pages
- Priority status on all relevant online product searches

General Refreshment - Unlimited

€290

Sponsorship includes:

- Company name featured with other sponsors on signage
- Company acknowledged on exhibition website, Technical Program, and Exhibition Guide

Internet Pavilion - Exclusive

€1,150

Provide a very valuable service for attendees to check e-mails. Sponsorship includes:

- Recognition in printed materials
- Company name recognized on signage
- Sponsor may provide table signs, tablets or pens with company logo

Lanyards - Exclusive

€725+

Turn attendees into a walking advertisement for your company! This is your opportunity to have your company be recognized throughout the crowd at this highly attended event. Sponsorship includes:

- Company name and logo printed on lanyards worn by attendees
- Distributed to every attendee at registration
- Recognition in printed materials

Poster Reception - Beer/Wine

4 Available

€910

Excellent avenue to get your company name in front of a highly focused audience. Sponsorship includes:

- Table tents/signage in area
- Recognition in printed materials
- Sponsor may supply wine glasses, beer steins, napkins, etc. with company logo

Welcome Reception - Beer/Wine

Exclusive

€910

Enhance your company's visibility through this unique, networking event that takes place the evening of the first event day. By sponsoring the Welcome Reception you'll be present in the minds of your clientele right from the start. Sponsorship includes:

- Table tents/signage in area
- Recognition in printed materials
- Sponsor may supply wine glasses, beer steins, napkins, etc. with company logo

+ Indicates additional costs may apply to sponsorship price.

* All sponsorships require SPIE Europe approval.

Policy Information

Exhibition and Sponsorship 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 Europe liability policies outlined below. The SPIE Events Europe Ltd., hereinafter referred to as *SPIE Europe*, 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:

- A minimum 25% deposit of the total contracted amount (including VAT) must accompany contract. Contracts submitted after 4 January 2012 require 100% payment.
- All contracted charges must be paid in full by 4 February 2012. On 5 February 2012, a 5% late fee will be added to all unpaid balances
- On 5 March 2012, defaults in payment will result in cancellation of this contract (subject to the cancellation fee schedule).

No space or sponsorship will be reserved or assigned unless appropriate payment and signed contract are received at SPIE Events Europe Ltd. Office at Alexandria Gate, Ffordd Pengam, Cardiff, CF242SA UK. Account delinquency will result in exhibitor's inability to exhibit or sponsor at contracted exhibition as well as book space in future exhibitions. For accounts with more than one unpaid invoice, all cash received will be paid to oldest invoice first.

3) VAT: European companies registered for VAT in the EU and in possession of a VAT number are liable to account for VAT under Article 44 VAT Directive 2006/112. All other companies are liable for VAT and will be charged with VAT according to the percentage indicated in the cost section of this contract. VAT charged can be reimbursed according to the 13th VAT Directive. For companies needing assistance recouping VAT, please search the Internet for "VAT Refund Services".

4) 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 and membership remains in good standing through the duration of the contracted exhibition. If the membership expires prior to or dues are not fully paid at the time of the contracted exhibition, the exhibitor pricing reverts to the nonmember rates and the contracted exhibitor will be liable for the balance due *SPIE Europe*. Payment made by credit card will be automatically adjusted.

5) CANCELLATION/SPACE REDUCTION: Any cancellation, space reductions, or requests for changes of this contract must be made in writing to *SPIE Europe*, subject to the following fees:

- On or before 3 January 2012 – Eligible for full refund
- Between 4 January 2012 - 4 March 2012 –Deposit forfeited; excess of deposit paid will be refunded in full.
- After 4 March 2012 – No refund.

In the event of cancellation or reduction of contracted space, and subject to the above schedule, *SPIE Europe* shall retain the right to: resell cancelled space without rebate or allowance to the Exhibitor, and 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.)

6) SPACE ASSIGNMENT AND PAYMENT: *SPIE Europe* reserves the right to determine final placement of the Exhibitor. A space may be revoked or changed by *SPIE Europe* if payment is not in accordance with the payment schedule. *SPIE Europe* retains the exclusive right to revise the

exhibition floor plan and/or move assigned exhibitors as necessary. *SPIE Europe* is not obligated to reimburse the exhibiting company for any costs stemming from relocation.

7) TRANSPORTATION/SETUP: All transportation costs, and any other costs related to exhibit setup not explicitly offered above by *SPIE Europe*, are to be paid by the Exhibitor.

8) 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 Europe*, unfit for occupancy, or in the event the holding of the Exhibition or the performance of *SPIE Europe* 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 Europe*, said Contract and/or the Exhibition (or any part thereof) may be terminated by *SPIE Europe*. *SPIE Europe* shall not be responsible for delays, damage, loss, increased costs, or other unfavourable conditions arising by virtue of cause or causes not reasonably within the control of *SPIE Europe*. If *SPIE Europe* terminates said Contract and/or the Exhibition (or any part thereof) as aforesaid, then *SPIE Europe* 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 Europe*" 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 defence or military authorities; terrorism or threat of terrorism, act of public enemy, riot, or civil disturbance; strike, lockout, boycott, or other labour disturbance; inability to secure sufficient labour, 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.

9) 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 an equivalent of \$1,000,000 each occurrence, an equivalent of \$2,000,000 aggregate, combined single limit for bodily injury, contractual, and operation of mobile equipment, products and alcohol liability (if applicable); (B) Worker's Compensation insurance.

Exhibitor shall name *SPIE Europe* as an additional insured on its general commercial liability insurance and provide *SPIE Europe* with evidence thereof in the form of a certificate of insurance from their carrier, 30 days prior to show dates. Exhibitor acknowledges that *SPIE*

Europe has no obligations to maintain insurance on Exhibitor's behalf.

10) SECURITY: *SPIE Europe* 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 Europe* is not responsible for loss or damage to Exhibitor's property. Exhibitors are advised to insure against these risks.

11) LOSSES: *SPIE Europe* 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.

12) 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 show management.

13) FOOD AND ALCOHOL: Food and alcohol must be supplied and served by facility catering services only. Exhibitors must obtain written permission from *SPIE Europe* Exhibition Management along with a signed service agreement from the facility.

14) 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.

15) RULES OF PROFESSIONAL CONDUCT: Anyone indicating disorderly, threatening, or unprofessional conduct may be removed from the premises by exhibition management.

16) EXHIBITING BENEFITS:

- All exhibitors will be listed in the SPIE Exhibitor Directory for 11 months from exhibition date and receive a free, basic company listing in the *optics.org* Buyers Guide – each at no charge.

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

Exhibition Space Specifications

Tabletop Display. Table, 2 chairs. Maximum height of tabletop display from table surface is 1.50m and width limit of 0.60m. One entry ticket for the Technical Conference. Online and Exhibition Guide Listing. Companies are limited to only ONE of the following items (Not provided): 1x table-mounted display (maximum 1.50m [h]) or 1x floor-standing pop-up display (maximum 0.9m[w] x 2.4m[h]) or 1x easel positioned behind table or 1x literature stand or 1x bag stand.

Row/Corner Stands - Display space defined by hardwalls. Height restriction to 2.5m. Two entry tickets for the technical conference included. Online and Exhibition Guide Listing.