Sponsored by
SPIE.

For inquiries, contact
SPIE Sales:

In America, Asia, and
majority of world

Al Ragan
Tel: +1 360 685 5539
Fax: +1 360 647 1445
alr@spie.org

Teresa Roles-Meier
Tel: +1 360 685 5445
Fax: +1 360 647 1445
teresar@spie.org

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

SPIE Sales
PO Box 10
Bellingham, WA 98227
United States
Tel: +1 360 676 3290
Fax: +1 360 647 1445
spiesales@spie.org

www.SPIE.org

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.

SPIE. PHOTONICS WEST

SPONSORSHIPS

Sponsorships extend your brand image, plus 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

BANNERS – Limited Availability
$2,450+ - $3,250+
- Cost to produce and hang banner is not included in cost of sponsorship
- Single-sided banner positioned in a premium location
- Company logo displayed online and in printed materials

COAT CHECK – Exclusive
$3,750
- Price includes production and distribution of coat check tickets
- Company logo displayed online and in printed materials
- Company logo and Photonics West logo on front of coat check tickets (1 color black – custom)
- Onsite signage

COFFEE BREAK - Limited Availability
$1,025 - $3,795
- Company logo displayed online and in printed materials
- Onsite signage
- 4 foot table available for your company’s use during the sponsored coffee break
- Option to provide compostable 8 oz. cups, napkins, and coffee cup sleeve (at sponsor’s expense)

CONFERENCE BAG - Exclusive
$3,500+
- Cost of Conference Bags is not included in cost of sponsorship
- SPIE approved bags are produced and supplied by sponsor
- Company logo displayed online and in printed materials
- Conference Bags distributed to conference attendees
- Company logo and SPIE Photonics West exhibition logo on same side of conference bag

CONFERENCE BAG INSERT - Limited Availability
$3,250+
- Cost of Insert is not included in cost of sponsorship
- Insert is produced and supplied by sponsor
- Company logo displayed online and in printed materials
- Inserts distributed to conference and course attendees
- Pre-inserted into conference bags
- One 8 1/2 inch x 11 inch (or smaller) sheet of paper (add’l fees apply per add’l sheet)

CONFERENCE BAG PEN - Exclusive
$3,125+
- Cost of pens is not included in cost of sponsorship
- Pens are produced and supplied by sponsor
- Company logo displayed online and in printed materials
- Pens pre-inserted into conference bags
- Pens distributed to conference attendees

CONFERENCE APP – Exclusive
$3,700
- Company name, tagline, booth number or logo displayed in opening splash page
- Ads run eight weeks prior through two weeks after the conference
- Company logo displayed online and in printed materials

DIGITAL SIGNAGE
$3,950
- Prominently located in North or South Halls
- 8 second display time, max 2 rotations within 8 second display time
- Company logo displayed online and in printed materials
- Your company provides the artwork; SPIE produces and generates the final graphic loop

ENTRY GRAPHIC – 6 Available
$2,500
- Cost of Entry Graphic included in cost of sponsorship
- 5 feet wide x 8 feet high, single-sided decal outside South Hall doors
- Features company logo, artwork, booth number, and tag line
- Your company provides artwork
- Company logo displayed online and in printed materials

ESCALATOR CENTER STRIP – 2 Available
$3,600+
- Cost to produce and install center strip is not included in cost of sponsorship
- Premium location on North Hall escalators
- Company logo displayed online and in printed materials

ESCALATOR PANELS – 5 Available
$4,495+
- Cost to produce and install panels is not included in sponsorship cost
- Premium location on North or South Hall escalators
- Positioned on outside of escalator panels only
- Company logo displayed online and in printed materials

EXHIBITION MAP
The map features the exhibition floor plan and exhibitor list on one side and a map of downtown San Francisco restaurants and PWIS events on the other side.

BACK COVER AD - Exclusive
$5,695
- Back cover ad (3.875" w x 7.25" h)
- One full color company logo w/ 75 character tagline
- Mailed to 4,600+ regional contacts
- Booth location and website featured on Exhibition Map
- Company logo displayed online and in printed materials

LOGO AD - Limited Availability
$1,950
- One full color company logo w/ 75 character tagline
- Mailed to 4,600+ regional contacts
- Booth location and website featured on Exhibition Map
- Company logo displayed online and in printed materials

FEATURED EXHIBITOR PACKAGE - Limited Availability
$1,650
- Small rectangle ad on Online Exhibition and select conference pages
- Medium rectangle ad on company’s Exhibitor Detail page
- Featured product photograph and announcement on company’s Exhibitor Detail page
- Priority status on all relevant online product searches
- Company logo displayed online and in printed materials

+Indicates additional costs apply to sponsorship price. All sponsorships require SPIE approval.

PWIS-Sponsor-Contract-ONLINE 6/28/14
**SPONSORSHIPS**

Sponsorships extend your brand image, plus 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

**FEATURED EXHIBITOR COMBINATION PACKAGE**

**PW and BIOS - Limited Availability**

- $2,050
  - Small rectangle ad on Online Exhibition and select conference pages
  - Medium rectangle ad on company’s Exhibitor Detail page
  - Featured product photograph and announcement
  - Priority status on all relevant online product searches
  - Above information appears for both BIOS and PW
  - Company logo displayed online and in printed materials

**FLOOR GRAPHICS - Limited Availability**

- $1,950 – $2,950
  - Cost to produce and install floor graphic included in cost of sponsorship
  - Premium locations in North or South upper/lower lobbies or exhibition entry areas
  - Company logo displayed online and in printed materials

**FLOOR PLAN LOGO - 4 Available**

- $525
  - Company logo on the Online Exhibition Floor Plan
  - Company logo hot linked to your company website

**GENERAL SPONSOR - Unlimited**

- $395
  - Company name featured with other sponsors on signage and in printed materials
  - Company logo displayed online

**HOTEL KEY CARDS - Exclusive**

- $7,500
  - Price includes production and distribution of hotel key cards
  - Cards distributed at exhibitor hotels in SPIE block
  - Company name, logo, and registered on front of hotel key card (4 color bleed front)
  - Company logo and Photonics West logo on back (1 color black – custom)
  - Company logo displayed online and in printed materials

**INTERNET PAVILION - 2 Available**

- $2,500
  - Background page with company logo
  - Screen saver when computers are idle
  - Users directed to your web page of choice when they access the internet
  - Onsite signage
  - Company logo displayed online and in printed materials
  - Option to provide mouse pads, pens, or note pads in internet area (at sponsor’s expense)
  - Internet connection and computers are provided by SPIE

**LANYARDS - Exclusive**

- $9,300+
  - Cost of lanyards is not included in cost of sponsorship
  - Lanyards are produced and delivered by sponsor
  - Lanyards accessible to all attendees at registration
  - Company logo displayed online and in printed materials

**METER BOARD - Limited Availability**

- $2,575 - $2,995
  - Cost of meter board included in cost of sponsorship
  - Single-sided and positioned in a premium location
  - Company logo displayed online and in printed materials

**METER BOARD COMBINATION - PW and BIOS**

- Limited availability
  - $4,050
  - Combo price applies when same meter board artwork is used for both BIOS and PW
  - Cost of two meter boards included in cost of sponsorship
  - Single-sided and positioned in a premium location
  - Promotion space: 38 inch wide x 87 inch high (83” viewable area)
  - Company logo displayed online and in printed materials

**ONSITE DIRECTORY - Exclusive**

- $975
  - Attendees use onsite directory to search for people, presentations, courses, special events, and exhibitors
  - Company logo displayed on directional screen and in printed materials
  - Reciprocated on app pages links to company’s enhanced listing

**STAIRWAY STRIPS - 4 Available**

- $2,500+ – $6,450+
  - Cost to produce and install stair strips is not included in sponsorship cost
  - Premium location on North or South Hall stairs
  - Company logo displayed online and in printed materials

**WI-FI - 2 Available**

- $3,350
  - Company name and logo on splash page
  - User redirected to your choice of URL when user accesses Wi-Fi
  - Onsite signage
  - Table tent signs placed on tables in Wi-Fi area
  - Company logo displayed online and in printed materials

+Indicates additional costs apply to sponsorship price.
All sponsorships require SPIE approval.
CONTACT INFORMATION

Sponsorship Contact ____________________________ Job Title ____________________________
Company ____________________________ Website URL ____________________________
Address ____________________________
Tel ____________________________ Email ____________________________

SPONSORSHIP SELECTION Sponsors from previous year will be given the first right of renewal through 21 March 2014, after which all other requests will be accepted on a first-come, first-served basis.

<table>
<thead>
<tr>
<th>Name</th>
<th>Day and Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner - Small (Limited Availability)</td>
<td>Saturday, 7 February</td>
<td>$1,595</td>
</tr>
<tr>
<td>Banner - Medium (Limited Available)</td>
<td>Monday, 9 February</td>
<td>$1,595</td>
</tr>
<tr>
<td>Banner - North Hall Large (Limited Availability)</td>
<td>Tuesday, 10 February</td>
<td>$2,115</td>
</tr>
<tr>
<td>Banner - South Hall Large (Limited Availability)</td>
<td>Wednesday, 11 February</td>
<td>$2,115</td>
</tr>
<tr>
<td>Coffee Break - Conference AM</td>
<td>Thursday, 12 February</td>
<td>$2,115</td>
</tr>
<tr>
<td>Coffee Break - Conference AM</td>
<td>Friday, 13 February</td>
<td>$2,115</td>
</tr>
<tr>
<td>Coffee Break - Conference PM</td>
<td>Saturday, 14 February</td>
<td>$2,115</td>
</tr>
<tr>
<td>Coffee Break - Exhibition AM</td>
<td>Monday, 24 February</td>
<td>$2,115</td>
</tr>
<tr>
<td>Coffee Break - Exhibition PM</td>
<td>Tuesday, 25 February</td>
<td>$2,115</td>
</tr>
<tr>
<td>Coffee Break - Exhibition PM</td>
<td>Wednesday, 26 February</td>
<td>$2,115</td>
</tr>
<tr>
<td>Coffee Break - Exhibition PM</td>
<td>Thursday, 27 February</td>
<td>$2,115</td>
</tr>
<tr>
<td>Conference Bag (Exclusive)</td>
<td>Friday, 28 February</td>
<td>$3,250+</td>
</tr>
<tr>
<td>Conference Bag Insert (Limited Availability)</td>
<td>Saturday, 1 March</td>
<td>$3,250+</td>
</tr>
<tr>
<td>Conference Bag Pen (Exclusive)</td>
<td>Sunday, 2 March</td>
<td>$3,250+</td>
</tr>
<tr>
<td>Digital Signage - Concours (3 Available)</td>
<td>Monday, 3 March</td>
<td>$3,705</td>
</tr>
<tr>
<td>Digital Signage - North Hall (6 Available)</td>
<td>Tuesday, 4 March</td>
<td>$3,705</td>
</tr>
<tr>
<td>Digital Signage - South Hall (Limited Availability)</td>
<td>Wednesday, 5 March</td>
<td>$3,705</td>
</tr>
<tr>
<td>Entry Graphic - South Hall (6 Available)</td>
<td>Thursday, 6 March</td>
<td>$3,705</td>
</tr>
<tr>
<td>Escalator Center Strip - North Hall (2 Available)</td>
<td>Friday, 7 March</td>
<td>$3,600+</td>
</tr>
<tr>
<td>Escalator Panels - North Hall (2 Available)</td>
<td>Saturday, 8 March</td>
<td>$3,600+</td>
</tr>
</tbody>
</table>

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PAYMENT INFORMATION Contracts submitted after 13 August 2014 require 100% payment.

• A minimum deposit of 25% on Sponsorships must accompany contract.
• Payments due in full on 13 September 2014. On 14 September 2014, a 5% late fee will be added to all unpaid balances.

Please check one of the following options:

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check/Money Order enclosed (payable to SPIE) for entire amount in Contract Total</td>
<td>= $</td>
</tr>
<tr>
<td>Check/Money Order enclosed (payable to SPIE) for 25% deposit (.25 X Contract Total)</td>
<td>= $</td>
</tr>
<tr>
<td>Charge entire amount in Contract Total to credit card</td>
<td>= $</td>
</tr>
<tr>
<td>Charge deposit only (.25 X Contract Total) to credit card (applicable before 13 August 2014)</td>
<td>= $</td>
</tr>
<tr>
<td>Charge balance (.75 X Contract Total) to credit card on 13 September 2014</td>
<td>= $</td>
</tr>
<tr>
<td>VISA</td>
<td>MasterCard</td>
</tr>
</tbody>
</table>

Sponsorship Contract Total = $ 

SPONSORSHIP POLICIES

1) PAYMENT SCHEDULE:

• A minimum 25% deposit of the total contracted sponsorship must accompany contract. Contracts submitted after 13 August 2014 require 100% payment.
• All sponsorships must be paid in full by 13 September 2014. On 14 September 2014, a 5% late fee will be added to all unpaid balances.
• On 13 October 2014, defaults in payment will result in sponsorship cancellation (subject to the cancellation fee schedule).

No sponsorship will be reserved or assigned unless appropriate payment and signed contract are received at the SPIE Headquarters at PO Box 10, Bellingham, WA 98227.

2) CANCELLATION SCHEDULE: Any cancellations or requests for changes of this contract must be made in writing to SPIE, subject to the following fees:

• On or before 12 August 2014 – Eligible for full refund.
• Between 13 August 2014 – 12 October 2014 – Deposit forfeited; excess of deposit paid will be refunded in full.
• After 12 October 2014 – No refund.

For Office Use Only

Date ____________________________ Amt Rec’d ____________________________

Spiesales@spie.org if contract confirmation is not received within 7 business days.

Please contact SPIE Sales at

AGREEMENT The undersigned hereby authorizes SPIE to reserve sponsorships for use by this company during the 2015 SPIE Photonics West. The undersigned acknowledges receipt of and agrees to abide by the Policies within this Sponsorship Contract.

Sponsor’s Signature ____________________________ Date ____________________________

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