

EXHIBITOR CONTRACT

Sponsored by



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

SPIE Events Europe Ltd.
2 Alexandra Gate
Ffordd Pengam
Cardiff CF24 2SA UK
Fax: +44 2920 89 4750

Contact Information

In Europe, excluding Germany, Austria and Switzerland

Laurence Devereux
SPIE Europe Exhibit Sales
Effingham KT24 5JS, United Kingdom
Tel: +44 (0)1372 451340
Fax: +44 (0)1372 750666
laurence@spieeurope.org

In Germany, Austria 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 the Americas and Asia

Al Ragan
SPIE Sales
Tel: +1 360 676 3290
Fax: +1 360 647 1445
spiesales@spie.org

For Office Use Only

Date _____

Amt Rec'd _____

CC Cash Check TC

Check# _____

Reg# _____

IDN# _____

7135-XMAINX

SPIE Europe Optical Systems Design

Exhibition Dates: 3-4 September 2008 • Conference Dates: 2-5 September 2008
Glasgow Caldonian University • Glasgow, Scotland, UK

The exhibiting company agrees to the contracted exhibition space at the **2008 Optical Systems Design Exhibition** being held at the **Hamish Wood Refectory, 3-4 September 2008**; agrees to make payments at the rates listed on this Contract for space chosen; and agrees to abide by all Policies governing the Exhibition.

COMPLETE THIS SECTION AS IT SHOULD BE PUBLISHED

(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 #6 for details.

Once your contract has been processed, SPIE will send you directions on how to submit a brief Exhibitor Description and to select applicable Product Categories that will be used in online and printed promotions.

CONTACT

Exhibitor Contact _____ Title _____

Address (if different from above) _____

Tel _____ Fax _____ Email _____

Advertising Contact _____ Email _____

EXHIBITION SPACE Please reserve exhibition space at the **Optical Systems Design 2008 Exhibition**. Space will be assigned according to date contract and payment received, size of contracted space, and exhibiting history at **Optical Systems Design 2008 Exhibition**. Space assignments will be completed by **June 2008**. Corporate Member rates reflect a 15% discount. Ask us about becoming a Corporate Member or visit customerservice@spie.org. Claim for Corporate Member Discount is subject to membership level.

Space Type	Qty	Non-Member Fee	Corporate Member Fee	
Tabletop Display (1.8m)	_____ x	<input type="checkbox"/> £625	<input type="checkbox"/> £563	= _____
Equipped Stand* (6 sqm)	_____ x	<input type="checkbox"/> £935	<input type="checkbox"/> £842	= _____
			Exhibition VAT (17.5%)	= _____
			Exhibition Space Subtotal	£ _____

LOCATION ON SHOW FLOOR

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

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

SHARED EXHIBIT SPACE

Yes, my company is planning to share space with one or more companies/divisions. Upon checking this box, you will be emailed a Co-Exhibitor Form. Submit one form per co-exhibiting company. A £90 administrative fee is charged to the main contracted company for each co-exhibitor added.



SPONSORSHIPS All requests will be accepted on a first-come, first-served basis. See Sponsorships section on page 3 for full descriptions.

Name	Date	Cost	Name	Date	Cost
<input type="checkbox"/> Poster Reception (3 available)	3 September	£485	<input type="checkbox"/> Morning Coffee Break	4 September	£300
<input type="checkbox"/> Poster Reception (exclusive)	3 September	£1,300	<input type="checkbox"/> Afternoon Coffee Break	3 September	£300
<input type="checkbox"/> Conference Show Bags (450 bags)	2-5 September	£600	<input type="checkbox"/> Afternoon Coffee Break	4 September	£300
<input type="checkbox"/> Lanyards	2-5 September	£650	<input type="checkbox"/> General Refreshments	3-4 September	£165
<input type="checkbox"/> Morning Coffe Break	3 September	£300	<input type="checkbox"/> Attendee Pens	2-5 September	£165

Exhibition Total = £ _____
 Sponsorship Total = £ _____
 VAT (17.5%) = £ _____
 Exhibition + Sponsorship + VAT = Contract Total = £ _____

ADVERTISING INSERTION ORDER All requests will be accepted on a first-come, first-served basis. See p. 4 for advertising policy information. Complete Advertising Contact information on page 1. Submit a copy of your purchase order with the contract. **Advertising invoice will be sent after publication.**

Please check one or more of the following options:

- Online Featured Exhibitor £665

Please select ads for the Technical Program below:

TP	TP	TP
<input type="checkbox"/> Full page, black & white £675	<input type="checkbox"/> Full Page, 4-Colour £1,340	<input type="checkbox"/> Cover 2, 4-Colour £1,705
<input type="checkbox"/> 2/3 page, black & white £515	<input type="checkbox"/> 2/3 Page, 4-Colour £1,175	<input type="checkbox"/> Cover 3, 4-Colour £1,615
<input type="checkbox"/> 1/2 page, black & white £450	<input type="checkbox"/> 1/2 Page, 4-Colour(V) £1,115	<input type="checkbox"/> Cover 4, 4-Colour £1,795
<input type="checkbox"/> 1/3 page, black & white £330	<input type="checkbox"/> 1/2 Page, 4-Colour(H) £1,115	<input type="checkbox"/> Page 3 £1,615
<input type="checkbox"/> 1/4 page, black & white £270	<input type="checkbox"/> 1/3 Page, 4-Colour £1,000	<input type="checkbox"/> Page 5 £1,615
	<input type="checkbox"/> 1/4 Page, 4-Colour £ 940	<input type="checkbox"/> Page 7 £1,615

Specify Printed Ad Material Type Electronic CRC Pick up from: _____

PAYMENT INFORMATION If you require an invoice before you pay, please contact SPIEEurope at spieeurope@spieeurope.org.

- A deposit of 25% of Contract Total (including VAT) **must** accompany contract. Deposit may be paid by check, money order, wire transfer or credit card.
- Payment in full due on contracts received after **6 May 2008**.
- See Rules and Regulations for policies regarding Exhibition Space and Sponsorship cancellations.
- A contract confirmation will be sent within 7 business days of receipt of your request.

Please check one of the following options:

- Cheque/Money Order enclosed (payable to SPIE Events Europe Ltd.) for **entire amount** in Contract Total £ _____
- Cheque/Money Order enclosed (payable to SPIE Events Europe Ltd.) 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 (**6 May 2008**)* £ _____

VISA MasterCard Diners Club American Express Discover Card No. _____

Signature _____ Expiration Date _____

For wire transfers and bank information, please contact SPIEEurope at spieeurope@spieeurope.org

AGREEMENT The undersigned hereby authorizes SPIEEurope to reserve exhibition space, sponsorships, or advertising for use by this company during the **The International Symposium on Optical Systems Design 2008** Exhibition. The undersigned acknowledges receipt of and agrees to abide by the Policies attached to this Exhibitor Contract.

Applicant's Signature _____ Date _____

SPONSORSHIP POLICIES 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 **6 May 2008**. Contracts submitted after **6 May 2008** must be paid in full. Any cancellation or request for changes of this contract must be made in writing and forwarded to SPIE Events Europe Ltd., 2 Alexandra Gate, Ffordd Pengam, Cardiff, CF24 2SA UK.

Cancellations will be subject to charges according to the following schedule:

- More than six months before show start date, by **2 March 2008** – Eligible for full refund.
- More than 120 days and less than six months before show start date, **3 March 2008** through **5 May 2008** – Deposit forfeited; excess of deposit paid will be refunded in full.
- 120 days and less before show start date, after **6 May 2008** – No refund.

In the event of cancellation and subject to the above schedule on cancellation charges, SPIE shall retain the right to resell cancelled sponsorship without rebate or allowance to the Sponsorship applicant.

Promotional Opportunities

Sponsorships

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 Programme and Exhibition Guide
- Onsite signage.

Poster Reception - 3 Available **£485**

Poster Reception - Exclusive **£1,300**

This poster session is an excellent avenue to reach nearly 450 attendees. Sponsor will receive a literature table and the opportunity to place one sign board at the Poster Session. Sponsor may provide napkins, pens or small gift with their company logo for attendees.

Conference Show Bags- Exclusive **£600**

Have your target audience carry your company's message with them! Provide us with 450 canvas bags featuring your company logo on one side and the 2008 Show Logo on the other and we'll distribute them to all short course and conference delegates as part of the registration package.

**SPIE Europe reserves the right of final approval on design and quality of bag.*

Lanyards- Exclusive **£650**

Hang your company name around the neck of all the delegates and visitors. Simply provide us with your company lanyard and we will distribute them to each and every delegate as part of their registration package.

Morning/Afternoon Coffee Breaks **£300**

Sponsoring a coffee break is a cost-effective way to increase exposure on the Exhibition floor. Sponsors may also provide 250ml. cups with their company logo.

Attendee Pens - Exclusive **£165**

Be the exclusive company pen inserted in the 450 conference bags and you'll be guaranteed that attendees will have your pen in hand from day one. Pen cost is separate.

General Refreshment - Unlimited **£165**

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

Advertising

Whether you're targeting a specific segment of the audience or looking for greater exposure, advertising can help you make an even stronger impact on potential customers. Boost your corporate visibility and sales potential with one or several of the following opportunities.

Featured Exhibitor **£665**

Increase your electronic visibility as a Featured Exhibitor in the Online Exhibition. Your company receives priority status on all relevant product searches of the Online Exhibition, as your logo is prominently positioned on Online Exhibition pages and hot linked to your company Website. This Web presence snags leads from online shoppers and drives qualified buyers to your booth.

Technical Programme/Exhibition Guide **£270-£1,615**

If you're trying to reach technical professionals in different fields with news of your products and services, think about placing an ad in the Technical Programme. This piece, a hit with research, design and development people, provides a participant list and an outline of the technical conferences.

Insertion Order due: 23 June 2008

Materials due: 30 June 2008

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

Consult an account representative to learn more about maximizing your exhibit impact. Ask us about other promotional ideas to gain visibility in the community.

*In Europe, excluding Germany,
Austria and Switzerland*

Laurence Devereux
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Effingham KT24 5JS, United Kingdom
Tel: +44 (0)1372 451340
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laurence@spieurope.org

In Germany, Austria and Switzerland

Hermann Doster
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Fax: +49 (0)7025/842 983
Mobil: +49 (0)152/046 096 44
hermann@spieurope.org

In the Americas and Asia

Al Ragan
SPIE Sales
Tel: +1 360 676 3290
Fax: +1 360 647 1445
spiesales@spie.org

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 SPIEEurope liability policies outlined below. The SPIE Events Europe Ltd., hereinafter referred to as SPIEEurope, 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) 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 SPIEEurope as an additional insured on its general commercial liability insurance and provide SPIEEurope with evidence thereof in the form of a certificate of insurance from their carrier, 30 days prior to show dates. Exhibitor acknowledges that SPIEEurope has no obligations to maintain insurance on Exhibitor's behalf.

3) PAYMENT SCHEDULE: If submitted more than 90 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 120 days prior to show start date, 6 May 2008. No space will be reserved or assigned unless both the deposit and signed contract are received at the SPIE Events Europe Ltd. Office, 2 Alexandra Gate, Ffordd Pengam, Cardiff, CF24 2SA UK. Full payment of the total space rental fee must accompany any signed contract received at the SPIEEurope Headquarters less than 90 days prior to show start date.

4) VAT: Local VAT must be charged in accordance with article 9(2)© of the EU 6th VAT directive, where the place of supply of conference/exhibition type services and ancillary services, including the organisation of such activities, is the place where those services are physically carried out.

The customer is able to reclaim the VAT charged to them under the 8th directive VAT reclaim procedure. This policy applies to all countries worldwide without any exceptions.

5) LOCATION: SPIEEurope reserves the right to determine final placement of the Exhibitor.

6) 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.

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

8) LOSSES: SPIEEurope 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.

9) ALCOHOL SERVING AND CONSUMPTION: Exhibitors are not permitted to serve alcohol from and/or within the confines of their booth space nor within the exhibition hall, without written permission from Show Management and a signed service agreement.

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

11) CORPORATE MEMBERSHIP: Corporate membership pricing is valid only if the membership is in good standing and dues are fully paid 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 non-member rates and the contracted exhibitor will be liable for the balance due SPIEEurope.

12) 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.

13) CANCELLATION / SPACE REDUCTION: Any cancellation, space reduction requests, or requests for changes of this contract must be made in writing and forwarded to the Headquarters at SPIE Events Europe Ltd. Office, 2 Alexandra Gate, Ffordd Pengam, Cardiff, CF24 2SA UK. Cancellations or space reductions will be subject to charges according to the following schedule:

- More than six months before show start date, by 2 March 2008 – Eligible for full refund.
- More than 120 days and less than five months before show start date, 3 March 2008 through 5 May 2008 – Deposit forfeited; excess of deposit paid will be refunded in full.
- 120 days and less before show start date, after 6 May 2008 - Full amount of fee is due.

In the event of cancellation or reduction of contracted space, and subject to the above cancellation charges schedule, SPIEEurope shall retain the right to resell canceled space without rebate or allowance to the Exhibitor.

14) TERMINATION OF EXHIBITION: In the event that the premises in which the Exhibition is or is to be conducted shall become, in the sole discretion of SPIEEurope, unfit for occupancy, or in the event the holding of the Exhibition or the performance of SPIEEurope 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 SPIEEurope, said Contract and/or the Exhibition (or any part thereof) may be terminated by SPIEEurope. SPIEEurope 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 SPIEEurope. If SPIEEurope terminates said Contract and/or the Exhibition (or any part thereof) as aforesaid, then SPIEEurope 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 SPIEEurope" 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.

Exhibition Space Specifications

Tabletop Display includes one table and two chairs. No floor-standing backdrops allowed. Maximum height of table-top display from table surface is 1.2m. One entry ticket for the technical conference included. Online and Exhibition Guide Listing.

Equipped Stands - Display space defined by hardwalls. Height restriction to 2.5m. One entry ticket for the technical conference included. Online and Exhibition Guide Listing.

Sponsorship Policies

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 6 May 2008. Contracts submitted after 6 May 2008 must be paid in full. Any cancellation or request for changes of this contract must be made in writing and forwarded to the SPIE Events Europe Ltd. Office, 2 Alexandra Gate, Ffordd Pengam, Cardiff, CF24 2SA UK.

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- 120 days and less before show start date, after 6 May 2008 - Full amount of fee is due.

Advertising Policies

Complete advertising policy and mechanical requirement information will be provided upon receipt of this form. No deposit is required for advertising. Invoices are dated after publication and include tear sheets.

*Changes or modifications for submitted ad materials may be subject to production charges. SPIEEurope does not guarantee reproduction quality for late ads or ads that do not meet the above criteria. Advertising materials are stored for 12 months.

**No refunds on ads cancelled after insertion order closing date.