SPIE.

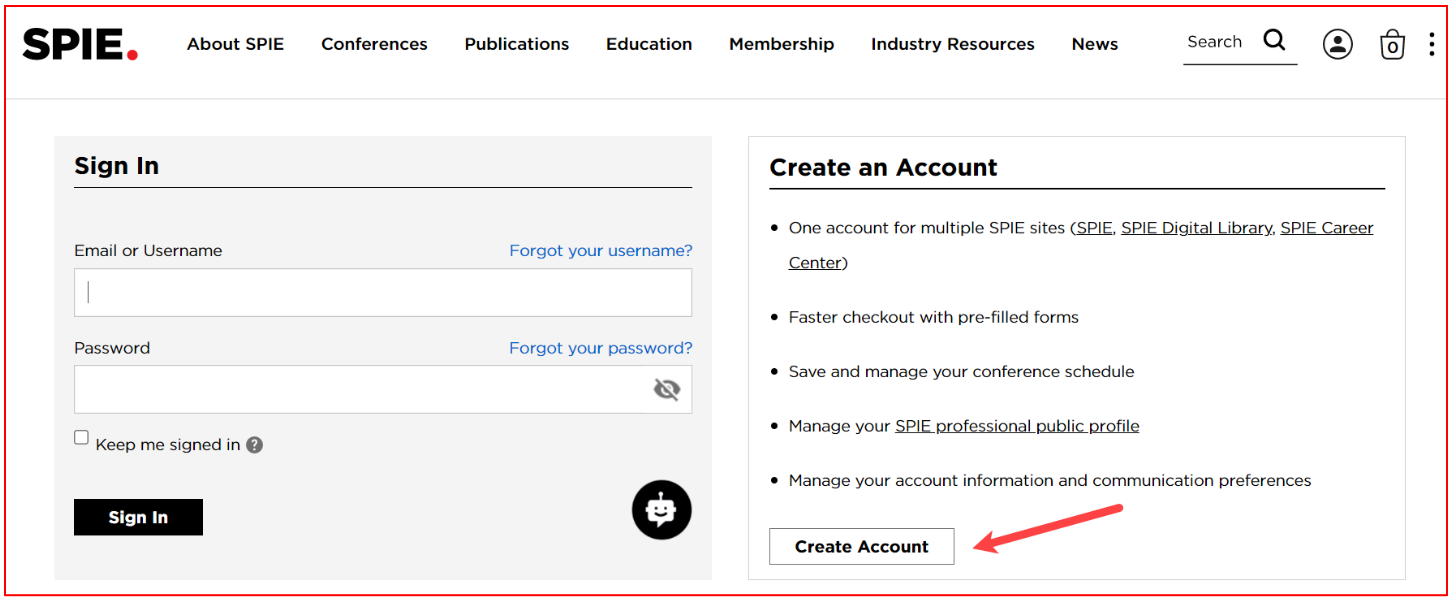
SPIE Exhibitor Dashboard Tutorial

CREATE A SPIE ACCOUNT

A SPIE Account is required to access the Exhibitor Dashboard. If you don't already have a SPIE Account, please create one at https://spie.org/account/login?redir=/exhibitoradmin/dashboard

A few things to note before you create your account…

- A SPIE Account is a personal account, not a company account. Do not share a SPIE account with co-workers.
- The Exhibitor Dashboard is linked to your SPIE account.
- **Only** the person noted as the SPIE Liaison for a specific event/year has access to the Exhibitor Dashboard. This is the person designated as the primary liaison on the exhibit contract.
- If you are the new liaison, need to be added as an additional liaison, or have questions about navigating the Dashboard, please email exhibitions@spie.org.

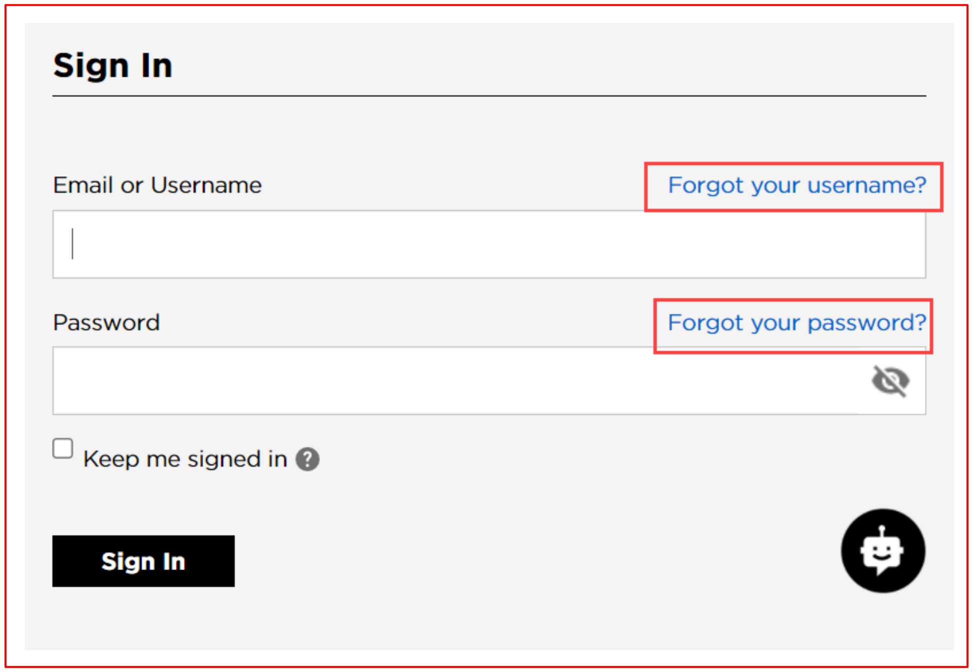


LOG INTO THE EXHIBITOR DASHBOARD

Use your SPIE Account credentials to log into the Exhibitor Dashboard.
https://spie.org/account/login?redir=/exhibitoradmin/dashboard

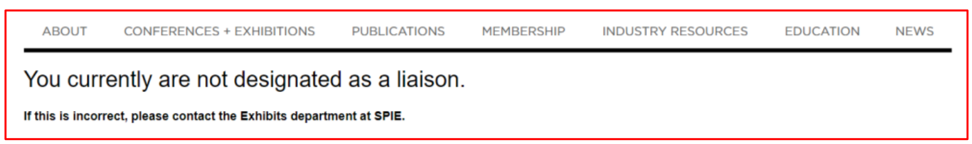
If you forgot your Username or Password, use the helpful 'Forgot' links or contact Customerservice@spie.org.

Do not create a second account, it will not work.



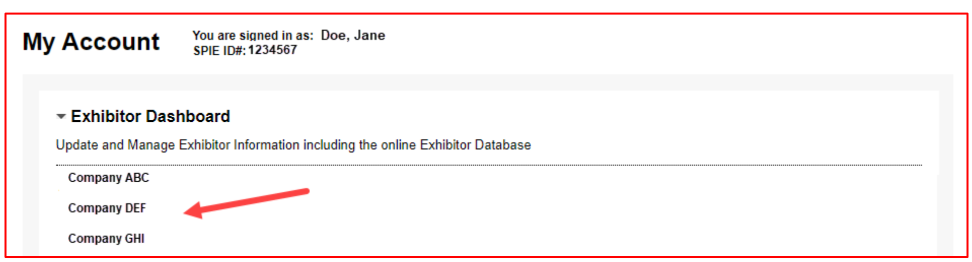
Trouble-Shooting Login Issues

If you receive a notification that you are not a designated liaison, contact exhibitions@spie.org to be added as a liaison.



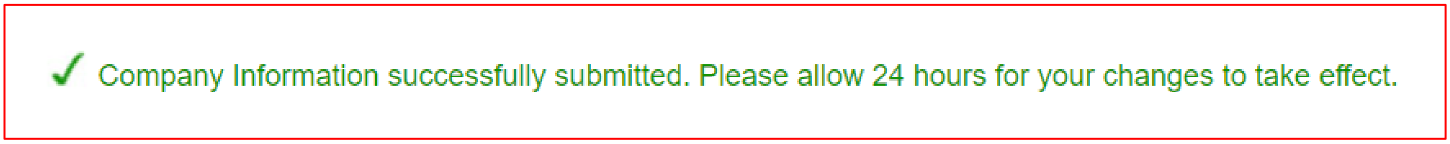
If you don't see your company dashboard upon logging in, click **My Account** and **Account Details** from the black menu bar at the top of the screen.

Choose your company name under Exhibitor Dashboard. If your company is not listed, you are not a designated liaison. Contact exhibitions@spie.org to be added as a liaison.



EXHIBITOR DASHBOARD OVERVIEW

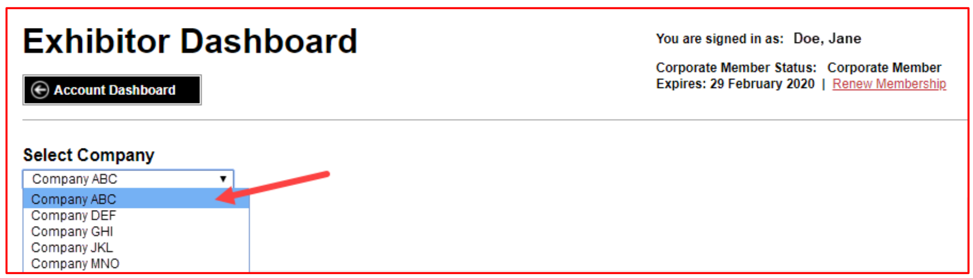
IMPORTANT: All submissions made through the Exhibitor Dashboard take **24 hours** to publish to the website.



Account Information
Your name, along with your company's Corporate Membership status appears in the upper right.

Click **Account Dashboard** to update/edit your SPIE Account.

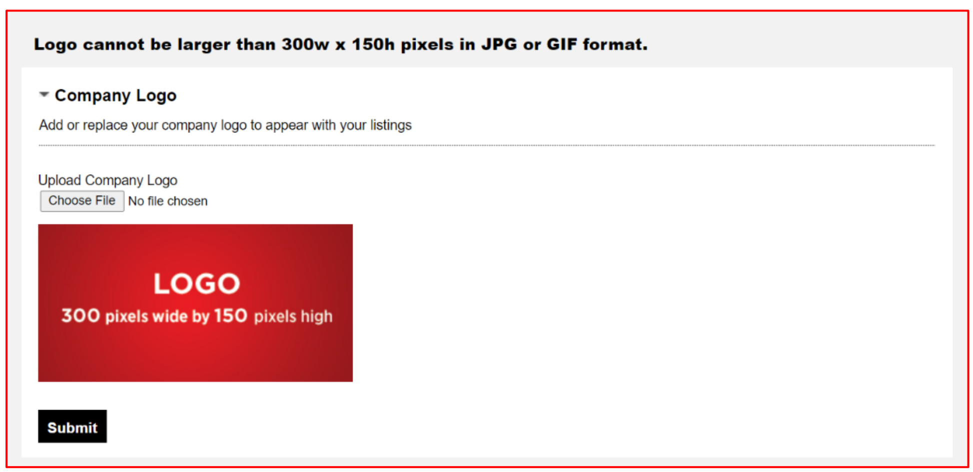
Select Company
If you are the liaison for multiple companies, choose the company you would like to update from the Select Company drop-down.



Company Logo
Add or update your company logo to appear with your online and app listings.

Logos cannot exceed 300w x 150h pixels and must be in jpg or gif format.

Click **submit** after uploading your image



Event Dashboards

All current SPIE events you are listed as a liaison for will appear in the Exhibitor Dashboard. Please make sure you are updating the correct event.

Each event dashboard includes the event logo, exhibition dates, location of the exhibiton, and your assigned booth number.

Also included is a link to the exhibitor logistics page. The exhibitor logistics page has important links, deadlines and helpful information for planning your event.

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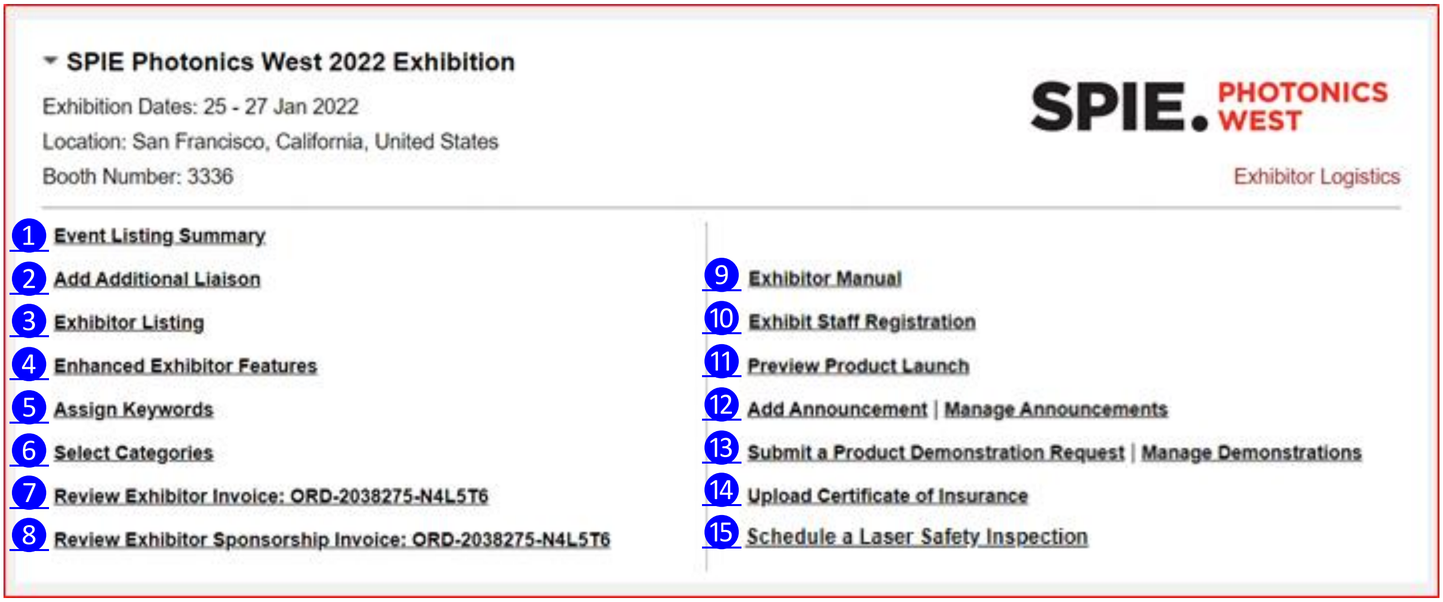
EVENT DASHBOARD LINKS

Below are all the links that may appear in the Exhibitor Dashboard. Not all links will appear at all times or to all people.



**Click on a number to jump to the section*

❶ Event Listing Summary

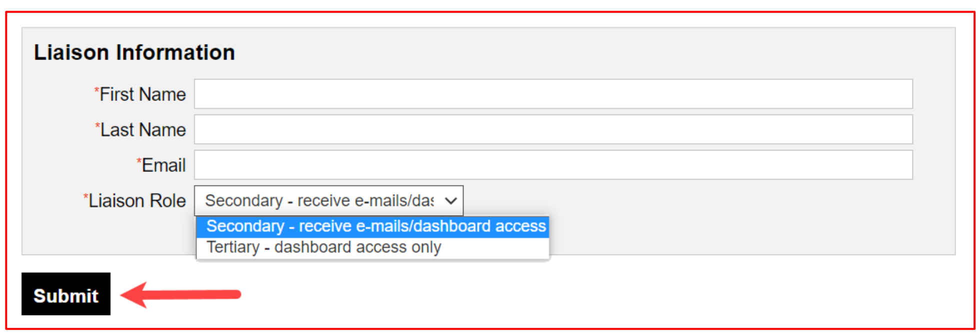
Displays all promotional copy submitted for your company, including Exhibitor Listing copy, Product Launch information, Keywords, Categories, Company Logo, and Company Announcements. Click **edit** to update any of these submissions.

❷ Add Additional Liaison

Primary liaisons can add secondary and tertiary liaisons for access to the exhibitor dashboard.

**This link is only available to the Primary Liaison.*

Secondary liaisons receive emails and exhibitor dashboard access. Tertiary liaisons only receive exhibitor dashboard access.



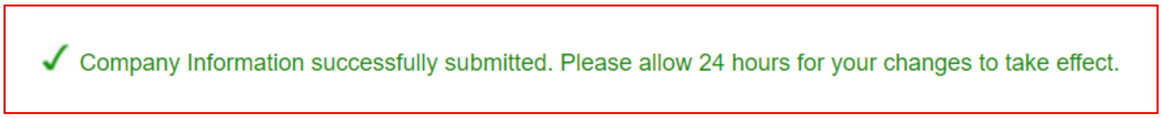
Enter the new liaisons name, email, and liaison designation and click **submit**.

To remove a liaison, email exhibitions@spie.org.

❸ Exhibitor Listing

Submit/Edit company information to appear on SPIE.org, SPIE Conference App, and in the printed exhibition guide. Don't forget to click **submit** at the bottom of the page after any changes have been made.

A confirmation notice will appear at the top of the screen when your submission has been successfully received.

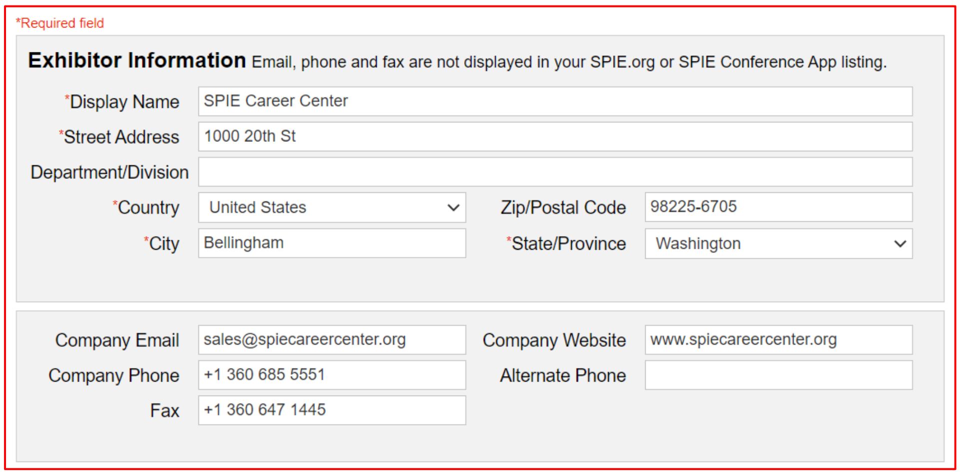


Exhibitor Information

Edit your display name, address, email, phone, and website information.

Email, phone, and fax only appear in the exhibition guide.

Permanent address or company name changes must also be submitted to exhibitions@spie.org.

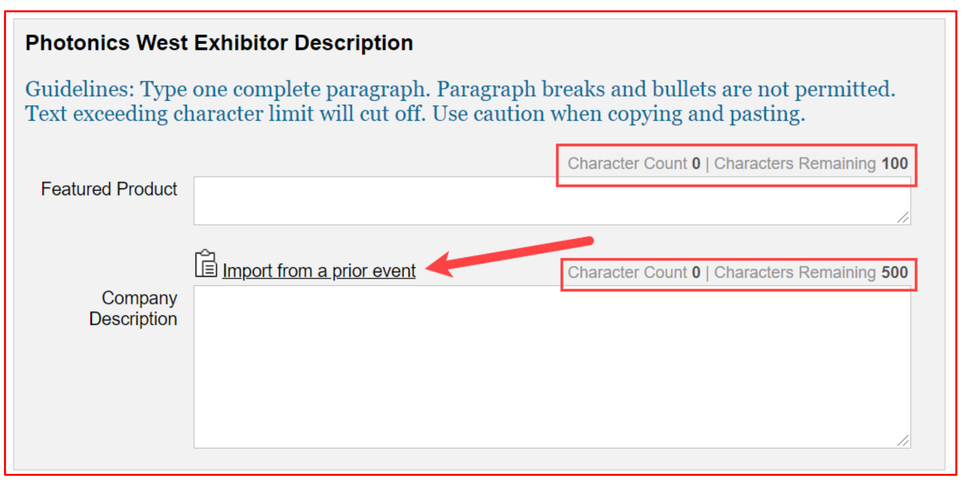


Exhibitor Description

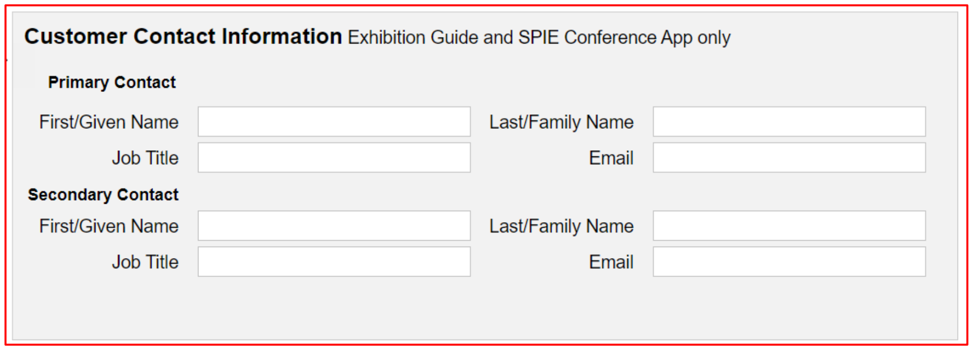
Submit a 100-character featured product and 500-character company description.

Featured product only appears in the exhibition guide and the SPIE Conference App.

Want to use your Company Description from a previous year/event? Click the **Import from a prior event** link. Don't forget to click **submit** after the company description has been imported.



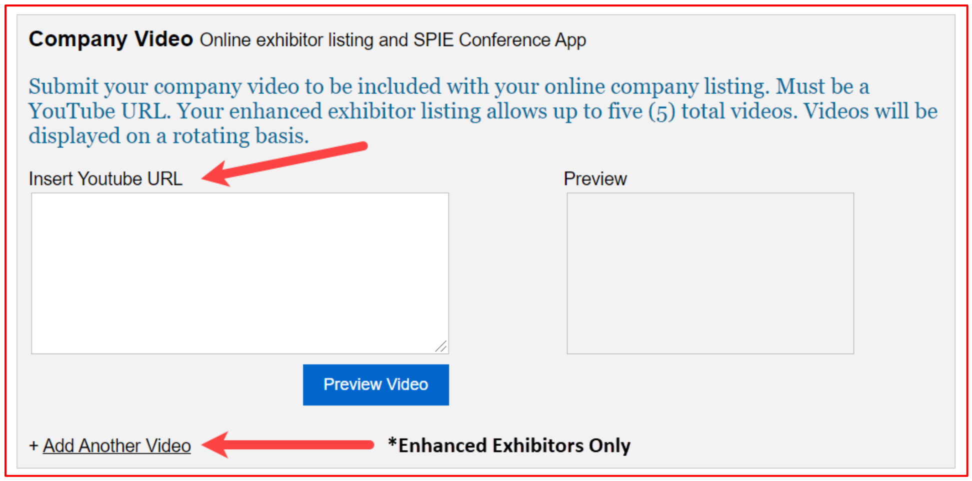
Customer Contact Information
Submit Primary and Secondary contacts to appear in the exhibition guide.



Company Video
Submit a YouTube video to appear on your exhibitor listing.

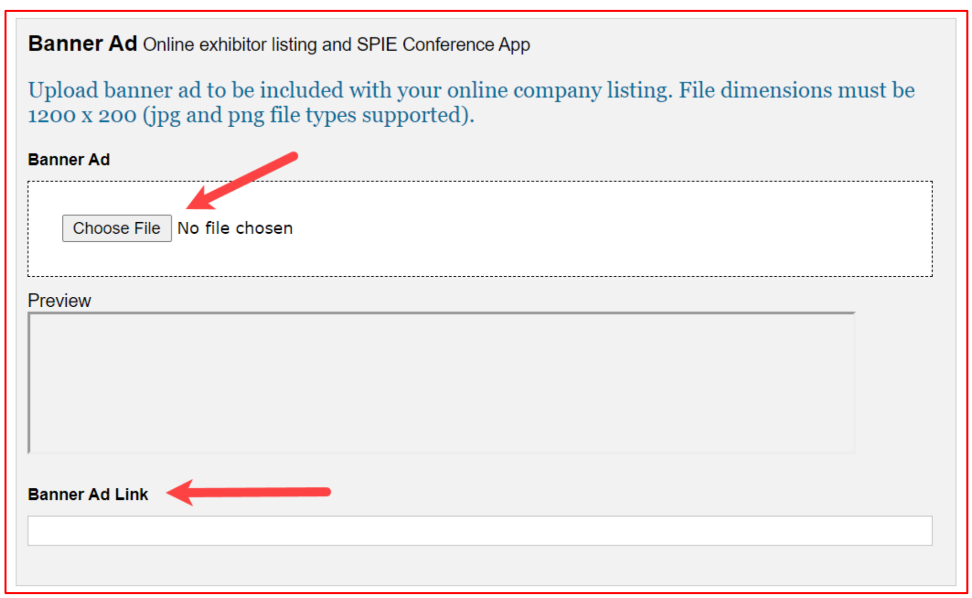
Must be a valid YouTube URL and include https.

Submit up to 5 videos if you purchased the Enhanced Exhibitor Sponsorship. Click **Add Another Video**.



Banner Ad
Submit a 1200w x 200h banner ad to appear on your exhibitor listing (must be jpg or png file).

Include a URL to link your banner ad.



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❹ Enhanced Exhibitor Features

Include conference presentations, giveaways, and social media on your SPIE.org and SPIE Conference app exhibitor listing.

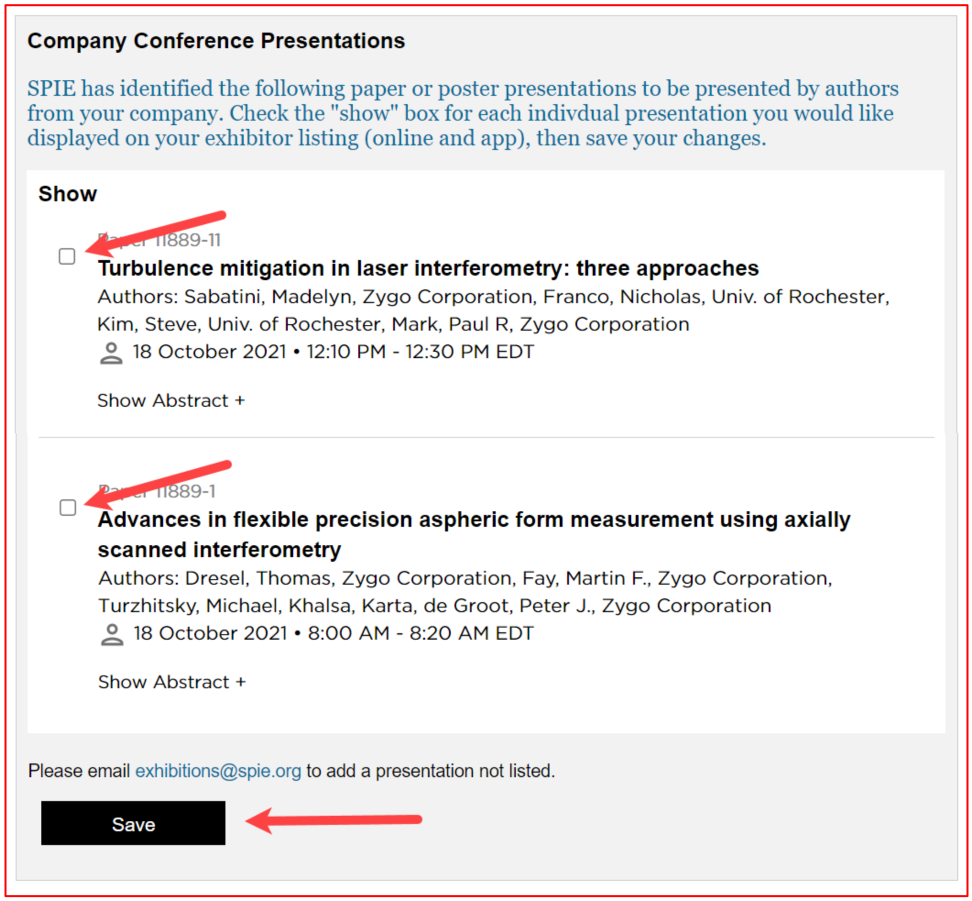
**This link only appears if you purchased an Enhanced Listing Sponsorship.*

Conference Presentations

Promote a co-worker's presentation by adding it to your exhibitor listing.

Choose the presentations from the list provided and click **save**.

If you don't see a presentation listed, email exhibitions@spie.org.

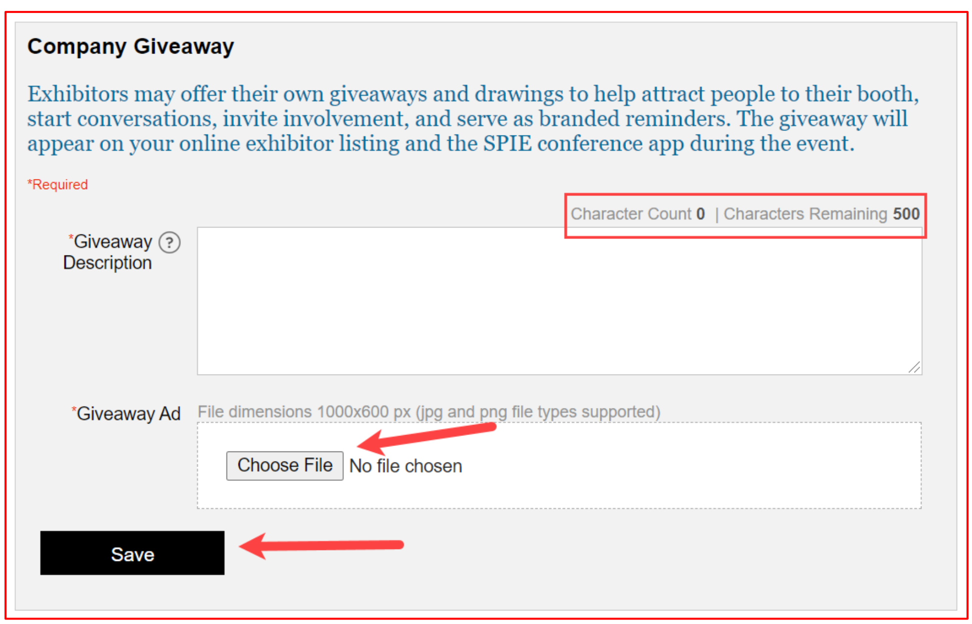


Giveaways

Drive attendees to your booth by including your giveaways/drawings on your exhibitor listing.

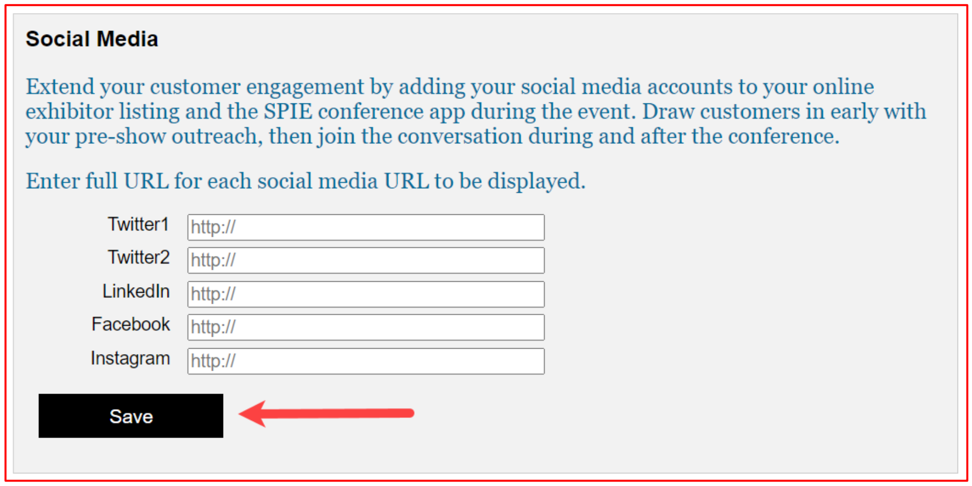
Add a 500-character description and 1000w x 600h image (jpg or png file). Click **save**.

Your giveaway is also included on the event giveaway page.



Social Media
Add social media links to your exhibitor listing.

Enter the URL and click **save**. Submission must be a full URL (include http or https).



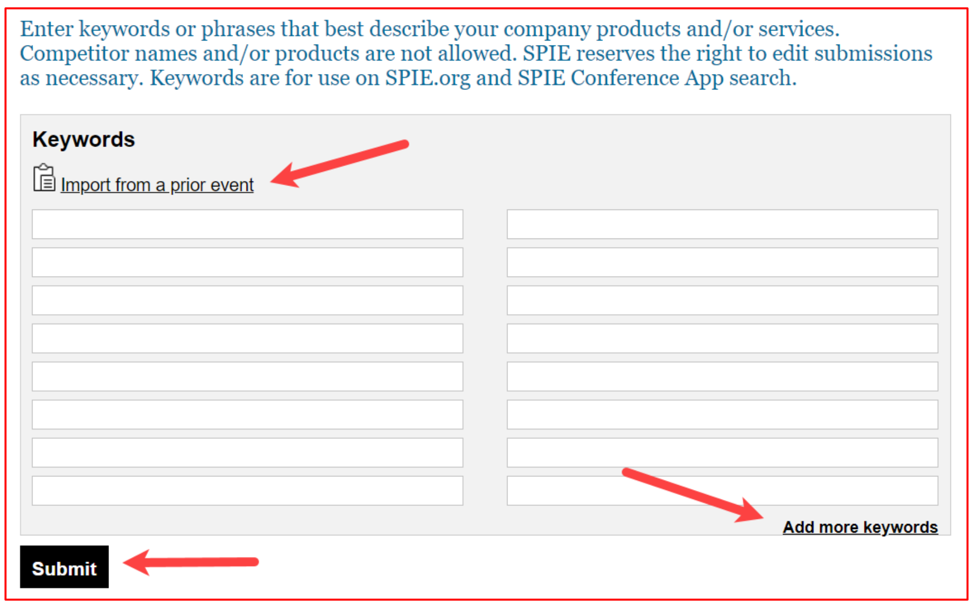
5 Assign Keywords

Enter in keywords or phrases so customers can easily find you when searching on SPIE.org and the SPIE Conference App. Competitor names and/or products are **not** allowed.

There is no limit on keywords. Click **Add more keywords** to add additional keywords.

Want to use the keywords you entered for a previous SPIE Event? Click the **Import from a prior event** link.

Don't forget to click **submit** after the keywords have been imported.



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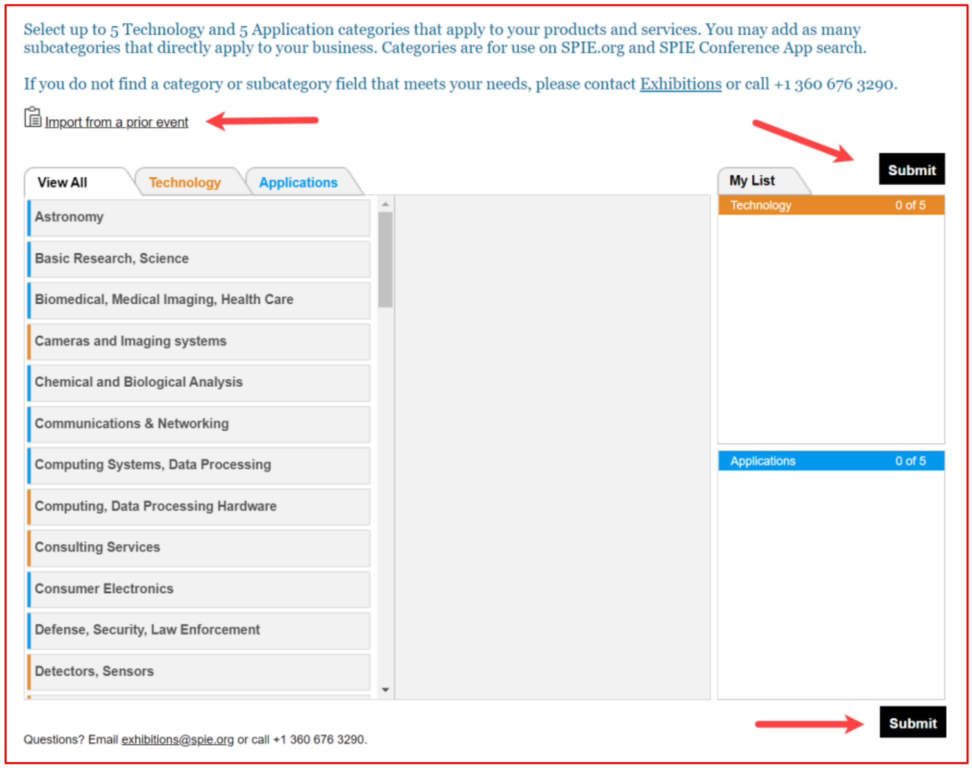
❻ Select Categories

Select up to 5 technology and 5 Application categories so customers can easily find you when searching on SPIE.org and the SPIE Conference App.

Want to use the categories you entered for a previous SPIE Event? Click the **Import from a prior event** link.

Don't forget to click **submit** after the categories have been imported.



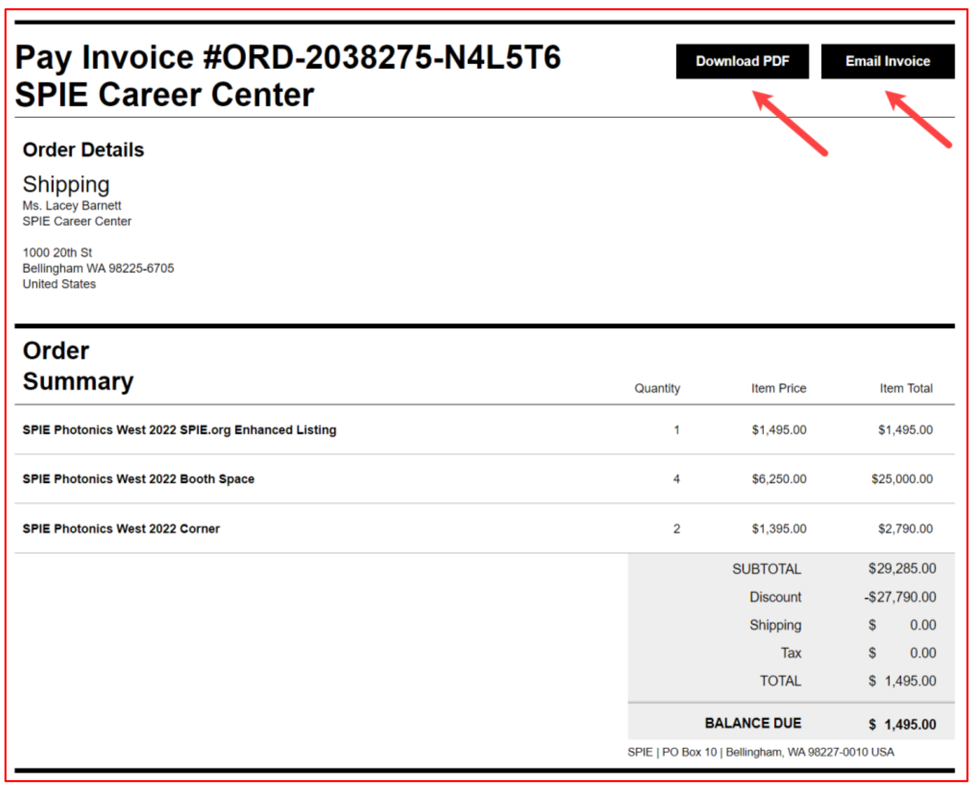
❼ Review Exhibitor Invoice

View, download or email the exhibit invoice. Pay the invoice via Credit Card or PayPal.

❽ Review Sponsorship Invoice

View, download or email the sponsorship invoice. Pay the invoice via Credit Card or PayPal.

**This link only appears if you purchased a sponsorship for the event.*



Pay Invoice #ORD-2038275-N4L5T6
SPIE Career Center

Download PDF | Email Invoice

Order Details

Shipping
Ms. Lacey Barnett
SPIE Career Center

1000 20th St
Bellingham WA 98225-6705
United States

Order Summary

	Quantity	Item Price	Item Total
SPIE Photonics West 2022 SPIE.org Enhanced Listing	1	$1,495.00	$1,495.00
SPIE Photonics West 2022 Booth Space	4	$6,250.00	$25,000.00
SPIE Photonics West 2022 Corner	2	$1,395.00	$2,790.00

SUBTOTAL	$29,285.00
Discount	-$27,790.00
Shipping	$ 0.00
Tax	$ 0.00
TOTAL	$ 1,495.00
BALANCE DUE	**$ 1,495.00**

SPIE | PO Box 10 | Bellingham, WA 98227-0010 USA

9 Exhibitor Manual

This link will take you to the online Exhibitor Service Manual, where you can order furnishings, utilities, and more for your exhibit space. You will be directed to a different website.

**This link only appears when the Exhibitor Service Manual is available.*

10 Exhibit Staff Registration

Register your booth staff and send confirmations. See the Exhibitor Registration Tutorial for detailed instructions.

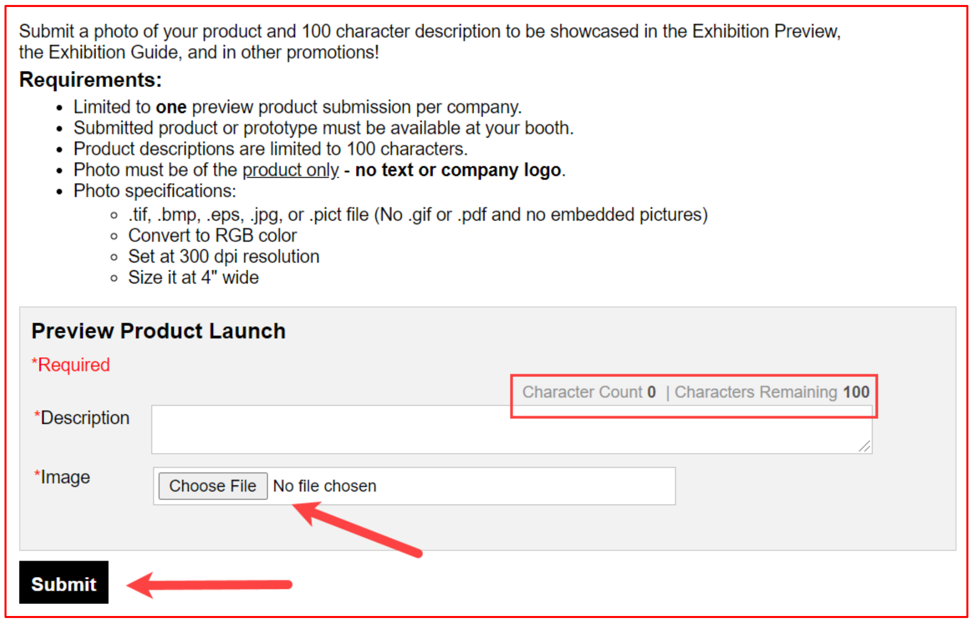
**This link only appears when the Registration is open.*

11 Preview Product Launch

Submit a product to be included in the Exhibition Preview. Submissions are also included in the printed Exhibition Guide.

**This link only appears when submissions are being accepted.*

Add a 100-character description, image (4" wide, 300 dpi, RGB color) and click **submit**.

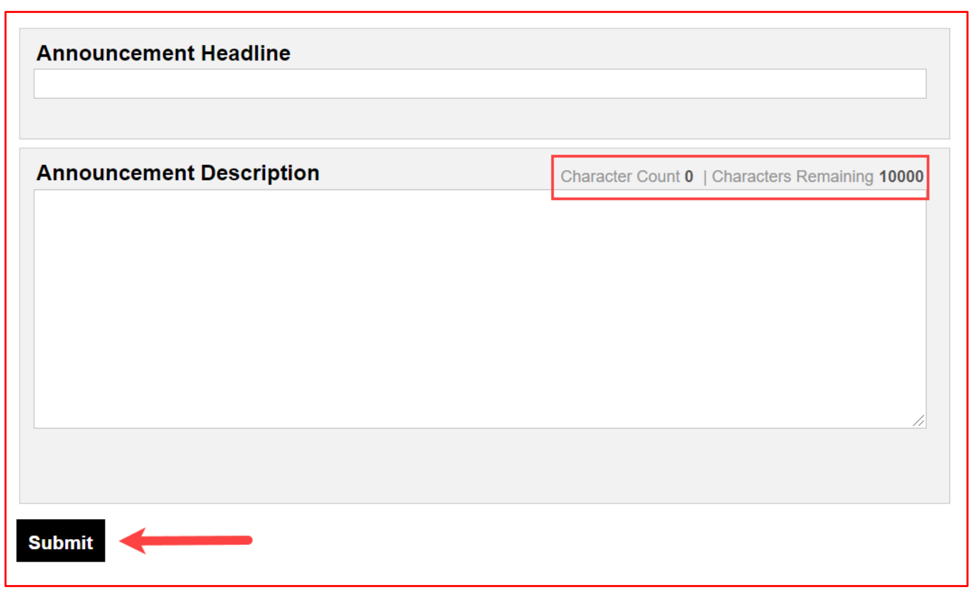


12 Add Announcement | Manage Announcements

Submit an announcement to be featured on your SPIE.org exhibitor listing, as well as the event Company Announcement page.

Enter an announcement headline and description (10000-character limit) and click **submit.**

Announcements are accepted until the end of the event and are posted as they are received.



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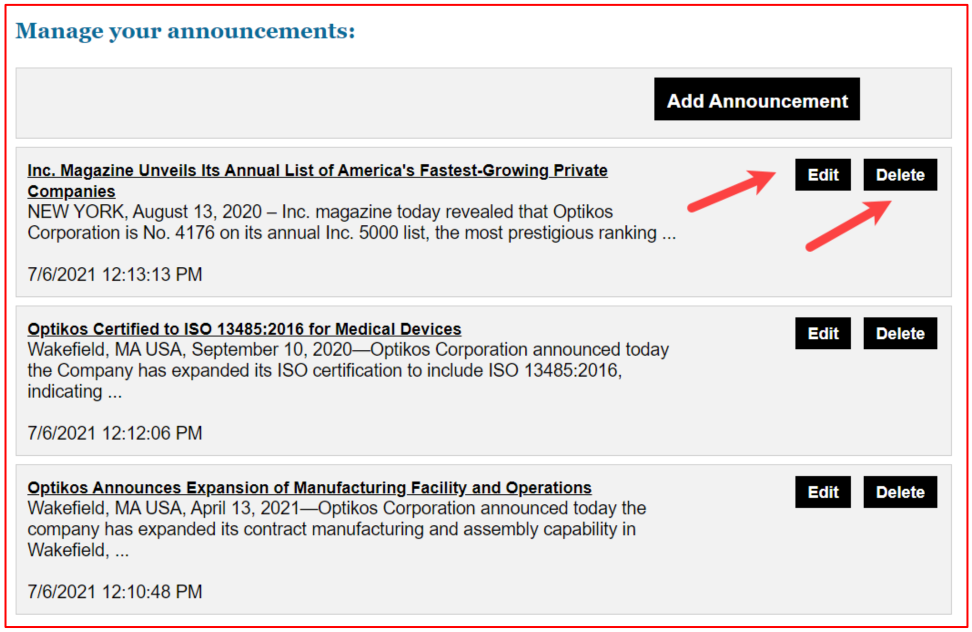
To edit or delete an announcement, click the Manage Announcement link.

Click **edit** to make any changes to your annoucement. Don't forget to click **submit**.

Click **delete** to remove your announcement from your exhibitor listing.

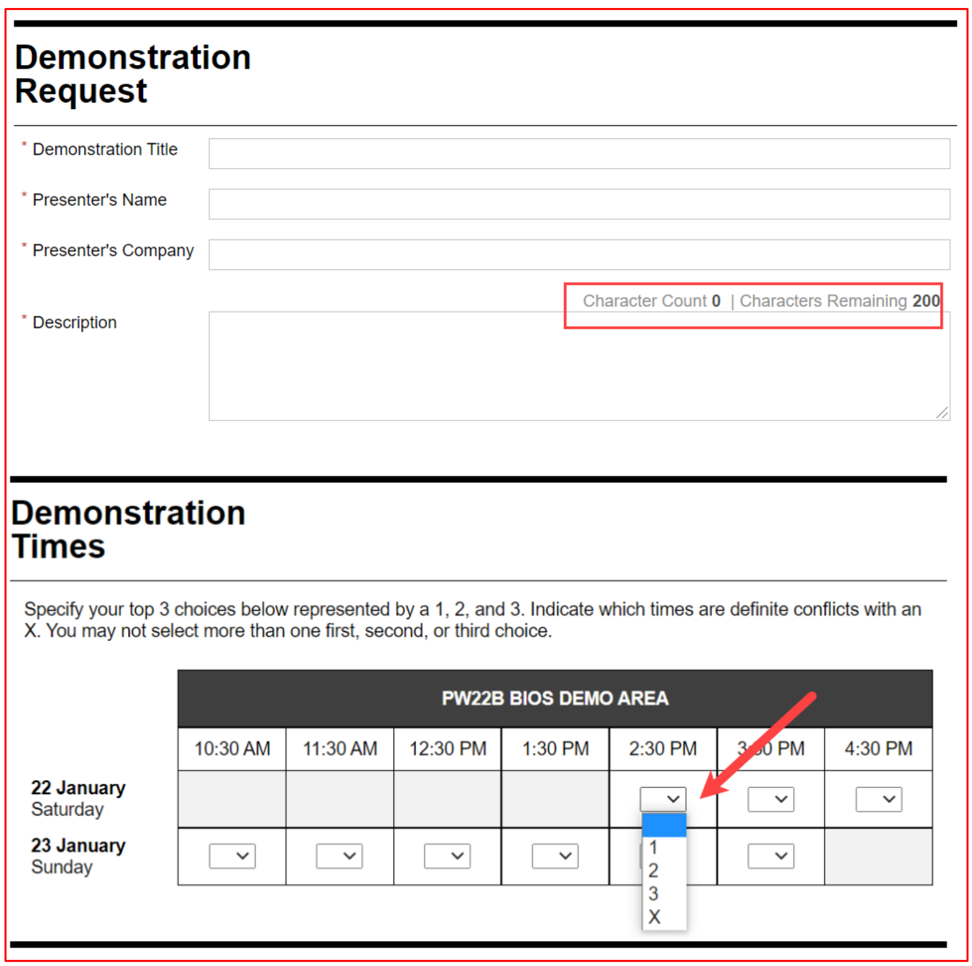


⓭ **Submit a Product Demonstration Request | Manage Demonstrations**
Give a live 30-minute product demonstration on the exhibition floor. Fee applies.
**This link is only available if product demonstrations are offered at the event.*

Enter your demonstration information title, name, company, and description (200-character limit).

Designate the top three preferred time slots with 1, 2, 3, and any unpreferred times with X.

Select payment method and click **submit**. A receipt will be emailed to you.

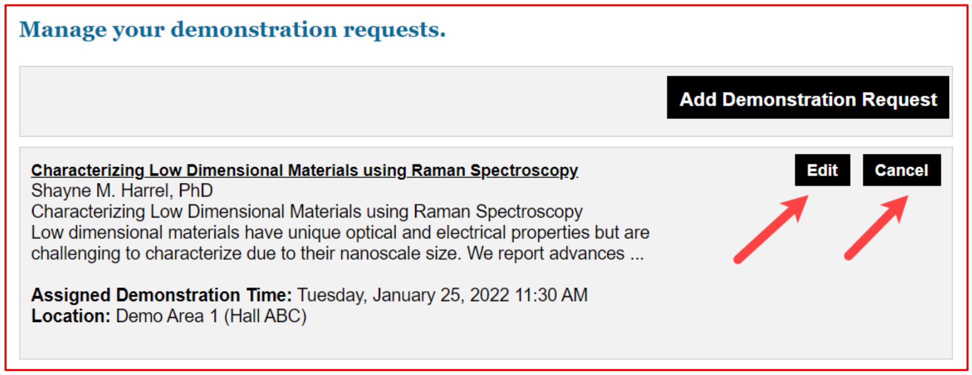


SPIE.

To edit or cancel a product demonstration, click the Manage Demonstrations link.

Click **edit** to make any changes to your product demonstration. Don't forget to click **submit**.

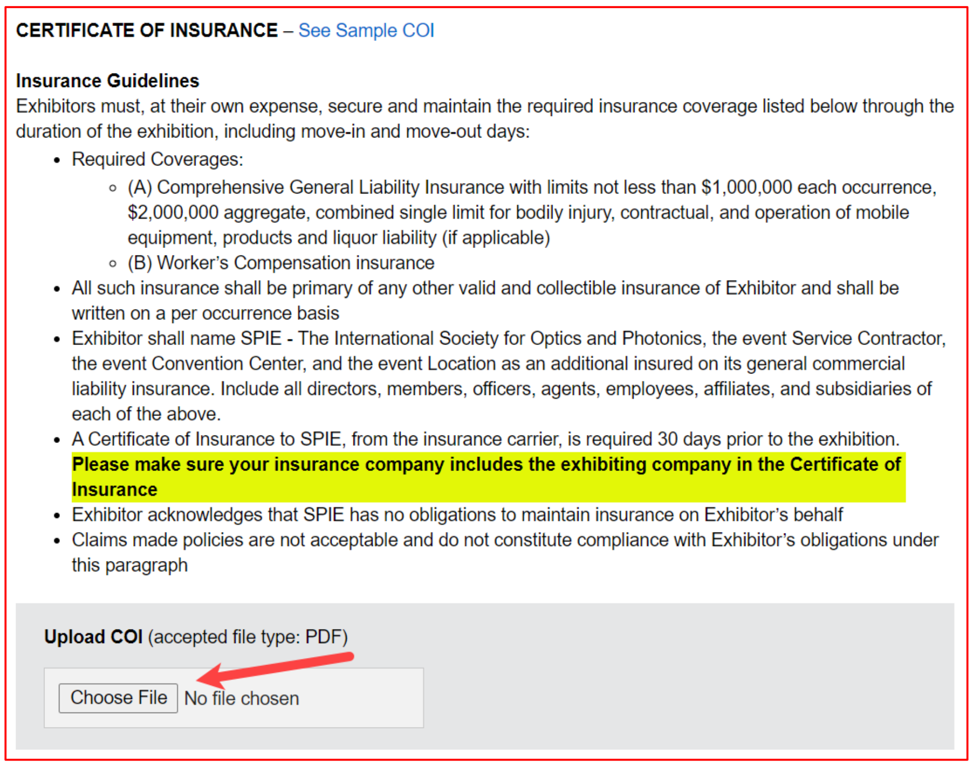
Click **cancel** to cancel your product demonstration request.



⓮ <u>**Upload Certificate of Insurance**</u>

SPIE requires a Certificate of Insurance for each event.

Upload a PDF of your COI and click **submit**.



CERTIFICATE OF INSURANCE – See Sample COI

Insurance Guidelines

Exhibitors must, at their own expense, secure and maintain the required insurance coverage listed below through the duration of the exhibition, including move-in and move-out days:

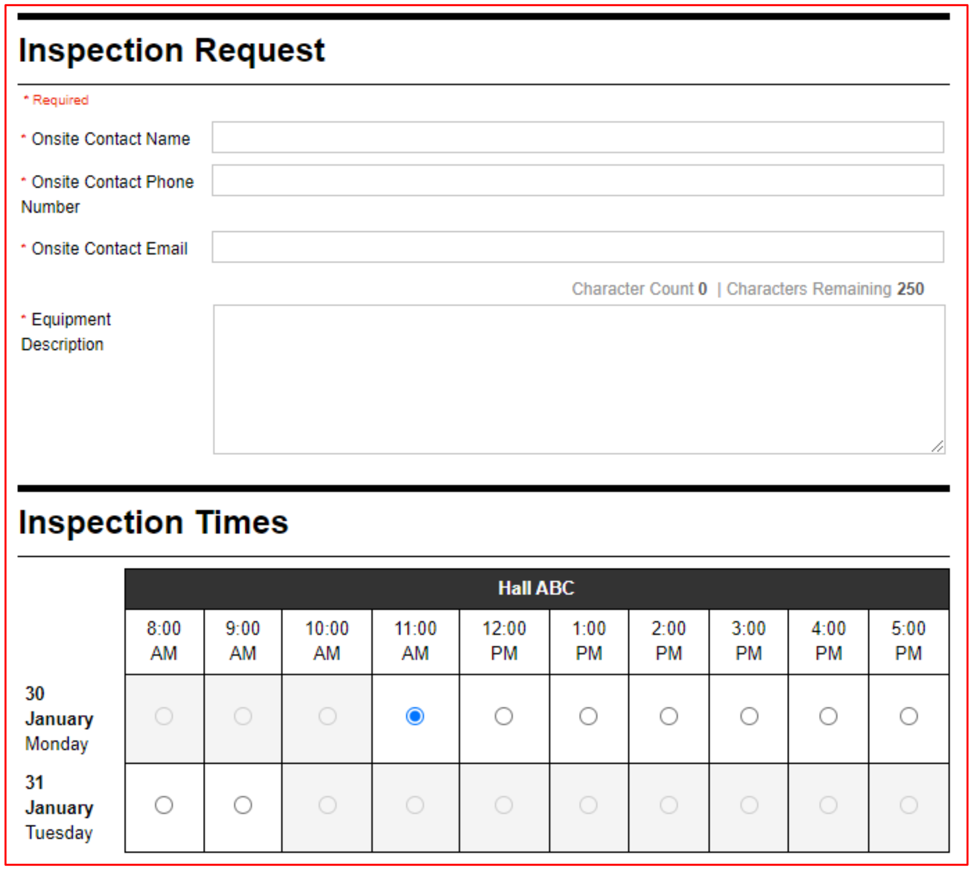
- Required Coverages:
  - (A) Comprehensive General Liability Insurance with limits not less than $1,000,000 each occurrence, $2,000,000 aggregate, combined single limit for bodily injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable)
  - (B) Worker's Compensation insurance
- All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on a per occurrence basis
- Exhibitor shall name SPIE - The International Society for Optics and Photonics, the event Service Contractor, the event Convention Center, and the event Location as an additional insured on its general commercial liability insurance. Include all directors, members, officers, agents, employees, affiliates, and subsidiaries of each of the above.
- A Certificate of Insurance to SPIE, from the insurance carrier, is required 30 days prior to the exhibition. **Please make sure your insurance company includes the exhibiting company in the Certificate of Insurance**
- Exhibitor acknowledges that SPIE has no obligations to maintain insurance on Exhibitor's behalf
- Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph

Upload COI (accepted file type: PDF)

Choose File No file chosen

⑮ Schedule a Laser Safety Inspection

Companies displaying an active laser are required to register for an onsite Laser Safety Inspection.
**This link is only available if Laser Safety Inspections are offered at the event.*



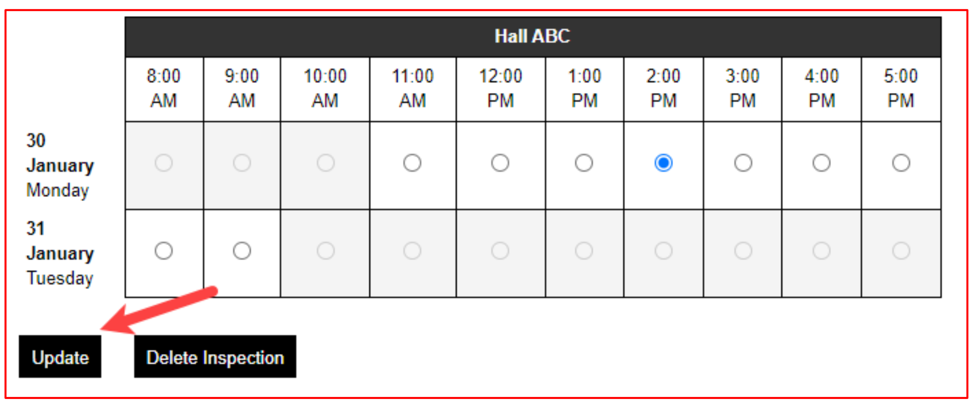
Enter an onsite contact name, phone number, email, and a description of your laser (250-character limit).

Select a time for the inspection. Click **submit**.

A confirmation will be emailed to you.

To change your inspection time, select a new time and click the **Update** button.

To cancel your inspection, click the **Delete Inspection** button.

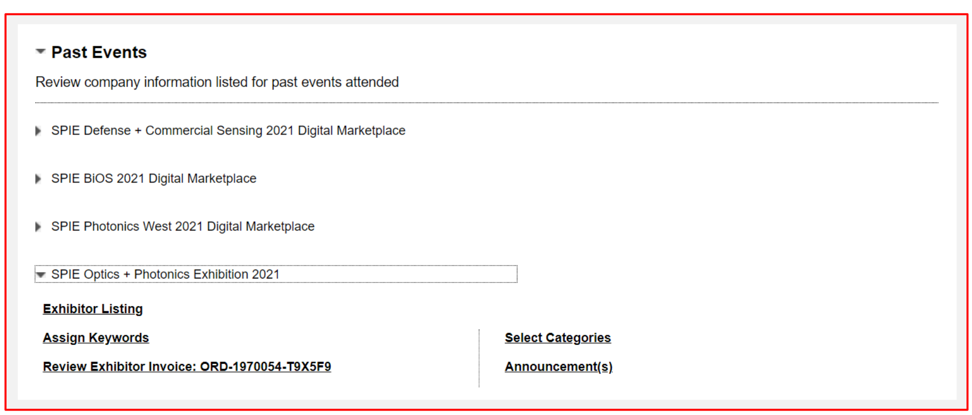


PAST EVENTS

View your exhibitor listing copy, keywords, categories, announcements, and invoice from past events.

You must be a liaison on the past event for it to appear.

Past Events only include the previous 3 years.



EXHIBITOR REGISTRATION

Badges are required for all persons entering the exhibit hall. It is the liaison's responsibility to register booth staff.

There are two different badge types:

Exhibit Staff

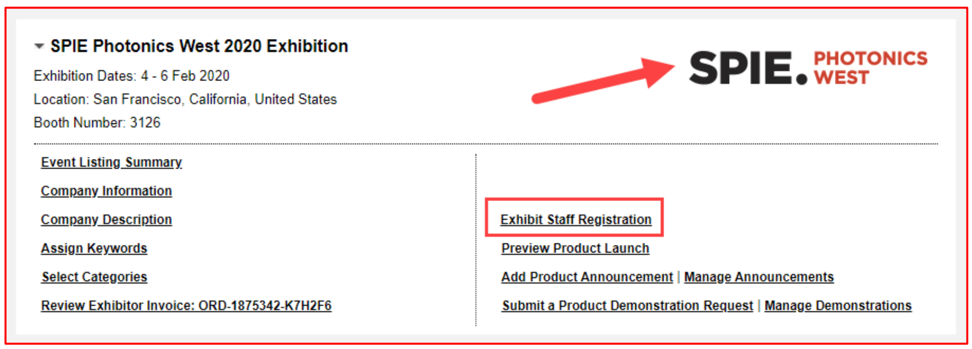
- Receives entry into the exhibit hall before, during, and after exhibit hall hours.
- Receives entry into the welcome reception.
- Each company is allotted 50 Exhibit Staff. You may request more by contacting exhibitions@spie.org.

Exhibit Staff with Technical Pass

- Receives entry into the exhibit hall before, during, and after exhibit hall hours.
- Receives entry into conference sessions, plenaries, panels, and poster sessions. It is not valid for Authors. All Authors must register for a Speaker/Author registration through the spie.org website.
- Each company's allotment is based on exhibit space: Islands, Booth and Peninsulas receive two; Tables receive 1; and co-exhibitors do not receive any.

The Exhibit Staff Registration link will only appear when registration is open. If you do not see the link contact exhibitions@spie.org.

If you are exhibiting at more than one event, make sure you are registering for the correct event.

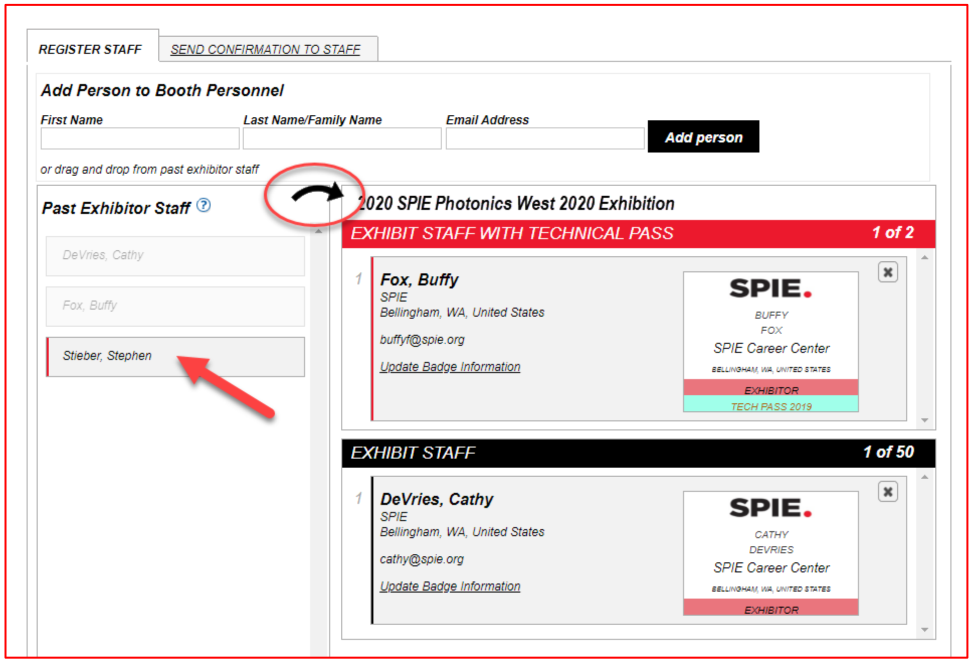


Registration Notes

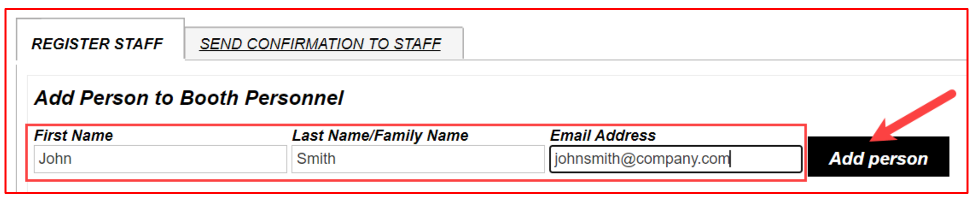
- If you exhibit at Photonics West and BiOS Expo, register for Photonics West only. One badge is good for both events.
- Co-exhibitors should register separately under their own Dashboard Account.

Register Past Exhibitor Staff
To add booth personnel from the previous year's event, Drag and Drop the name from the Past Exhibitor Staff list to the current roster (Exhibit Staff with Technical Pass or Exhibit Staff).

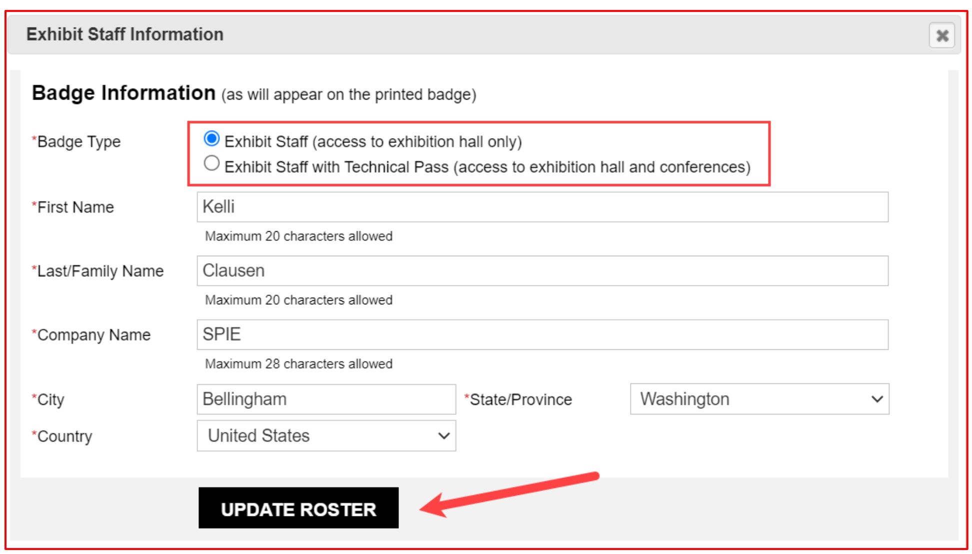
Don't forget to click **Save Roster** after adding your registrations.



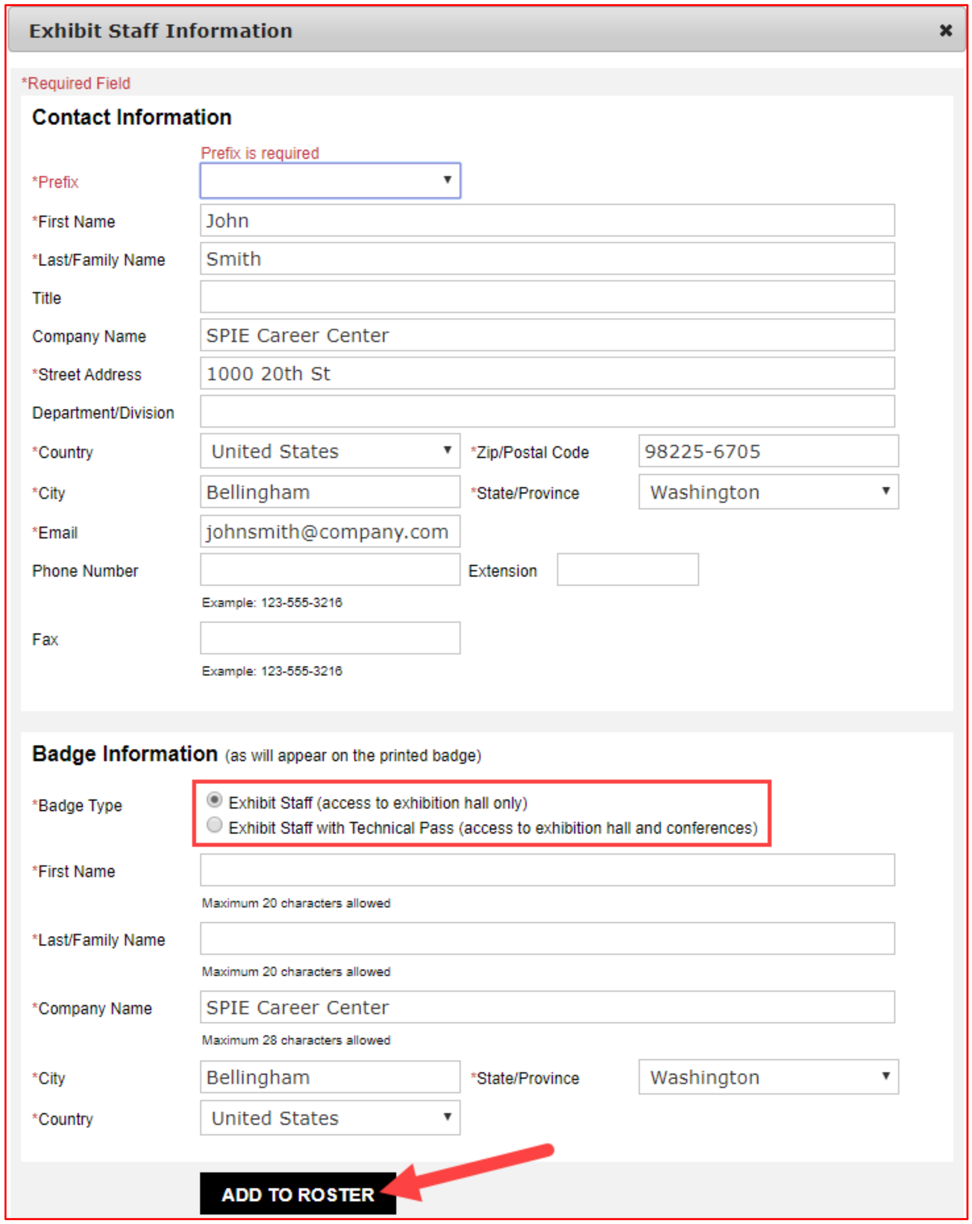
Register New Exhibitor Staff
To add new booth personnel, enter the First Name, Last Name/Family Name, Email Address and click **Add Person**.



If the new staff member is in the SPIE database, edit their badge information, select the badge type, and click **Update Roster**.



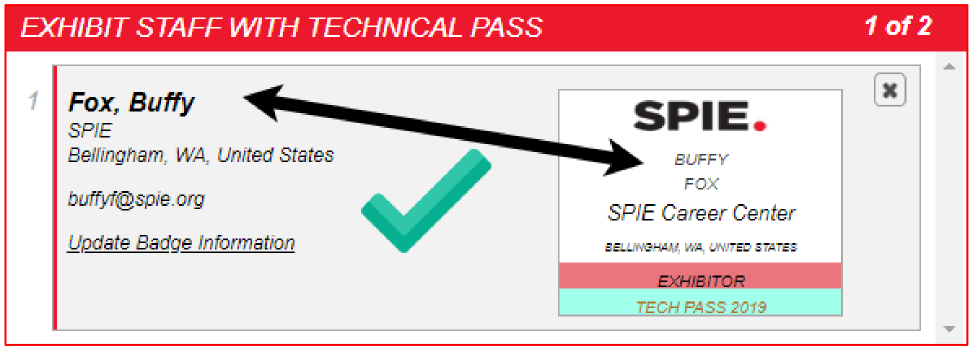
If the new staff member is not in the SPIE Database, enter their contact information, badge information, select the badge type, and click **Add To Roster**.



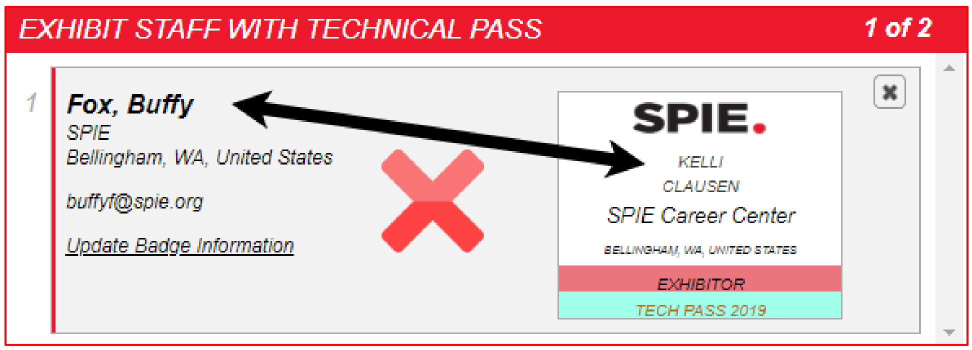
When finished registering staff, click **Save Roster** before moving to another page or tab, otherwise all edits will be lost.

Important: Do not overwrite a badge that is already assigned to a different person. This will cause errors and not allow the badge to print onsite. The name on the left must match the name on the badge.

Good Registration



Bad Registration

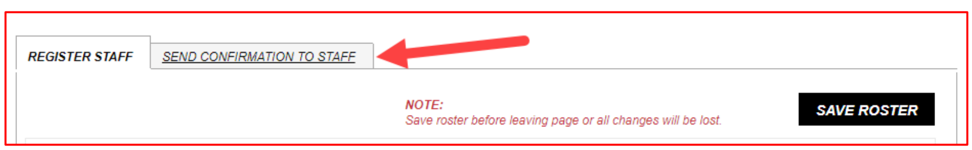


Send Email Confirmations

Send a confirmation email for staff to bring to onsite registration and expedite badge pick-up.

**Registered staff will also receive an email with barcode one week prior to the event.*

Click the **Send Confirmation to Staff** tab.



Select all exhibit staff or choose individual staff to receive the email confirmation. Click **Send Confirmation**.