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

**Aisle Sign – Limited Availability**
$1,850
- Company provides artwork for aisle sign in hall of choice
- Cost to produce sign is included

**Banner – Limited Availability**
$3,200+
- Cost to produce and hang banner is not included in price of sponsorship
- Single-sided banner positioned in a premium location

**Charging Station – Limited Availability**
$3,700
- Custom branding on charging station included
- Charger location in premium location with seating
- Cost to produce and install is included in the price of the sponsorship

**Coffee Break – Limited Availability**
$995 - $1,995
- 4 foot table available for literature or promo items during sponsored coffee break
- Up to 1000 sleeves with company logo included in price of sponsorship
- Option to provide compostable 8 oz. cups and/or napkins (at sponsor’s expense)
- Onsite signage

**Column Wrap – Limited Availability**
$4,395
- Cost to produce and install 6 ft. tall wrap included
- Premium location in South Lower Lobby

**Conference Bag – Limited Availability**
$4,150
- Company artwork displayed in opening splash page
- Ads run eight weeks prior through two weeks after the conference

**Conference Bag Insert**
$2,995+
- Cost of insert is not included in price of sponsorship
- Insert is produced and supplied by sponsor
- One promotional item (approved by SPIE) or one 8 1/2” x 11” sheet (additional pages subject to extra fees)
- Pre-inserted into conference bags

**Conference Pen – Exclusive**
$1,995+
- Cost of pens is not included in price of sponsorship
- Pens are produced and supplied by sponsor
- Pens available to conference attendees

**Demo Area**
$900
- Choice of South or North Hall Demo Area
- Company logo on rotating slide in Demo Area - to run between company demonstrations
- Company logo on onsite signage in Demo Area

**Digital Booth Packages**
Don’t leave your digital booth empty!

**Basic – Unlimited**
Complimentary
- Business card listing includes: company name, address, phone number, and URL

**Enhanced – Unlimited**
$185
Basic PLUS:
- Company Profile
- Company Logo on Booth
- Visitor Report
- 1 Contact
- 1 Product
- 5 Categories

**Deluxe – Limited Availability**
$750
Enhanced package PLUS:
- Company Logo featuring on online floor plan
- YouTube Embedded Video
- Company ‘Find us on Facebook’ and ‘Find us on Twitter’ Button
- Company LinkedIn Profile
- 1 Press Release
- 1 Additional Contact
- 2 Additional Products
- 2 Additional Categories

**Premium – 5 available**
$950
Deluxe package PLUS:
- Company Logo featured on online floor plan
- Company Brochure
- 1 Additional Press Release
- 1 Additional Contact
- 5 Additional Products
- 3 Additional Categories

**Digital Signage – Limited Availability**
$4,400
- Premium location
- 8 second display time, max 3 rotations within 8 second display time
- Sponsor provides the artwork; SPIE produces and generates the final graphic loop

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For inquiries, contact
SPIE Sales:
Al Ragan
Tel: +1 360 685 5539
Fax: +1 360 647 1445
air@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
Call us to learn more about maximizing your exhibit impact.
Ask us about other promotional ideas to gain visibility in the community.

+Indicates additional costs apply to sponsorship price.

All sponsorships require SPIE approval.
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

ESCALATOR PANELS - 4 AVAILABLE
$3,600–$4,750+
- Cost to produce and install panels is not included in price of sponsorship
- Premium location

EXHIBITION BAG - EXCLUSIVE
$3,800+
- Cost of exhibition bag is not included in price of sponsorship
- SPIE approved bags are produced and supplied by sponsor
- Company logo and SPIE event logo on same side of exhibition bag

EXHIBITION MAP
The map features the exhibition floor plan and exhibitor list on one side and Photonics West events on the other side.

BACK COVER AD - EXCLUSIVE
$6,250
- Back cover ad (3.875” w x 7.25” h)
- One full color company logo with a 75 character tag line
- Available onsite to 20,000 attendees
- Mailed to 4,600+ regional contacts
- Booth location and website featured in exhibition bag

LOGO AD - LIMITED AVAILABILITY
$2,250
- One full color company logo with a 75 character tag line
- Available onsite to 20,000 attendees
- Mailed to 4,600+ regional contacts
- Booth location and website featured in exhibition bag

FEATURED EXHIBITOR PACKAGE
LIMITED AVAILABILITY
$1,995
- Small rectangle ad on online exhibition and select conference pages
- Featured product photograph and announcement on company’s exhibitor detail page
- Priority status on all relevant online product searches

FEATURED EXHIBITOR BIOS/PW COMBINATION PACKAGE - LIMITED AVAILABILITY
$2,500
- 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
- Above information appears for both BIOS and PW

FLOOR GRAPHICS - LIMITED AVAILABILITY
$2,150 – $3,225
- Cost to produce and install floor graphic is included in price of sponsorship
- Premium location

UPGRADE FLOOR GRAPHIC ARROWS
- Contact sales for directional floor graphic arrows upgrade
- Company color and booth number will be displayed on 2 ft. long arrows ($200 each)
- Lead attendees from your floor graphic to your booth
- For exhibition hall cross aisle floor graphics only

GENERAL SPONSOR - UNLIMITED
$775
- Company logo displayed online and in printed materials

LANYARDS - EXCLUSIVE
$9,995+
- Cost of lanyards is not included in price of sponsorship
- Lanyards are produced and supplied by sponsor
- Lanyards accessible to all attendees at registration
- Onsite signage

METER BOARD - LIMITED AVAILABILITY
$3,100
- Cost of meter board included in price of sponsorship
- Promotion space: 38 inch wide x 87 inch high (83 inch high viewable area)
- Positioned in a premium location

METER BOARD BIOS/PW COMBINATION LIMITED AVAILABILITY
$4,350
- Cost of meter board at BIOS Expo and meter board at Photonics West are included in price of sponsorship
- Single-sided and positioned in a premium location
- Promotion space: 38 inch wide x 87 inch high (83 inch high viewable area)

STAIRWAY STRIPS – 3 AVAILABLE
$4,300 – $6,995+
- Cost to produce and install stair strips is not included in price of sponsorship
- Premium location

WI-FI - 3 AVAILABLE
$3,750
- Onsite signage

+ Indicates additional costs apply to sponsorship price.
All sponsorships require SPIE approval.
PW19

CONTACT INFORMATION

Sponsorship Contact ___________________________ Job Title ____________

Company ___________________________ Website URL ___________________________

Address ___________________________ Email ___________________________

Tel ___________________________ Email ___________________________

SPONSORSHIP SELECTION Sponsors from previous year will be given the first right of renewal 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>Aisle Sign (Limited Availability)</td>
<td></td>
<td>$1,850</td>
</tr>
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<td>Charging Stations (Limited Availability)</td>
<td></td>
<td>$3,700</td>
</tr>
<tr>
<td>Coffee Break - Conference AM</td>
<td>Monday, 4 February</td>
<td>$995</td>
</tr>
<tr>
<td>Coffee Break - Conference PM</td>
<td>Monday, 4 February</td>
<td>$995</td>
</tr>
<tr>
<td>Coffee Break - Exhibition AM</td>
<td>Tuesday, 5 February</td>
<td>$1,995</td>
</tr>
<tr>
<td>Coffee Break - Exhibition PM</td>
<td>Tuesday, 5 February</td>
<td>$1,995</td>
</tr>
<tr>
<td>Coffee Break - Exhibition AM</td>
<td>Wednesday, 6 February</td>
<td>$1,995</td>
</tr>
<tr>
<td>Coffee Break - Exhibition AM</td>
<td>Thursday, 7 February</td>
<td>$1,995</td>
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<td>Digital Booth Package - Deluxe (Limited Availability)</td>
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<td>$750</td>
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<tr>
<td>Digital Booth Package - Premium (5 Available)</td>
<td></td>
<td>$950</td>
</tr>
<tr>
<td>Digital Signage - North Hall (Limited Availability)</td>
<td></td>
<td>$4,400</td>
</tr>
</tbody>
</table>

+Indicates additional costs apply to sponsorship price.

All sponsorships require SPIE approval.

PAYMENT INFORMATION Contracts submitted after 8 August 2018 require 100% payment.

- A minimum deposit of 25% on Sponsorships must accompany contract.
- Payments due in full on 8 September 2018. On 9 September 2018, a 5% late fee will be added to all unpaid balances.
- On 8 October 2018, defaults in payment will result in Sponsorship cancellation.
- See Sponsorship Policies regarding cancellations.

Please check one of the following options:

- Check/Money Order enclosed (payable to SPIE) for entire amount in Contract Total ............................................ = $ ________
- Check/Money Order enclosed (payable to SPIE) 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 (applicable before 8 August 2018) ........................... = $ ________
- VISA  □ MasterCard  □ Diners Club  □ American Express  □ Discover

Card Number: ___________________________ Security Code: __________

I authorize SPIE to charge the payment fee (as indicated on the form) to my credit card.

Expiration Date / Signature

- Wire transfer for deposit only (.25 x Contract Total) .......................................................... = $ ________
- Wire transfer for entire amount in Contract Total .......................................................... = $ ________

Bank wire transfer information will be sent to you upon receipt of this contract.

AGREEMENT The undersigned hereby authorizes SPIE to reserve sponsorships for use by this company during the 2019 SPIE Photonics West event. The undersigned acknowledges receipt of and agrees to abide by the Policies within this Sponsorship Contract.

- Sponsor’s Signature ___________________________ Date __________

SPONSORSHIP POLICIES

1) PAYMENT SCHEDULE:

- A minimum 25% deposit of the total contracted sponsorship must accompany contract. Contracts submitted after 8 August 2018 require 100% payment.
- All sponsorships must be paid in full by 8 September 2018. On 9 September 2018, a 5% late fee will be added to all unpaid balances.
- On 8 October 2018, 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 7 August 2018 – Eligible for full refund.
- Between 8 August 2018 – 7 October 2018 – Deposit forfeited; excess of deposit paid will be refunded in full.
- After 7 October 2018 – No refund.