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

$2,100
- Company provides artwork for top of aisle sign in hall of choice
- Cost to produce sign is included

### Banner - BIOS/PW Combination - Limited Availability

$3,500+
- Cost to produce and hang banner is not included in price of sponsorship
- Banner positioned in a premium location during BIOS and PW (Saturday – Thursday)

### Booth Aisle Floor Graphic - Limited Availability

$875
- 3ft. W x 1ft. H graphic located in aisle next to exhibition space
- Company provides artwork for graphic
- Cost to produce and install are included

### Coffee Break - Limited Availability

$1,995-$3,995
- Up to 1,000 8 oz. coffee cups included in cost of sponsorship
- Option to provide napkins (at sponsor’s expense)
- Onsite signage

### Column Wrap BIOS/PW Combination - Limited Availability

$4,900
- Cost to produce and install 8 ft. tail wrap included
- Premium location in South Lower Lobby during BIOS and PW (Saturday – Thursday)

### Conference App - Exclusive

$4,800
- Company artwork displayed in opening splash page
- Ads run eight weeks prior through two weeks after the conference

### Conference Bag - Exclusive

$3,995+
- Cost of conference bags is not included in price of sponsorship
- SPIE approved bags are produced and supplied by sponsor
- Conference bags distributed to conference and course attendees
- Company logo and SPIE event logo on same side of conference bag

### Conference Pen - Exclusive

$1,995+
- Cost of pens is not included in price of sponsorship
- Pens are produced and supplied by sponsor
- Pens distributed to conference attendees

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

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### Digital Booth Packages

Don’t leave your digital booth empty!

- **Basic - Unlimited**
  - Complimentary
  - Business card listing
  - Company name, address, phone number, and URL

- **Enhanced - Unlimited**
  - Company Logo
  - Company Logo on Booth
  - Visitor Report
  - 1 Contact
  - 1 Product
  - 5 Categories
  - Company logo not listed online or onsite

- **Deluxe - Limited Availability**
  - Enhanced package plus:
    - Company Logo fixed on floor plan
    - YouTube Embedded Video
    - Company ‘Find us on Facebook’ and ‘Find us on Twitter’ Button
    - Company LinkedIn Profile
    - Company LinkedIn Profile
    - 1 Press Release
    - 1 Additional Contact
    - 1 Additional Contact
    - 5 Additional Products
    - 3 Additional Categories

- **Premium - 6 Available**
  - Deluxe package plus:
    - Company Logo fixed on floor plan
    - Company Brochure
    - 1 Additional Press Release
    - 1 Additional Contact
    - 5 Additional Products
    - 3 Additional Categories

### Digital Signage - Limited Availability

$4,700
- Premium location – running Tuesday through Thursday
- 8 second display time, max 3 rotations within 8 second display time
- Sponsor provides the artwork; SPIE produces and generates the final graphic loop

### Digital Signage Combination BIOS/PW Package - Limited Availability

$6,500
- Premium location – Running Saturday through Thursday
- 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:

Al Ragan
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air@spie.org

Teresa-Rol 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.

Exhibition Dates: 26-28 January 2021
Conference Dates: 23-28 January 2021
The Moscone Center
San Francisco, California USA

PW21-Sponsor-Contract 3/27/20
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EXHIBITOR SPONSORSHIP CONTRACT.

SPONSORSHIPS

ESCALATOR PANELS - SOUTH - PW/BIOS COMBINATION - 4 AVAILABLE
$4,750 +
• Cost to produce and install panels is not included in price of sponsorship
• Premium location during BIOS and PW (Saturday – Thursday)
• Positioned on outside escalator panels only

EXHIBITION MAP
The map features the exhibition floor plan and exhibitor list for both Photonics West and BIOS.

BACK COVER AD - EXCLUSIVE
$6,700
• Back cover ad (3.875” w x 7.25” h)
• One full color company logo with a 75 character tag line
• Distributed onsite to 20,000 attendees
• Mailed to 4,600+ regional contacts
• Booth location and website featured in exhibition map

LOGO AD - LIMITED AVAILABILITY
$1,995
• One full color company logo with a 75 character tag line
• Distributed onsite to 20,000 attendees
• Mailed to 4,600+ regional contacts
• Booth location and website featured in exhibition map

EXHIBITION GUIDE - ENHANCED LISTING
$500
• Company logo added to exhibition guide listing (full color)
• Company listened highlighted in exhibition guide
• Company logo does not go online or on onsite materials

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

FEATURED EXHIBITOR COMBINATION PACKAGE - LIMITED AVAILABILITY
$2,700
• Small rectangle ad on online exhibition and select conference pages
• Medium rectangle ad on company’s exhibitor detail page
• Product feature photograph and announcement on company’s exhibitor detail page
• Priority status on all relevant online product searches

FLOOR GRAPHIC - EXHIBITION HALL ENTRANCE - LIMITED AVAILABILITY
$3,500
• Cost to produce and install 8’ x 6’ floor graphic is included in price of sponsorship
• Premium location inside entrance of exhibition hall

FLOOR GRAPHIC - EXHIBITION HALL CROSS AISLE - LIMITED AVAILABILITY
$3,995
• Cost to produce and install floor 8’ x 6’ graphic is included in price of sponsorship
• Premium location in cross aisle of your choice

• Floor Graphic Arrows $250
  • Have your booth number leading from your cross aisle floor graphic to your booth

FLOOR GRAPHIC - LOBBY - BIOS/PW COMBINATION PACKAGE - LIMITED AVAILABILITY
$3,995
• Cost to produce and install floor 8’ x 6’ graphic is included in price of sponsorship
• Premium location during BIOS and PW (Saturday – Thursday)

GENERAL SPONSOR - UNLIMITED
$850
• 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
$3,350
• Cost of meter board included in price of sponsorship
• Single-sided and positioned in a premium location

METER BOARD COMBINATION BIOS/PW PACKAGE - LIMITED AVAILABILITY
$4,700
• Cost of two meter boards included in price of sponsorship
• Single-sided and positioned in a premium location

STAIRWAY STRIPS - PW/BIO COMBO PACKAGE - 4 AVAILABLE
$6,995+
• Cost to produce and install stair strips is not included in price of sponsorship
• Premium location during BIOS and PW (Saturday – Thursday)

WALL CLING - BIOS/PW COMBO PACKAGE - 3 AVAILABLE
$5,995
• Cost to product and install wall cling is included in price of sponsorship
• Premium location in concourse during BIOS and Photonics West (Saturday – Thursday)

WI-FI - EXCLUSIVE
$5,995
• URL re-direct of your choice and splash page Saturday to Thursday
• Onsite signage

WI-FI - COMBINATION BIOS/PW PACKAGE - EXCLUSIVE
$6,995
• URL re-direct of your choice and splash page Saturday to Thursday
• Onsite signage

Please complete next page.

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