

SPONSORSHIPS

Sponsorships extend your brand image, plus drive traffic to your booth. As a sponsor, your company is listed in: Pre-show promotions | SPIE.org | The Technical Program and Exhibition Guide | Onsite signage

ONSITE | *There's nothing quite like being able to meet customers and prospects face-to-face. Onsite sponsorship opportunities keep your company top-of-mind and help attendees find you quickly so they can connect with your brand.*

AISLE SIGN | 12 AVAILABLE

\$1,650

Your customers and prospects will be here. Keep your company top of mind as attendees walk the exhibit floor and see your branding in a highly visible location.

- Ad displayed at top of aisle sign
- Sponsor provides artwork
- Cost to produce aisle sign **included** in price of sponsorship

BANNER – 10' X 20' | 2 AVAILABLE

\$6,750+

Leverage this premier business-development opportunity packaged in a high-profile event. Your company's information will be prominently displayed on a banner at a key location.

- Single-sided banner in Premium location
- Sponsor provides artwork
- Cost to produce and hang banner **not included** in price of sponsorship

BOOTH AISLE FLOOR GRAPHIC | UNLIMITED AVAILABILITY

\$925

Make an impression with every step. Reach attendees as they walk the Exhibit Halls with the strategic placement of your branding in high-traffic areas.

- 3' w x 1' h ad located in aisle next to exhibit space
- Sponsor provides artwork
- Cost to produce and install floor graphic **included** in price of sponsorship

CLING – EXHIBIT HALL ENTRANCE | 4 AVAILABLE

\$2,500

Stand out in the crowd and support your sales goals with branded signage at the entrance to the Exhibit Hall.

- Premium location at Exhibit Hall Entrance - Set of 3 clings
- Sponsor provides artwork
- Cost to produce and install cling **included** in price of sponsorship

DIGITAL SIGNAGE | LIMITED AVAILABILITY

\$3,000

- Premium location
- 5-second display time, max 2 rotations within 5-second display time
- Sponsor provides artwork; SPIE produces and generates final graphic loop

DO NOT DISTURB SIGNS – GAYLORD NATIONAL RESORT | 1 AVAILABLE

\$5,500

Get your brand in front of every attendee staying at the Gaylord National Resort with this unique signage opportunity. This unexpected location will help your company stand out in the crowd and send a message that you care about attendees' total conference experience.

- Custom-branded sign distributed to rooms in SPIE block at Gaylord National Resort
- Sponsor provides artwork (Signs must include hotel safety information and hotel logo)
- Cost to produce signs included in price of sponsorship

ESCALATOR PANELS | 3 AVAILABLE

\$ CONTACT SALES FOR PRICE

Escalators bring attendees to and from the exhibition. It's the perfect place to display your company information and stay top of mind.

- Contact spiesales@spie.org for pricing and locations
- Sponsor provides artwork

EXHIBITION GUIDE ENHANCED LISTING | UNLIMITED AVAILABILITY

\$1,050

Stand out from the crowd! Your exhibition listing will jump off the page with this enhanced listing.

- Full-color company logo added to exhibition guide listing
- Company listing highlighted in exhibition guide

FLOOR GRAPHIC – 6' X 4' CROSS AISLE | 6 AVAILABLE

\$2,200

Attendees rely on directional signage to navigate the exhibition. Add your brand to these essential floor graphics and lead attendees right to you.

- Premium location in exhibit hall
- Sponsor provides artwork
- Cost to produce and install floor graphic **included** in price of sponsorship

FLOOR GRAPHIC – ARROW UPGRADE | UNLIMITED AVAILABILITY

\$250

Add your logo and booth number on a directional arrow and lead attendees right to you.

- 3' long arrow includes booth number and is available color of choice
- Add on to cross aisle floor graphic sponsorships only
- Cost to produce and install floor graphic **included** in price of sponsorship

GENERAL SPONSOR | UNLIMITED AVAILABILITY

\$590

Keep your company at top of attendees' minds by adding your logo to onsite and online promotional sponsor recognition.

- Company logo displayed onsite, online, and in printed materials

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

For inquiries, contact SPIE Sales:

Lacey Barnett | laceyb@spie.org
Tel: +1 360 685 5551 | Fax: +1 360 647 1445

Melissa Valum | melissav@spie.org
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Kim Abair | kima@spie.org
Tel: +1 360 685 5499 | Fax: +1 360 647 1445

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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

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METER BOARD | 4 AVAILABLE

\$1,850

Thousands of attendees move in and out of the Exhibit Hall. Take advantage of these high-traffic locations at the entrances and sitting areas around the exhibition.

- Double-sided meter board in premium location
- Sponsor provides artwork
- Cost to produce meter board **included** in price of sponsorship (may provide different artwork for additional fee)

PHONE SANITIZERS | 1 AVAILABLE

\$3,500

Networking and touch screens create many chances for germs to spread. Help grateful attendees stave off germs and stay healthy with handy custom phone sanitizers that will be located at a premium location at the event.

- Custom-branded phone sanitizers located in premium location
- Sponsor provides artwork
- Cost to produce one-color sanitizers **included** in price of sponsorship

SANITIZING STATION | 3 AVAILABLE

\$3,175

Here's a chance for your company shine: Sponsor a custom-branded sanitizing station at a premium location onsite. Get valuable visibility and demonstrate that your brand cares about the health and safety of the attendees.

- Custom-branded sanitizing station located in premium location
- Sponsor provides artwork
- Cost to produce branding **included** in price of sponsorship

STAIRWAY STRIPS | 3 AVAILABLE

\$ CONTACT SALES FOR PRICE

Your logo and booth number will be front and center with every step attendees take. Get your company info on each rise and watch your booth traffic rise too.

- Contact spiesales@spie.org for pricing and locations
- Sponsor provides artwork

WHO'S HIRING LIST | UNLIMITED AVAILABILITY

\$1,050

- 2' x 3' sticker located on aisle carpet next to exhibit space
- Sticker says "We're Hiring" with an arrow pointing to your booth
- Company name and booth number included on Hiring Flyer distributed to attendees

WI-FI | 1 AVAILABLE

\$3,275

By sponsoring this invaluable service, your company name and logo will get in front of everyone who logs on to the internet when they are onsite.

- Company logo included on onsite signage
- Coverage includes lobbies, conference rooms, and exhibition

SPECIAL EVENTS | Helping to host popular special events is an effective way to stand out in the crowd. By sponsoring an event you can align your company with specific event goals or brand values.

COFFEE BREAK | 5 AVAILABLE

\$1,075 - \$2,175

Create a buzz for your company and conference attendees! Your company-sponsored Coffee Break will energize prospects and spark conversations as well as name recognition.

- Company logo included on onsite signage
- Option to add unstaffed 4' table for promotional materials (supplied by sponsor, approved by SPIE)
- Option to provide compostable 8 oz. cups and/or napkins (supplied by sponsor, approved by SPIE)

EXHIBITION HALL RECEPTION CO-SPONSOR | 6 AVAILABLE

\$4,770

Celebrate the Exhibition and your peers by sponsoring this key event that attracts thousands of attendees and promises high visibility for your brand.

- Company logo included on onsite signage and in promotional materials for event
- Option to send one promotional item for distribution during event (supplied by sponsor, approved by SPIE)

GIVEAWAYS | Everyone loves free swag. Get your brand in the hands of every attendee with a SPIE giveaway sponsorship.

CONFERENCE BAG | 1 AVAILABLE

\$3,500+

Attendees need a bag for all the useful information they will collect. Get your company brand on this giveaway that also acts as advertising throughout the exhibition.

- Conference bags distributed to attendees
- Company logo and SPIE Defense + Commercial Sensing exhibition logo on same side of bag
- Conference bags **not included** in price of sponsorship (supplied by sponsor, approved by SPIE)

CONFERENCE GIVEAWAY | 3 AVAILABLE

\$2,350+

Get your brand in the hands of every attendee with an SPIE conference-wide giveaway.

- One promotional item or one 8 1/2" x 11" sheet (additional pages subject to extra fees)
- Item/flyer distributed to conference attendees
- Giveaway **not included** in price of sponsorship (supplied by sponsor, approved by SPIE)

For inquiries, contact SPIE Sales:

Lacey Barnett | laceyb@spie.org

Tel: +1 360 685 5551 | Fax: +1 360 647 1445

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CONFERENCE PEN | 1 AVAILABLE

\$1,395+

Whether taking notes at a talk or writing contact information down on a business card, make sure the pen attendees use has your company name and logo at their fingertips.

- Pens distributed to conference attendees
- Pens **not included** in price of sponsorship (supplied by sponsor, approved by SPIE)

LANYARDS | 1 AVAILABLE

\$4,750+

The conference badge is the key to all the talks, gatherings, and events. That badge is readily available thanks to the handy, branded lanyard seen around the neck of every attendee.

- Lanyards distributed to all attendees at registration
- Company logo included on onsite signage
- Lanyards **not included** in price of sponsorship (supplied by sponsor, approved by SPIE)

ONLINE | Before attendees gather in person, they'll seek information, register, and plan their conference schedule at SPIE.org. Gain visibility and create demand with online sponsorship opportunities - the gateway to building onsite traffic at the event.

CONFERENCE APP | 1 AVAILABLE

\$4,700

Take advantage of mobile marketing before, during, and after the conference. Your company name and booth number will be in the hands of every attendee every time they use the app.

- Company name, tagline, booth number or logo displayed on opening splash page
- Ad runs eight weeks prior to conference
- Sponsor provides artwork

FLOORPLAN LOGO PACKAGE – DELUXE | 20 AVAILABLE

\$900

- Company logo displayed on booth
- Company logo revolving on floorplan

FLOORPLAN LOGO PACKAGE – PREMIUM | 5 AVAILABLE

\$1,050

As exhibit attendees familiarize themselves with the layout of the exhibit floor, be sure to have a rotating logo on the floorplan webpage.

- Company logo on top of floor plan (static)
- Company logo displayed on booth
- Company logo revolving on floor plan

ONLINE BANNER – BROWSE CONFERENCE | 4 AVAILABLE

\$2,500

It takes time to research the talks and events an attendee may want to participate in. Capitalize on this length of time with a banner ad featured on SPIE.org webpages with online browsing functionality.

- Banner ad displayed at top of Browse page - Choose from Conferences, Plenary events, Presentations, Courses, or Special Events
- Sponsor provides artwork
- Banner links to exhibitor listing on SPIE.org

ONLINE FEATURED SPONSOR – FOCUSED EVENT LANDING PAGE | 6 AVAILABLE

\$1,500

Every year, hundreds of thousands of people visit SPIE.org to learn more about events, register, and plan their schedules. Take advantage of this captured audience and display your company and logo on a landing page.

- Exclusive company logo displayed towards top of Focused Event landing page - Choose from 6 different pages
- Logo links to exhibitor listing on SPIE.org

ONLINE FEATURED SPONSOR – MAIN EVENT LANDING PAGE | 1 AVAILABLE

\$3,500

- Exclusive company logo displayed towards top of Main Event Landing page
- Logo links to exhibitor listing on SPIE.org

SPIE.ORG ENHANCED EXHIBITOR LISTING | UNLIMITED AVAILABILITY

\$1,675

Take your online listing to the next level. Entice attendees with more information, short product or promotional videos, and links to your social media.

- Enhancements to SPIE.org exhibitor listing
- Multiple video links - Increase from 1 to 5
- Social Media links
- Promote onsite giveaways

CUSTOM SPONSORSHIP | LIMITED AVAILABILITY

Have a great idea for a sponsorship? Contact Sales at spiesales@spie.org to create your custom sponsorship!

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Melissa Valum | melissav@spie.org

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