Exhibition Packages

SPIE Photonics Europe Exhibition is the prime opportunity for researchers and engineers to connect with leading companies throughout Europe. See the latest equipment featuring optical components, lasers, fibre optics, detectors, sensors, cameras, and other instrumentation for the optics and photonics fields - all under one roof.

PLATINUM SPONSOR

€6,070 NONMEMBER
€5,160 SPIE CORPORATE MEMBER

- 9 sqm (3x3m) stand in premium location
- Full page 4-colour advertisement in printed programme
- Acknowledgement at Opening Session and Plenary Sessions
- Coffee Break Sponsor
- One A4 conference bag insert+
- Enhanced Exhibitor Listing on SPIE.org
- Product photo in Exhibition Preview
- Three entry tickets to Technical Conference
- 30-day job posting on SPIE Career Center website
- Company description in online and printed programme
- Unlimited exhibitor badges for Exhibition, Poster Session, and Welcome Reception
- Logo featured:
  - Online floor plan
  - Demo Area Slide (large logo)
  - Conference room slide (large logo)
  - Sponsor page (online and printed programme)
  - Joint sponsor sign

SILVER SPONSOR

€5,040 NONMEMBER
€4,284 SPIE CORPORATE MEMBER

- 6 sqm (3x2m) stand
- Product photo in Exhibition Preview
- General Sponsor
- Corporate Partner Listing on optics.org
- Company description in online and printed programme
- Four exhibitor badges for Exhibition, Poster Session, and Welcome Reception
- Logo featured:
  - Sponsor page (online and printed programme)
  - Joint sponsor sign

GOLD SPONSOR

€4,284 SPIE CORPORATE MEMBER

- 6 sqm (3x2m) stand
- Product photo in Exhibition Preview
- General Sponsor
- Corporate Partner Listing on optics.org
- Two entry tickets to Technical Conference
- 30-day job posting on SPIE Career Center website
- Company description online and printed programme
- Four Exhibitor badges for Exhibition, Poster Session, and Welcome Reception
- Logo featured:
  - Conference room slide (small logo)
  - Demo Area Slide (small logo)
  - Sponsor page (online and printed programme)
  - Joint sponsor sign

BASIC TABLETOP DISPLAY

€2,360 NONMEMBER
€2,006 SPIE CORPORATE MEMBER

- One entry ticket to Technical Conference
- Two exhibitor badges for Exhibition, Poster Session, and Welcome Reception
- Company name listed in Exhibition Preview
- Company description in online and printed programme

*Indicates additional costs apply to sponsorship price. All sponsorships require SPIE approval.
SPONSORSHIPS (CONTINUED)

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 Programme and Exhibition Guide • Onsite signage

EXHIBITOR LOGO TRAY - EVENT LANDING PAGE - 4 AVAILABLE PER PAGE

€820
• Logo links to Exhibitor listing on spie.org
• Choose one of the following pages: How to Participate, Registration Page, Conference, Courses, Exhibition

EXHIBITOR LOGO TRAY - MAIN EVENT LANDING PAGE - 4 AVAILABLE

€1,640
• Tray of 4 logos on main event landing page
• Logo links to Exhibitor listing on spie.org

INNOVATION VILLAGE - EXCLUSIVE

€4,350
Support Innovation and pre-market products! The Innovation Village competition supports and publicizes research teams from universities, non-profit institutions and research centres who are working on research, new applications, and product development. Sponsor this competition!
Benefits:
• Recognition as Innovation Village sponsor (online, onsite, and printed programme)
• Sponsor appoints one judge to the judging panel
• Sponsor presents awards to competition winners

LANYARDS - EXCLUSIVE

€1,800+
• 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

PLENARY SUPPORTING SPONSOR

€1,800+
• Verbal thank you from stage
• Company Logo on rotating slide
• Option for a pop-up banner (1x2 m) outside of main entrance – sponsor to supply
• Option to do a seat drop at the event – SPIE to approve materials (at company’s expense)

POSTER RECEPTION - LIMITED AVAILABILITY

€2,795
• Onsite signage
• Company logo on signs on bar
• Option to provide napkins with company logo (at sponsor’s expense)

STUDENT PAPER AWARD

WINNER - EXCLUSIVE

€1,350
RUNNER UP - 2 AVAILABLE

€850
• Logo featured on joint sponsor sign

WELCOME RECEPTION - EXCLUSIVE

€2,825
• Onsite signage
• Option to provide a pop-up banner
• Option to provide napkins with company logo (at sponsor’s expense)

WI-FI SPONSOR - EXCLUSIVE

€3,350
• Exclusive Onsite signage

CO-SPONSOR - LIMITED AVAILABILITY

€2,350
• Onsite signage

AISLE SIGN - LIMITED AVAILABILITY

€995
• Company provides artwork for aisle sign in exhibition hall
• Cost to produce sign is included in cost of sponsorship

BANNER LOGO - EVENT LANDING PAGE - 1 AVAILABLE PER PAGE

€2,050
• Towards top of landing page of choice
• Logo links to Exhibitor listing on spie.org
• Choose one of the following pages: How to Participate, Registration Page, Courses, Exhibition

BANNER LOGO - CONFERENCE EVENT LANDING PAGE - 1 AVAILABLE

€2,460
• Towards top of Conference landing page
• Logo links to Exhibitor listing on spie.org

BANNER LOGO - MAIN EVENT LANDING PAGE - EXCLUSIVE

€3,280
• Towards top of Event Main landing page
• Logo links to Exhibitor listing on spie.org

BANNER LOGO - CONFERENCE PROGRAM LANDING PAGE LOGO TRAY - 4 AVAILABLE

€1,640
• Logos located at the bottom of the landing page for browsing the Photonics West conference program
• Logo to be linked to Exhibitor listing

CONFERENCE AND EXHIBITION APP - EXCLUSIVE

€2,795
• Company name, tagline, stand number and logo displayed on opening splash page
• Available eight weeks prior through two weeks after conference

CONFERENCE BAG - EXCLUSIVE

€1,100+
• Distributed to conference attendees
• Company logo and Event logo on conference bag
• Cost of conference bags is not included in price of sponsorship
• SPIE approved bags are produced and supplied by sponsor

CONFERENCE GIVE-A-WAY

€1,100+
• Cost to product insert is not included in price of sponsorship
• Insert is produced and supplied by sponsor
• One promotional item (approved by SPIE) or one A4 sheet (additional pages subject to extra fees)

CONFERENCE NOTEPAD - EXCLUSIVE

€330+
• Notepads available to all conference attendees
• Cost of notepads is not included in price of sponsorship
• Notepads are supplied by sponsor

CONFERENCE PEN - EXCLUSIVE

€330+
• Pens available to all conference attendees
• Cost of pens is not included in price of sponsorship
• Pens are supplied by sponsor

DEMO AREA SPONSOR - LIMITED AVAILABILITY

€475
• Company logo featured on rotating slide for duration of exhibition
• Company logo on onsite signage for demo
## 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>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Sponsor - Nonmember</td>
<td>€6,070</td>
</tr>
<tr>
<td>Gold Sponsor - Nonmember</td>
<td>€5,160</td>
</tr>
<tr>
<td>Gold Sponsor - SPIE Corporate Member</td>
<td>€5,040</td>
</tr>
<tr>
<td>Silver Sponsor - Nonmember</td>
<td>€4,284</td>
</tr>
<tr>
<td>Silver Sponsor - Corporate Member</td>
<td>€3,040</td>
</tr>
<tr>
<td>Basic Tabletop Display - Nonmember</td>
<td>€2,795</td>
</tr>
<tr>
<td>Basic Tabletop Display - Corporate Member</td>
<td>€2,006</td>
</tr>
<tr>
<td>Aisle Sign - (Limited Availability)</td>
<td>€1,775</td>
</tr>
<tr>
<td>Banner Logo - Main Event Landing Page</td>
<td>€2,050</td>
</tr>
<tr>
<td>Banner Logo - Conference Event Landing Page</td>
<td>€2,050</td>
</tr>
<tr>
<td>Banner Logo - Event Landing Page</td>
<td>€1,460</td>
</tr>
<tr>
<td>Browse Conference Banner</td>
<td>€2,050</td>
</tr>
<tr>
<td>Browse Conference Program Landing Page Logo Tray</td>
<td>€1,050</td>
</tr>
<tr>
<td>Conference and Exhibition App - (Exclusive)</td>
<td>€2,795</td>
</tr>
<tr>
<td>Conference Bag - (Exclusive)</td>
<td>€1,110+</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Give-A-Way</td>
<td>€1,100+</td>
</tr>
<tr>
<td>Conference Noteap - (Exclusive)</td>
<td>€330+</td>
</tr>
<tr>
<td>Conference Pen - (Exclusive)</td>
<td>€330+</td>
</tr>
<tr>
<td>Demo Area - (Limited Availability)</td>
<td>€475</td>
</tr>
<tr>
<td>Exhibitor Logo Tray - Event Landing Page</td>
<td>€620</td>
</tr>
<tr>
<td>Exhibitor Logo Tray - Main Event Landing Page</td>
<td>€1,640</td>
</tr>
<tr>
<td>Innovation Village - (Exclusive)</td>
<td>€4,350</td>
</tr>
<tr>
<td>Lanyards - (Exclusive)</td>
<td>€1,600+</td>
</tr>
<tr>
<td>Plenary Supporting Sponsor</td>
<td>€2,275+</td>
</tr>
<tr>
<td>Poster Reception - (Limited Availability)</td>
<td>€2,795</td>
</tr>
<tr>
<td>Student Paper Award - Winner (Exclusive)</td>
<td>€1,350</td>
</tr>
<tr>
<td>Student Paper Award - Runner Up (2 Available)</td>
<td>€950</td>
</tr>
<tr>
<td>Welcome Reception (5 Available)</td>
<td>€2,825</td>
</tr>
<tr>
<td>Wi-Fi - (Exclusive)</td>
<td>€3,350</td>
</tr>
<tr>
<td>Wi-Fi Co-Sponsor - (Limited Availability)</td>
<td>€2,350</td>
</tr>
</tbody>
</table>

**VAT 20% = €**

### PAYMENT INFORMATION

A minimum deposit of 25% on Exhibition Space and Sponsorships due with contract. Contracts submitted after 6 October 2021 require 100% payment.

- A minimum deposit of 25% on Exhibition Space and Sponsorships due with contract.
- Payments due in full on 6 November 2021. On 7 November 2021, a 5% late fee will be added to all unpaid balances.
- On 6 December 2021 defaults in payment will result in Sponsorship cancellation.
- See Sponsorship Policies regarding cancellations.
- Please contact SPIE Sales at spiesales@spie.org if contract confirmation is not received within 7 business days.

Please Cheque one of the following options:

- Cheque/Money Order enclosed (payable to SPIE) for *entire amount* in Contract Total.

Please pay via the following credit cards:

- Visa, MasterCard, and American Express
- Diners Club
- Discover cards

Credit card payments will be converted to your local currency by your card company or bank (see http://www.xe.net/uco/ to convert your total fees).

<table>
<thead>
<tr>
<th>Card Type</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wire transfer for deposit only</td>
<td>(25 x Contract Total)</td>
</tr>
<tr>
<td>Wire transfer for entire amount in Contract Total</td>
<td>(25 x Contract Total)</td>
</tr>
</tbody>
</table>

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

### AGREEMENT

The undersigned hereby authorises SPIE to reserve sponsorships for use by this company during the 2022 SPIE Photonics Europe Exhibition. The undersigned acknowledges receipt of and agrees to abide by the Policies within this Sponsorship Contract.

**Sponsor’s Signature**

**Date**
Policy Information

Exhibition and Sponsorship Policies

1) LIABILITY: Upon approval of this contract by an authorised Exhibitor representative, it is expressly understood that the Exhibitor has read and agrees to abide by the SPIE liability policies outlined below. The SPIE Events Europe Ltd., hereinafter referred to as, and all organisations 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) PAYMENT SCHEDULE:
   - A minimum 25% deposit of the total contracted amount (including VAT) must accompany contract. Contracts submitted after 6 October 2021 require 100% payment.
   - All contracted charges must be paid in full by 6 November 2021. A 5% late fee will be added to all unpaid balances.
   - On 6 December 2021, defaults in payment will result in cancellation of this contract (subject to the cancellation fee schedule).
   - No space or sponsorship will be reserved or assigned unless appropriate payment and signed contract are received at SPIE Events Europe Ltd. Office at Alexandra Gate, Ffordd Penigam, Cardiff, CF24 2SA UK. Account delinquency will result in exhibitor's inability to exhibit or sponsor at contracted exhibition as well as book space in future exhibitions. For accounts with more than one unpaid invoice, all cash received will be paid to oldest invoice first.

3) VAT: Local VAT at 20% is due to be paid by UK exhibitors only. SPIE Events Europe Ltd.'s VAT number in the United Kingdom is GB840 296 332. If you have a VAT exemption certificate, please e-mail a copy with your contract.

4) CORPORATE MEMBERSHIP: Corporate membership pricing is valid only if the membership is in good standing and dues are fully paid prior to submission of exhibition contract and membership remains in good standing 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 nonmember rates and the contracted exhibitor will be liable for the balance due SPIE Europe. Payment made by credit card will be automatically adjusted.

5) CANCELLATION/SPACE REDUCTION: Any cancellation, space reductions, or requests for changes of this contract must be made in writing to SPIE Europe, subject to the following fees:
   - On or before 6 October 2021 - Eligible for full refund.
   - Between 7 October 2021–5 December 2021 - Deposit forfeited; excess of deposit paid will be refunded in full.
   - After 5 December 2021 - No refund.

   In the event of cancellation or reduction of contracted space, and subject to the above schedule, SPIE shall retain the right to: resell cancelled space without rebate or allowance to the Exhibitor, cancel requested affiliate space, and reduce priority points by 50% for non-participation. Non-participation over two consecutive years results in complete loss of priority points. *(If applicable.)

6) SPACE ASSIGNMENT AND PAYMENT: SPIE reserves the right to determine final placement of the Exhibitor. A space may be revoked or changed by if payment is not in accordance with the payment schedule. SPIE retains the right to review the floor plan and/or move assigned exhibitors as necessary. SPIE is not obligated to reimburse the exhibiting company for any costs stemming from relocation.

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

8) FORCE MAJEURE: In the event that the premises in which the exhibition is or is to be conducted shall become, in the sole discretion of SPIE, unfit for occupancy, or in the event the holding of the Exhibition or the performance of SPIE 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 SPIE, said Contract and/or the Exhibition (or any part thereof) may be terminated by SPIE. SPIE shall not be responsible for delays, damage, loss, increased costs, or other unfavourable conditions arising by virtue of causes not reasonably within the control of SPIE. If SPIE terminates said Contract and/or the Exhibition (or any part thereof) as aforesaid, then SPIE 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 SPIE” shall include, but not by way of limitation: fire, casualty, flood, epidemic, earthquake or inclement weather; explosion or accident; blockade or embargo; government restraints; or strikes or lockouts; or civil authority or foreign powers; or labor, contractual, or operation of mobile equipment; inability to obtain, or condemnation, requisition, or commandeering of necessary supplies or equipment; local, state, or Federal law, ordinances, rules, order, decrees, or regulations, whether legislative, executive, or judicial, and whether constitutional or unconstitutional; or Acts of God.

9) 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 with insurers who are A.M. Best or better. Claims made policies are not acceptable and do not constitute compliance with Exhibit’s obligations under this paragraph. Required Coverages:
   - A) Comprehensive General Liability Insurance with limits not less than an equivalent of $1,000,000 each occurrence, an equivalent of $2,000,000 aggregate, combined single limit for bodily injury, contractual, and operation of mobile equipment, products and alcohol liability (if applicable); (B) Worker’s Compensation insurance.

   Exhibitor shall name SPIE as an additional insured on its general commercial liability insurance and provide SPIE with evidence thereof in the form of a certificate of insurance from their carrier, 30 days prior to show dates. Exhibitor acknowledges that SPIE has no obligations to maintain insurance on Exhibitor’s behalf.

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

11) LOSSES: SPIE 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.

12) SELLING ON THE SHOW FLOOR: The Technical Exhibition is limited to organisations 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.

13) FOOD AND ALCOHOL: Food and alcohol must be supplied and served by facility catering services only. Exhibitors must obtain written permission from SPIE Exhibition Management along with a signed service agreement from the facility.

14) 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.

15) RULES OF PROFESSIONAL CONDUCT: Anybody indicating disorderly, threatening, or unprofessional conduct may be removed from the premises by exhibition management.

16) CONTRACTED SPACE: Must have staff and exhibit materials present at booth during all open exhibition hours.

17) EXHIBITING BENEFITS: All exhibitors will receive a free, basic company listing in the Optics.org Buyers Guide – each at no charge.

Exhibition Space Specifications

Corner Stands. Lacquered aluminum framed panels, 2.4m high with 3x100W spotlights rail. Carpet. multiplug, and sign boards with company name included. Height restriction to 2.5m.

Tabletop Display. Table (1.40m x 0.70m), 2 chairs. Maximum height of tabletop display from table surface is 1.50m and width limit of 0.60m. Compagnies are limited to (not provided) either 1x table mounted display maximum 1.50m[h] or up to two of the following items: floor-standing pop-up display (maximum 0.9m[w] x 2.4m[h]), easel positioned behind table: literature stand, bag stand.