

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 Programme 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.*

WI-FI EXCLUSIVE | 1 AVAILABLE

€3,650

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.

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

WI-FI CO-SPONSOR | 4 AVAILABLE

€2,550

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

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.*

INNOVATION VILLAGE | 1 AVAILABLE

€4,750

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.

- Present awards to competition winners
- One role on judging panel
- Verbal recognition during event

PLENARY SUPPORTING SPONSOR | 4 AVAILABLE

€3,050

Plenary speakers are a significant draw for any conference. Capitalize on the focused attention and excitement that attendees bring to the talks by sponsoring a plenary event.

- Company logo on onsite signage
- Company logo on rotating room slide
- Verbal recognition before Plenary
- Option to provide pop-up banner outside main door (supplied by sponsor, approved by SPIE)

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

POSTER RECEPTION | 1 AVAILABLE

€3,050

Support the next generation and meet plenty of prospects there to do the same. Get your brand in front of like-minded attendees by hosting a poster session.

- Company logo on onsite signage
- Option to provide napkins (supplied by sponsor, approved by SPIE)

STUDENT PAPER AWARD SPONSOR

Support the next generation and meet plenty of prospects there to do the same. Get your brand in front of like-minded attendees by hosting a poster session.

- Company Logo included with other sponsors on onsite signage

WINNER | 1 AVAILABLE

€1,475

RUNNER-UP | 4 AVAILABLE

€925

WELCOME RECEPTION | 1 AVAILABLE

€3,075

Make a great first impression and help SPIE welcome attendees to the conference by sponsoring this popular kick-off event.

- Company logo on onsite signage
- Option to provide napkins (supplied by sponsor, approved by SPIE)
- Option to provide pop-up banner outside main door (supplied by sponsor, approved by SPIE)

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

CONFERENCE BAG | 1 AVAILABLE

€1,200+

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, SPIE Photonics Europe and SPIE Optical Systems Design logo on same side of bag
- Conference bags **not included** in price of sponsorship (supplied by sponsor, approved by SPIE)

CONFERENCE GIVEAWAY | 4 AVAILABLE

€1,200+

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 enquiries, contact SPIE Sales

In Europe

Laurence Devereux | laurence@spieeurope.org
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In the Americas, Asia, and rest of world

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33019-XSCEPE24ST

Please mail or fax original, signed contract and required payment to: **SPIE Events Europe Ltd., 2 Alexandra Gate, Ffordd Pengam, Cardiff CF24 2SA, UK**
Tel: +44 29 2089 4747 | Fax: +44 29 2089 4750 | info@spieeurope.org | www.SPIE.org

Sponsored by **SPIE. EUROPE**

**SPIE. PHOTONICS
EUROPE**

**SPIE. OPTICAL
SYSTEMS
DESIGN**

Exhibition Dates: 9–10 April 2024
Conference Dates: 7–11 April 2024
Palais de la Musique et des Congrès
Strasbourg, France

SPONSORSHIPS

CONFERENCE PEN | 1 AVAILABLE

€375+

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

€1,950+

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

€3,050

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

ONLINE BANNER – BROWSE PROGRAMME | 3 AVAILABLE

€2,125

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, or Special Events
- Sponsor provides artwork
- Banner links to exhibitor listing on SPIE.org

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ONLINE FEATURED SPONSOR – BROWSE PROGRAMME LANDING PAGE | 4 AVAILABLE

€1,699

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.

- Company Logo displayed on Browse Programme landing page
- Logo links to exhibitor listing on SPIE.org

ONLINE FEATURED SPONSOR – CONFERENCE LANDING PAGE | 1 AVAILABLE

€2,545

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

ONLINE FEATURED SPONSOR – FOCUSED EVENT LANDING PAGE | 1 AVAILABLE

€2,125

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

ONLINE FEATURED SPONSOR – MAIN EVENT LANDING PAGE | 1 AVAILABLE

€3,395

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

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In Europe

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Sponsored by **SPIE.EUROPE**

Please complete next page.



CONTACT INFORMATION

Sponsorship Contact _____

Job Title _____

Company _____

Website URL _____

Address _____

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.

Name	Cost
<input type="checkbox"/> Conference App	€3,050
<input type="checkbox"/> Conference Bag	€1,200+
<input type="checkbox"/> Conference Giveaway	€1,200+
<input type="checkbox"/> Conference Pen	€375+
<input type="checkbox"/> Innovation Village	€4,750
<input type="checkbox"/> Lanyards	€1,950+
<input type="checkbox"/> Online Banner Browse Programme	€2,125
<input type="checkbox"/> Online Featured Sponsor Browse Programme Landing Page	€1,699
<input type="checkbox"/> Online Featured Sponsor Conference Landing Page	€2,545
<input type="checkbox"/> Online Featured Sponsor Focused Event Landing Page	€2,125
<input type="checkbox"/> Online Featured Sponsor Main Event Landing Page	€3,395
<input type="checkbox"/> Plenary Supporting Sponsor	€3,050
<input type="checkbox"/> Poster Reception	€3,050
<input type="checkbox"/> Student Paper Award Runner Up	€925
<input type="checkbox"/> Student Paper Award Winner	€1,475
<input type="checkbox"/> Welcome Reception	€3,075
<input type="checkbox"/> Wi Fi Exclusive	€3,650
<input type="checkbox"/> Wi Fi Co-Sponsor	€2,550

Sponsorship Fee = € _____

VAT 20% = € _____

Sponsorship Contract Total = € _____

20% VAT will be charged to UK companies only. For further information, please see Sponsorship Policy #1a. SPIE Events Europe Ltd.'s VAT number is GB840 296 332. If you have a VAT exemption certificate, please include a copy with your contract.

PAYMENT INFORMATION Contracts submitted after 11 October 2023 require 100% payment. See policy #1 for payment schedule and policy #2 for cancellation policy.

PAYMENT AMOUNT Please check one of the following:

25% deposit only – applicable before 11 October 2023 = € _____

Entire amount in Contract Total = € _____

PAYMENT TYPE Please check one of the following:

- Cheque
- Credit Card – SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards.*
- Wire Transfer

Payment instructions will be sent to you upon receipt of this contract.

*Credit card payments will be converted to your local currency by your card company or bank (see <https://www.xe.com> to convert your total fees).

AGREEMENT The signers of this contract warrant they are authorised to sign on behalf of the contracted company and hereby authorises SPIE to reserve exhibition space, sponsorships, or advertising for use by this company during the **SPIE Photonics Europe 2024 and SPIE Optical Systems Design 2024** Exhibition. The undersigned acknowledges receipt of and agrees to make payment at the rates listed, abide by all terms, policies, and other provisions of this contract. The undersigned also acknowledges that SPIE may share contact information with event service providers for the sole purpose of soliciting orders relevant to the exhibition.

Sponsor's Signature _____ Date _____

SPONSORSHIP POLICIES**1) PAYMENT SCHEDULE:**

- A minimum 25% deposit of the total contracted sponsorship must accompany contract. Contracts submitted after 11 October 2023 require 100% payment.
- All sponsorships must be paid in full by 11 November 2023. On 12 November 2023, a 5% late fee will be added to all unpaid balances.
- On 11 December 2023, defaults in payment will result in sponsorship cancellation (subject to the cancellation fee schedule).

1a) VAT: Local VAT at 20% is due to be paid by UK companies only. SPIE Events Europe Ltd.'s VAT number in the United Kingdom is GB840 296 332. If you have a VAT exemption certificate, please include a copy with your contract.

No sponsorship will be reserved or assigned unless appropriate payment and signed contract are received at SPIE Events Europe Ltd., 2 Alexandra Gate, Ffordd Pengam, Cardiff CF24 2SA, UK. Account delinquency will result in sponsors's inability to sponsor at contracted exhibition as well as sponsor at future exhibitions. For accounts with more than one unpaid invoice, all cash received will be paid to oldest invoice first.

Payment and Fraud Statement: Please be advised that the wire transfer and banking information initially provided to you will not change. If you receive notice that SPIE has a new bank account or are sent new payment instructions, you should treat this as fraudulent. If you are in doubt of your existing instructions or wish to confirm them, please contact SPIE Customer Service by telephone at +44 29 2089 4747 (do not use email) to verify the information you have.

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 10 October 2023 - Eligible for full refund less a €465 administrative fee.
- Between 11 October - 10 December 2023 - Deposit forfeited; excess of deposit paid will be refunded in full.
- After 10 December 2023 - No refund.

3) GRAPHIC DUE DATES: When applicable all graphics are due to SPIE by 23 February 2024. All graphics received after 23 February 2024 will be subject to a 5% rush charge for production.

4) 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 unfavorable conditions arising by virtue of cause or 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 CLIENT other than for a refund of such CLIENT's space price payment less a proportionate share of all Exhibition expenses incurred and committed by Show Management of actual expenses, such as, but not limited to, advertising, convention centre fees, etc., to the extent any monies remain after payment of such expenses and there shall be no further liability on the part of either party. 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, pandemic, earthquake or inclement weather; explosion or accident; blockade or embargo; governmental restraints; restraints or orders of civil defence or military authorities; terrorism or threat of terrorism, act of public enemy, riot, or civil disturbance; strike, lockout, boycott, or other labor disturbance; inability to secure sufficient labor, technical, or other personnel; failure, impairment, or lack of adequate transportation facilities; inability to obtain, or condemnation, requisition, or commandeering of necessary supplies or equipment; local, state, or Federal law, ordinances, rule, order decree, or regulation, whether legislative, executive, or judicial, and whether constitutional or unconstitutional; or Acts of God.

**+ Indicates additional costs apply to sponsorship price
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