

## 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.***

**EXHIBITION GUIDE ENHANCED LISTING | UNLIMITED AVAILABILITY**  
**£450**

*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

**GENERAL SPONSOR | UNLIMITED AVAILABILITY**  
**£395**

*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

**WI-FI | 1 AVAILABLE**  
**£595**

*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 | 4 AVAILABLE**  
**£935**

*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)

**INDUSTRY SESSION SPONSOR | 1 AVAILABLE**  
**£1,395**

*Connect with your targeted demographic by sponsoring an Industry Event. This is an opportunity to go into greater depth about your offerings with a captured audience.*

- 30-second video played prior to start of event (supplied by sponsor, approved by SPIE)
- Company logo included on rotating room slides
- Option to provide pop-up banner outside main Conference entrance (supplied by sponsor, approved by SPIE)

**NETWORKING AREA SPONSOR | 1 AVAILABLE**  
**£1,335**

*What better way to connect with your prospects than when they are happily connecting at a social event! Put your company in the spotlight by sponsoring this beloved gathering.*

- Company logo on onsite signage
- Option to add unstaffed 4' table for promotional materials (supplied by sponsor, approved by SPIE)

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

For enquiries, contact SPIE Sales

**In Europe**

**Laurence Devereux** | laurence@spieeurope.org  
Tel: +44 29 2278 9031 | Fax: +44 29 2089 4750

**In the Americas, Asia, and rest of world**

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

**33073-XSCPX24PW**

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

## SPONSORSHIPS

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

### CONFERENCE BAG | 1 AVAILABLE

**£1,195+**

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 Photonex 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

**£1,050+**

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)

### LANYARDS | 1 AVAILABLE

**£920+**

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

**£1,095**

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

**£1,195**

It takes time to research the talks and events an attendee may want to participate in. Capitalise 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, Special Events, or Industry events
- Sponsor provides artwork
- Banner links to exhibitor listing on SPIE.org

### ONLINE FEATURED SPONSOR – BROWSE PROGRAMME LANDING PAGE | 4 AVAILABLE

**£995**

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 – FOCUSED EVENT LANDING PAGE | 1 AVAILABLE

**£1,495**

- 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

**£1,495**

- 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

**£895**

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
- Company logo displayed on rotating banner of Floorplan

### CUSTOM SPONSORSHIP | LIMITED AVAILABILITY

Have a great idea for a sponsorship? Contact Sales at [info@spieeurope.org](mailto:info@spieeurope.org) to create your custom sponsorship!

For enquiries, contact SPIE Sales

#### In Europe

**Laurence Devereux** | [laurence@spieeurope.org](mailto:laurence@spieeurope.org)  
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#### In the Americas, Asia, and rest of world

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**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"/> Coffee Break   Thursday	£935
<input type="checkbox"/> Coffee Break   Wednesday	£935
<input type="checkbox"/> Conference App	£1,095
<input type="checkbox"/> Conference Bag	£1,195+
<input type="checkbox"/> Conference Giveaway	£1,050+
<input type="checkbox"/> Custom Sponsorship	Contact SPIE
<input type="checkbox"/> Exhibition Guide Enhanced Listing	£450
<input type="checkbox"/> General Sponsor	£395
<input type="checkbox"/> Industry Session Sponsor	£1,395
<input type="checkbox"/> Lanyards	£920+
<input type="checkbox"/> Networking Area Sponsor	£1,335
<input type="checkbox"/> Online Banner   Browse Programme	£1,195
<input type="checkbox"/> Online Featured Sponsor   Browse Programme Landing Page	£995
<input type="checkbox"/> Online Featured Sponsor   Focused Event Landing Page	£1,495
<input type="checkbox"/> Online Featured Sponsor   Main Event Landing Page	£1,495
<input type="checkbox"/> SPIE.org Enhanced Exhibitor Listing	£895
<input type="checkbox"/> Wi-Fi	£595

Sponsorship Fee = £ \_\_\_\_\_

VAT 20% = £ \_\_\_\_\_

**Sponsorship Contract Total = £ \_\_\_\_\_**

20% VAT will be charged to UK companies only. For further information, please see Exhibition Policy #2a. 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 3 May 2024 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 3 May 2024 . . . . . = £ \_\_\_\_\_
- 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 Photonex 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** \_\_\_\_\_

Sponsor Name \_\_\_\_\_

**SPONSORSHIP POLICIES**

**1) PAYMENT SCHEDULE:**

- A minimum 25% deposit of the total contracted sponsorship must accompany contract. Contracts submitted after 3 May 2024 require 100% payment.
- All sponsorships must be paid in full by 3 June 2024. On 4 June 2024, a 5% late fee will be added to all unpaid balances.
- On 3 July 2024, defaults in payment will result in sponsorship cancellation (subject to the cancellation fee schedule).

2a) 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 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 2 May 2024 - Eligible for full refund less a £400 administrative fee.
- Between 3 May - 2 July 2024 - Deposit forfeited; excess of deposit paid will be refunded in full.
- After 2 July 2024 - No refund.

**3) GRAPHIC DUE DATES:** When applicable all graphics are due to SPIE by 15 September 2024. All graphics received after 15 September 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 center 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  
 All sponsorships require SPIE approval**