

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 | 8 AVAILABLE

\$1,225

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

DIGITAL METER BOARD – 2' X 6' | 16 AVAILABLE PER LOCATION

\$2,400

Digital signage is everywhere so get your company information in the loop! Create a digital ad that will compel attendees to visit your booth.

- Premium location in the Concourse or North Lower Lobby
- 8-second display time, max 3 rotations within 8-second display time (single-sided)
- Sponsor provides artwork; SPIE produces and generates final graphic loop

DIGITAL METER BOARD – 4' X 6' | 16 AVAILABLE

\$3,125

- Premium location in the South Lower Lobby
- 8-second display time, max 3 rotations within 8-second display time (single-sided)
- Sponsor provides artwork; SPIE produces and generates final graphic loop

DIGITAL METER BOARD – 2' X 6' PW/BIOS COMBINATION | 8 AVAILABLE PER LOCATION

\$5,810

Digital signage is everywhere so get your company information in the loop! Create a digital ad that will compel attendees to visit your booth.

- Premium location in the Concourse, North Lower Lobby
- 8-second display time, max 3 rotations within 8-second display time (single-sided)
- Sponsor provides artwork; SPIE produces and generates final graphic loop
- Must be exhibitor at BiOS and Photonics West (may provide different artwork for each event)

DIGITAL METER BOARD – 4' X 6' PW/BIOS COMBINATION | 8 AVAILABLE PER LOCATION

\$6,650

Digital signage is everywhere so get your company information in the loop! Create a digital ad that will compel attendees to visit your booth.

- Premium location in the South Lobby
- 8-second display time, max 3 rotations within 8-second display time (single-sided)
- Sponsor provides artwork; SPIE produces and generates final graphic loop
- Must be exhibitor at BiOS and Photonics West (may provide different artwork for each event)

+ Indicates additional costs apply to sponsorship price

All sponsorships require SPIE approval

Exhibition Dates: 25–26 January 2025
Conference Dates: 25–30 January 2025
The Moscone Center
San Francisco, California USA

DIGITAL SIGNAGE | 16 AVAILABLE

\$2,450

Digital signage is everywhere so get your company information in the loop! Create a digital ad that will compel attendees to visit your booth.

- Premium location
- 8 second display time, max 3 rotations within 8-second display time
- Sponsor provides artwork; SPIE produces and generates final graphic loop

DIGITAL SIGNAGE – PW/BIOS COMBINATION | 16 AVAILABLE

\$8,300

Digital signage is everywhere so get your company information in the loop! Create a digital ad that will compel attendees to visit your booth.

- Premium location, runs Saturday through Thursday
- 8 second display time, max 3 rotations within 8-second display time
- Sponsor provides artwork; SPIE produces and generates final graphic loop
- Must be exhibitor at BiOS and Photonics West (may provide different artwork for each event)

EXHIBITION GUIDE ENHANCED LISTING | UNLIMITED AVAILABILITY

\$1,125

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 – 8' X 6' EXHIBITION HALL | 6 AVAILABLE

\$1,995

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 BiOS Expo cross aisle or exhibit hall entrance
- Sponsor provides artwork
- Cost to produce and install floor graphic included in price of sponsorship

FLOOR GRAPHIC – ARROW UPGRADE | UNLIMITED AVAILABILITY

\$265

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
- Cost to produce and install floor graphic included in price of sponsorship

GENERAL SPONSOR | UNLIMITED AVAILABILITY

\$650

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

METER BOARD | 2 AVAILABLE

\$2,780

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

For inquiries, contact SPIE Sales:

Melissa Valum | melissav@spie.org
Tel: +1 360 685 5596 | Fax: +1 360 647 1445

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

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

50599-XSCPW25BST|

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



SPIE. BIOS EXPO

Part of Photonics West

SPONSORSHIPS

METER BOARD – PW/BIOS COMBINATION | 2 AVAILABLE

\$5,560

Thousands of attendees move in and out of the Exhibit Hall. With your brand and booth number on signage, you can take advantage of these high-traffic locations at the entrances and sitting areas around the exhibition.

- Single-sided meter board in premium location, Saturday through Thursday
- Sponsor provides artwork
- Cost to produce one meter board at each exhibition included in price of sponsorship
- Must be exhibitor at BiOS and Photonics West (may provide different artwork for each event)

WI-FI | 1 AVAILABLE

\$3,075

- Company logo included on onsite signage
- Includes URL redirect of your choice
- Coverage includes lobbies and conference rooms in North and South, Saturday and Sunday

WI-FI – PW/BIOS COMBINATION | 1 AVAILABLE

\$8,900

- Company logo included on onsite signage
- Includes URL redirect of your choice
- Coverage includes lobbies and conference rooms in North and South, Saturday through Thursday
- Must be exhibitor at BiOS and Photonics West

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

CONFERENCE GIVEAWAY | 4 AVAILABLE

\$2,500+

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 (Saturday/Sunday)
- Giveaway not included in price of sponsorship (supplied by sponsor, approved by SPIE)

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 – CONFERENCE ONLY | 1 AVAILABLE

\$1,225

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.

- Sponsorship for Saturday and Sunday
- Company logo included on onsite signage
- Option to provide compostable 8 oz cups (supplied by sponsor, approved by SPIE)

Exhibition Dates: 25–26 January 2025
Conference Dates: 25–30 January 2025
The Moscone Center
San Francisco, California USA

EXHIBITION HALL LOUNGE | 1 AVAILABLE

\$1,500

- Sponsorship for Saturday and Sunday
- Company logo included on onsite signage
- Option to place a giveaway item on tables in lounge (no flyers, supplied by sponsor, approved by SPIE)
- Option to provide compostable 8 oz cups to be used in lounge only (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.*

FLOORPLAN LOGO PACKAGE | 16 AVAILABLE

\$1,195

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 FEATURED SPONSOR – BIOS EVENT LANDING PAGE | 1 AVAILABLE

\$2,000

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 Event Landing page
- Logo links to exhibitor listing on SPIE.org

SPIE.ORG ENHANCED EXHIBITOR LISTING | UNLIMITED AVAILABILITY

\$1,250

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 spiesales@spie.org to create your custom sponsorship!

**+ Indicates additional costs apply to sponsorship price
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Sponsored by **SPIE.**

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