

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

CONFERENCE NOTEPAD | 1 AVAILABLE

€250+

Attendees need to jot down new connections, knowledge, and product information. Make sure your brand is the first thing they see every time they need to take note.

- Notepads distributed to attendees
- Giveaway not included in price of sponsorship (supplied by sponsor, approved by SPIE)

GENERAL SPONSOR | UNLIMITED AVAILABILITY

€250

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

CONFERENCE PEN | 1 AVAILABLE

€280+

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)

EXHIBITION GUIDE ENHANCED LISTING | UNLIMITED AVAILABILITY

€350

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

COFFEE BREAK | 3 AVAILABLE

€420

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)

CONFERENCE GIVEAWAY | 4 AVAILABLE

€640+

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)

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

CONFERENCE BAG | 1 AVAILABLE

€750+

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 Sensors + Imaging exhibition logo on same side of bag
- Conference bags not included in price of sponsorship (supplied by sponsor, approved by SPIE)

SPIE.ORG ENHANCED EXHIBITOR LISTING | UNLIMITED AVAILABILITY

€995

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

LANYARDS | 1 AVAILABLE

€1,040+

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 FEATURED SPONSOR – EVENT LANDING PAGE | 6 AVAILABLE

€1,300

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 – Attend, Programme, Exhibition, Registration, Conferences, Special Events
- Logo links to exhibitor listing on SPIE.org

ONLINE BANNER – BROWSE CONFERENCE | 4 AVAILABLE

€1,500

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 web pages with online browsing functionality.

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

For inquiries, contact SPIE Sales

In Europe

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In the Americas, Asia, and rest of world

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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

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SPONSORSHIPS CONTINUED

CONFERENCE APP | 2 AVAILABLE

€1,800

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

SOCIAL MEDIA MENTION: DURING THE EVENT – LIMITED AVAILABILITY

€2,250

Take advantage of SPIE's social media audience during the exhibition! Your company name, booth number, and photo of your booth and product will be included in two promotional posts: one on SPIE's LinkedIn page (40,000 followers) and one on SPIE's Bluesky page (1,200 followers) during the Exhibition.

- Company name and booth number will be included in the caption
- Sponsor send one hashtag pre-approved by SPIE social media team
- SPIE staff will take up to two photos onsite of product, booth, and/or staff
- Sponsor to provide the product name and relevant details prior to the start of the exhibition
- Sponsors choose their preferred day for the post, with a max of one per day.

SOCIAL MEDIA MENTION: PRE-EVENT – LIMITED AVAILABILITY

€2,250

Take advantage of SPIE's social media audience before the conference! Your company name, one (1) product photo, and logo will be included in two (2) promotional posts: one (1) on SPIE's LinkedIn page (40,000 followers) and one (1) on SPIE's Bluesky page (1,200 followers)

- Company name will be included in caption and company logo and product photo featured in the post image
- Sponsor can send one hashtag pre-approved by SPIE social media team
- Sponsor to send product name and information to SPIE 2 weeks prior to publish date
- Posts are published one to two weeks prior to the event
- SPIE Graphics team will create artwork with sponsor-provided logo, product photo, and event logo

WELCOME RECEPTION CO-SPONSOR | 6 AVAILABLE

€2,120

- Company Logo included with other sponsors on onsite signage
- Option to provide napkins (supplied by sponsor, approved by SPIE)
- Option to provide one promotional item for distribution during event (supplied by sponsor, approved by SPIE)

REGISTRATION CONFIRMATION EMAIL SPONSORSHIP

€3,140

- One ad in confirmation email sent to all registered attendees
- Sponsor provides artwork, recommend logo and booth number
- Company logo displayed onsite, online, and in printed materials

WELCOME RECEPTION EXCLUSIVE SPONSOR | 1 AVAILABLE

€6,350

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 one promotional item for distribution during event (supplied by sponsor, approved by SPIE)

CUSTOM SPONSORSHIP | LIMITED AVAILABILITY

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

+ Indicates additional costs apply to sponsorship price
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For inquiries, contact SPIE Sales

In Europe

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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 Tuesday | €420 |
| <input type="checkbox"/> Coffee Break Wednesday | €420 |
| <input type="checkbox"/> Coffee Break Thursday | €420 |
| <input type="checkbox"/> Conference App | €1,800 |
| <input type="checkbox"/> Conference Bag | €750+ |
| <input type="checkbox"/> Conference Giveaway | €640+ |
| <input type="checkbox"/> Conference Notepad | €250+ |
| <input type="checkbox"/> Conference Pen | €280+ |
| <input type="checkbox"/> Custom Sponsorship | Contact SPIE |
| <input type="checkbox"/> Exhibition Guide Enhanced Listing | €350 |
| <input type="checkbox"/> General Sponsor | €250 |
| <input type="checkbox"/> Lanyards | €1,040+ |
| <input type="checkbox"/> Online Browse Conference Banner | €1,500 |
| <input type="checkbox"/> Online Featured Sponsor Event Landing Page | €1,300 |
| <input type="checkbox"/> Poster Reception | €1,590 |
| <input type="checkbox"/> SPIE.org Enhanced Exhibitor Listing | €995 |
| <input type="checkbox"/> Social Media Mention: During the Event | €2,250 |
| <input type="checkbox"/> Social Media Mention: Pre-Event | €2,250 |
| <input type="checkbox"/> Registration Confirmation Email Sponsorship | €3,140 |
| <input type="checkbox"/> Welcome Reception – Exclusive | €6,350 |
| <input type="checkbox"/> Welcome Reception – Co-Sponsor | €2,120 |

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 9 October 2025 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 9 October 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 Optics + Optoelectronics 2025** 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 9 October 2024 require 100% payment.
- All sponsorships must be paid in full by 9 November 2024. On 10 November 2024, a 5% late fee will be added to all unpaid balances.
- On 9 December 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 8 October 2024 - Eligible for full refund less a €500 administrative fee.
- Between 9 October – 8 December 2024 - Deposit forfeited; excess of deposit paid will be refunded in full.
- After 8 December 2024 - No refund.

3) GRAPHIC DUE DATES: When applicable all graphics are due to SPIE by 21 February 2025. All graphics received after 21 February 2025 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**