

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.*

EXHIBITION GUIDE ENHANCED LISTING | UNLIMITED AVAILABILITY
\$1,050 EP

Stand out from the crowd! Your exhibition listing will jump off the page with this enhanced listing.

- Full-color company logo added to printed exhibition guide listing
- Company listing highlighted in printed exhibition guide

GENERAL SPONSOR | UNLIMITED AVAILABILITY
\$1,190 | \$595 EP

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 | 6 AVAILABLE
\$3,300 | \$1,650 EP

With your brand on signage, you can take advantage of these high-traffic locations at the entrances and sitting areas around the exhibition.

- Single-sided fabric meter board in premium location
- Sponsor provides artwork
- Cost to produce fabric meter board **included** in price of sponsorship

SANITIZING STATION | 1 AVAILABLE
\$6,000 | \$3,000 EP

Get valuable visibility and demonstrate that your brand cares about the health and safety of the attendees.

- Custom-branded sanitizing station located in premium location
- Sponsor provides artwork
- Cost to produce branding **included** in price of sponsorship

WHO'S HIRING LIST | UNLIMITED AVAILABILITY
\$425 EP

- Company name and booth number included on Hiring Flyer distributed to attendees

WI-FI | 1 AVAILABLE
\$6,800 | \$3,400 EP

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 exhibition
- Company logo included on onsite signage

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

EP – Exhibitor Pricing – Contracted exhibitors receive 50% off list price.

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 | 3 AVAILABLE
\$2,580 | \$1,290 EP

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)

COFFEE BREAK - EXHIBITION | 3 AVAILABLE
\$3,400 | \$1,700 EP

- 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)

PLENARY SUPPORTING SPONSOR | 4 AVAILABLE
\$6,000 | \$3,000 EP

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
- Option to provide pop-up banner outside main door (supplied by sponsor, approved by SPIE)

POSTER RECEPTION | 4 AVAILABLE
\$3,190 | \$1,595 EP

Support the next generation and meet plenty of prospects. 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)

SYMPOSIUM HOST PACKAGE - PREMIER | 4 AVAILABLE
\$20,000 | \$10,000 EP

- One promotional item or one 8 1/2" x 11" sheet distributed to conference attendees (supplied by sponsor, approved by SPIE)
- One full-page, 4-color advertisement in printed Event Overview
- One Technical Conference Registration
- Company logo included on Conference room signs
- Company logo (large) included on Conference room slides

SYMPOSIUM HOST PACKAGE - SUPPORTING | 8 AVAILABLE
\$10,000 | \$5,000 EP

- One promotional item or one 8 1/2" x 11" sheet distributed to conference attendees (supplied by sponsor, approved by SPIE)
- One half-page, 4-color advertisement in printed Event Overview
- Company logo (medium) included on Conference room slides

For inquiries, contact SPIE Sales:

In the Americas, Europe, and rest of world

Kim Abair | kima@spie.org

Melissa Valum | melissav@spie.org

Tel: +1 360 685 5499 | Fax: +1 360 647 1445

Tel: +1 360 685 5596 | Fax: +1 360 647 1445

In Japan

Sakae Shibasaki | s_shiba@optronics.co.jp

Tel: +81 3 3269 3550 | Fax: +81 3 5229 72535

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

Sponsored by **SPIE.**

AS24-Sponsor-Contract 2/9/24

33016-XSCAS24ST

SPONSORSHIPS

WELCOME RECEPTION SUPPORTING SPONSOR | 4 AVAILABLE

\$4,200 | \$2,100 EP

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

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

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

CONFERENCE BAG | 1 AVAILABLE

\$3,600+ | \$1,800+ EP

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

CONFERENCE NOTEPAD | 2 AVAILABLE

\$3,000+ | \$1,500+ EP

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 Conference attendees
- Notepads **not included** in price of sponsorship (supplied by sponsor, approved by SPIE)

CONFERENCE PEN | 1 AVAILABLE

\$2,100+ | \$1,050+ EP

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

\$3,600+ | \$1,800+ EP

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)

+ Indicates additional costs apply to sponsorship price

All sponsorships require SPIE approval

EP – Exhibitor Pricing – Contracted exhibitors receive 50% off list price.

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

\$5,990 | \$2,995 EP

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 twice daily
- Ad runs eight weeks prior to conference
- Sponsor provides artwork

ONLINE BANNER – BROWSE PROGRAM | 4 AVAILABLE

\$5,000 | \$2,500 EP

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

ONLINE FEATURED SPONSOR – BROWSE PROGRAM LANDING PAGE | 4 AVAILABLE

\$4,000 | \$2,000 EP

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 with other sponsors on Browse Program landing page
- Logo links to exhibitor listing on SPIE.org

ONLINE FEATURED SPONSOR – FOCUSED EVENT LANDING PAGE | 4 AVAILABLE

\$5,000 | \$2,500 EP

- Exclusive company logo displayed towards top of Focused Event landing page - Choose from 4 different pages
- Logo links to exhibitor listing on SPIE.org

SPIE.ORG ENHANCED EXHIBITOR LISTING | UNLIMITED AVAILABILITY

\$1,675 EP

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!

For inquiries, contact SPIE Sales:

In the Americas, Europe, and rest of world

Kim Abair | kima@spie.org

Melissa Valum | melissav@spie.org

Tel: +1 360 685 5499 | Fax: +1 360 647 1445

Tel: +1 360 685 5596 | Fax: +1 360 647 1445

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

Sponsored by **SPIE.**

In Japan

Sakae Shibasaki | s_shiba@optronics.co.jp

Tel: +81 3 3269 3550 | Fax: +81 3 5229 72535

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.

<u>Name</u>	<u>Cost Exhibitor Cost</u>
<input type="checkbox"/> Coffee Break Friday Conference	\$2,580 \$1,290
<input type="checkbox"/> Coffee Break Monday Conference	\$2,580 \$1,290
<input type="checkbox"/> Coffee Break Sunday Conference	\$2,580 \$1,290
<input type="checkbox"/> Coffee Break Thursday Exhibition	\$3,400 \$1,700
<input type="checkbox"/> Coffee Break Tuesday Exhibition	\$3,400 \$1,700
<input type="checkbox"/> Coffee Break Wednesday Exhibition	\$3,400 \$1,700
<input type="checkbox"/> Conference App	\$5,990 \$2,995
<input type="checkbox"/> Conference Bag	\$3,600+ \$1,800+
<input type="checkbox"/> Conference Notepad	\$3,000+ \$1,500+
<input type="checkbox"/> Conference Pen	\$2,100+ \$1,050+
<input type="checkbox"/> Custom Sponsorship	Contact SPIE
<input type="checkbox"/> Exhibition Guide Enhanced Listing	\$1,050
<input type="checkbox"/> General Sponsor	\$1,190 \$595
<input type="checkbox"/> Lanyards	\$3,600 \$1,800
<input type="checkbox"/> Meter Board	\$3,300 \$1,650
<input type="checkbox"/> Online Banner Browse Program	\$5,000 \$2,500
<input type="checkbox"/> Online Featured Sponsor Browse Program Landing Page	\$4,000 \$2,000
<input type="checkbox"/> Online Featured Sponsor Focused Event Landing Page	\$5,000 \$2,000
<input type="checkbox"/> Plenary Supporting Sponsor	\$6,000 \$3,000
<input type="checkbox"/> Poster Reception Monday	\$3,190 \$1,595
<input type="checkbox"/> Poster Reception Thursday	\$3,190 \$1,595
<input type="checkbox"/> Poster Reception Tuesday	\$3,190 \$1,595
<input type="checkbox"/> Poster Reception Wednesday	\$3,190 \$1,595
<input type="checkbox"/> Sanitizing Station	\$6,000 \$3,000
<input type="checkbox"/> SPIE.org Enhanced Exhibitor Listing	\$1,675
<input type="checkbox"/> Symposium Host Package Premier	\$20,000 \$10,000
<input type="checkbox"/> Symposium Host Package Supporting	\$10,000 \$5,000
<input type="checkbox"/> Welcome Reception Supporting Sponsor	\$4,200 \$2,100
<input type="checkbox"/> Who's Hiring List	\$425
<input type="checkbox"/> Wi-Fi	\$6,800 \$3,400

Sponsorship Contract Total = \$ _____

PAYMENT INFORMATION Contracts submitted after 19 December 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 19 December 2023 = \$ _____
 Entire amount in Contract Total = \$ _____

PAYMENT TYPE Please check one of the following:
 Check
 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 authorized to sign on behalf of the contracted company and hereby authorizes SPIE to reserve exhibition space, sponsorships, or advertising for use by this company during the **SPIE Astronomical Telescopes + Instrumentation 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

Sponsor Name _____

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 19 December 2023 require 100% payment.
- All sponsorships must be paid in full by 19 January 2024. On 20 January 2024, a 5% late fee will be added to all unpaid balances.
- On 18 February 2024, defaults in payment will result in sponsorship cancellation (subject to the cancellation fee schedule).

No sponsorship will be reserved or assigned unless appropriate payment and signed contract are received at SPIE Headquarters at PO Box 10, Bellingham, WA 98227. 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 +1 360 676 3290 (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 18 December 2023 - Eligible for full refund less a \$500 administrative fee.
- Between 19 December 2023–17 February 2024 - Deposit forfeited; excess of deposit paid will be refunded in full.
- After 17 February 2024 - No refund.

3) GRAPHIC DUE DATES: When applicable all graphics are due to SPIE by 15 April 2024. All graphics received after 15 April 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 ExhibitReservation 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 defense 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**

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