

EXHIBITOR SPONSORSHIP CONTRACT.

Managed by

SPIE EUROPE

**For Enquiries, contact
SPIE Sales:**

In Europe

Amanda Summers

Tel: +44 29 2089 4747

Fax: +44 29 2089 4750

amanda@spieeurope.org

In the Americas, Asia, and rest
of world

Melissa Farlow

Tel: +1 360 685 5596

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melissaf@spie.org

Please mail or fax original,
signed contract and
required payment to:

SPIE Events Europe Ltd.

2 Alexandra Gate

FforddPengam

Cardiff CF24 2SA

UK

Tel: +44 29 2089 4747

Fax: +44 29 2089 4750

info@spieeurope.org

www.spie.org

**Let us help
you make the
most of your
marketing
investment**

Call us to learn more
about maximizing your
exhibit impact.

Ask us about other
promotional ideas to gain
visibility in the community.

SPIE. PHOTONICS EUROPE

Exhibition Dates: 31 March - 1 April 2020
Conference Dates: 29 March - 2 April 2020
Palais de la Musique et des Congrès
Strasbourg, France

Exhibition Packages

SPIE Photonics Europe Exhibition is the prime opportunity for researchers and engineers to connect with leading companies throughout Europe. See the latest equipment featuring optical components, lasers, fibre optics, detectors, sensors, cameras, and other instrumentation for the optics and photonics fields - all under one roof.

PLATINUM SPONSOR

€5,725 NONMEMBER

€4,866 SPIE CORPORATE MEMBER

- 9 sqm (3x3m) corner stand in premium location
- Full page 4-color advertisement in printed programme
- Acknowledgement at Opening Session and Plenary Sessions
- Coffee Break Sponsor
- One A4 conference bag insert+
- Featured Exhibitor package on event website
- Product photo in Exhibition Preview
- Corporate Partner Listing on optics.org
- Three entry tickets to Technical Conference
- 30-day job posting on SPIE Career Center website
- Company description in online and printed programme
- Unlimited exhibitor badges for Exhibition, Poster Session, and Welcome Reception
- Logo featured:
 - Online floor plan
 - Demo Area Slide (large logo)
 - Conference room slide (large logo)
 - Sponsor page (online and printed programme)
 - Joint sponsor sign

GOLD SPONSOR

€4,755 NONMEMBER

€4,040 SPIE CORPORATE MEMBER

- 6 sqm (3x2m) stand
- Product photo in Exhibition Preview
- General Sponsor
- Corporate Partner Listing on optics.org
- Two entry tickets to Technical Conference
- 30-day job posting on SPIE Career Center website
- Company description online and printed programme
- Four Exhibitor badges for Exhibition, Poster Session, and Welcome Reception
- Logo featured:
 - Conference room slide (small logo)
 - Demo Area Slide (small logo)
 - Sponsor page (online and printed programme)
 - Joint sponsor sign

SILVER SPONSOR

€2,865 NONMEMBER

€2,435 SPIE CORPORATE MEMBER

- Tabletop display
- Product photo in Exhibition Preview
- General Sponsor
- Corporate Partner Listing on optics.org
- Two entry tickets to Technical Conference
- 30-day job posting on SPIE Career Center website
- Company description in online and printed programme
- Four exhibitor badges for Exhibition, Poster Session, and Welcome Reception
- Logo featured:
 - Sponsor page (online and printed programme)
 - Joint sponsor sign

BASIC TABLETOP DISPLAY

€2,225 NONMEMBER

€1,891 SPIE CORPORATE MEMBER

- One entry ticket to Technical Conference
- Two exhibitor badges for Exhibition, Poster Session, and Welcome Reception
- Company name listed in Exhibition Preview
- Company description in online and printed programme

Please complete next page.



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SPONSORSHIPS (CONTINUED)

Sponsorships extend your brand image, plus drive traffic to your booth. As a sponsor, your company is listed in: Pre-show promotions · The Online Exhibition · The Technical Programme and Exhibition Guide · Onsite signage

AISLE SIGN - LIMITED AVAILABILITY

€750

- Company logo and stand number featured on select aisle sign
- Cost to produce sign is **included** in cost of sponsorship

CONFERENCE AND EXHIBITION APP EXCLUSIVE

€2,650

- Company name, tagline, stand number and logo displayed on opening splash page
- Available eight weeks prior through two weeks after conference

CONFERENCE BAG - EXCLUSIVE

€1,050+

- Distributed to conference attendees
- Company logo and Event logo on conference bag
- Cost of conference bags is **not included** in price of sponsorship
- SPIE approved bags are produced and supplied by sponsor

CONFERENCE NOTEPAD - EXCLUSIVE

€315+

- Notepads available to all conference attendee
- Cost of notepads is **not included** in price of sponsorship
- Notepads are supplied by sponsor

CONFERENCE PEN - EXCLUSIVE

€315+

- Pens available to all conference attendee
- Cost of pens is **not included** in price of sponsorship
- Pens are supplied by sponsor

DEMO AREA SPONSOR - LIMITED AVAILABILITY

€450

- Company logo featured on rotating slide for duration of exhibition
- Company logo on onsite signage for demo

INNOVATION VILLAGE - EXCLUSIVE

€4,135

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. Sponsor this competition!

Benefits:

- Recognition as Innovation Village sponsor (online, onsite and printed programme)
- Sponsor appoints one judge to the judging panel
- Sponsor presents awards to competition winners

LANYARDS - EXCLUSIVE

€1,690+

- Cost of lanyards is **not included** in price of sponsorship
- Lanyards are produced and supplied by sponsor
- Lanyards accessible to all attendees at registration
- Onsite signage

PLENARY SUPPORTING SPONSOR

€2,150+

- Verbal thank you from stage
- Company Logo on rotating slide
- Option for a pop-up banner (1x2 m) outside of main entrance - sponsor to supply
- Option to do a seat drop at the event - SPIE to approve materials (at company's expense)

POSTER RECEPTION - LIMITED AVAILABILITY

€2,650

- Onsite signage
- Company logo on signs on bar
- Option to provide napkins with company logo (at sponsor's expense)

STUDENT PAPER AWARD

WINNER - EXCLUSIVE

€1,270

RUNNER UP - 2 AVAILABLE

€795

- Logo featured on joint sponsor sign

WELCOME RECEPTION - EXCLUSIVE

€2,650

- Onsite signage
- Option to provide a pop-up banner
- Option to provide napkins with company logo (at sponsor's expense)

WI-FI SPONSOR

EXCLUSIVE

€3,180

- URL re-direct of your choice
- Onsite signage

CO-SPONSOR - LIMITED AVAILABILITY

€2,225

- Onsite signage

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

Please complete next page.



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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"/> Platinum Sponsor - Nonmember	€5,725
<input type="checkbox"/> Platinum Sponsor - SPIE Corporate Member	€4,866
<input type="checkbox"/> Gold Sponsor - Nonmember	€4,755
<input type="checkbox"/> Gold Sponsor - SPIE Corporate Member	€4,040
<input type="checkbox"/> Silver Sponsor - Nonmember	€2,865
<input type="checkbox"/> Silver Sponsor - Corporate Member	€2,435
<input type="checkbox"/> Basic Tabletop Display - Nonmember	€2,225
<input type="checkbox"/> Basic Tabletop Display - Corporate Member	€1,891
<input type="checkbox"/> Aisle Sign - (Limited Availability)	€750
<input type="checkbox"/> Conference and Exhibit App - (Exclusive)	€2,650
<input type="checkbox"/> Conference Bag - (Exclusive)	€1,050+
<input type="checkbox"/> Conference Notepad - (Exclusive)	€315+
<input type="checkbox"/> Conference Pen - (Exclusive)	€315+
<input type="checkbox"/> Demo Area - (Limited Availability)	€450
<input type="checkbox"/> Innovation Village - (Exclusive)	€4,135
<input type="checkbox"/> Lanyards - (Exclusive)	€1,690+
<input type="checkbox"/> Plenary Supporting Sponsor	€2,150+
<input type="checkbox"/> Poster Reception - (Limited Availability)	€2,650
<input type="checkbox"/> Student Paper Award - Winner (Exclusive)	€1,270
<input type="checkbox"/> Student Paper Award - Runner Up (2 Available)	€795
<input type="checkbox"/> Welcome Reception (5 Available)	€2,650
<input type="checkbox"/> Wi-Fi - Exclusive	€3,180
<input type="checkbox"/> Wi-Fi Co-Sponsor - (Limited Availability)	€2,225

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

SPIE Events Europe Ltd.'s VAT number is GB840 296 332. Please see Exhibition Policies, 3), on page 4 of this Contract.

If your Company is registered for VAT, please indicate your VAT number _____

VAT 20% = € _____

Sponsorship Contract Subtotal = € _____

Sponsorship Contract Total = € _____

PAYMENT INFORMATION A minimum deposit of 25% on Exhibition Space and Sponsorships due 19 April 2019. Contracts submitted after 2 October 2019 require 100% payment.

- A minimum deposit of 25% on Exhibition Space and Sponsorships due 19 April 2019.
- Payments due in full on 2 November 2019. On 3 November 2019, a 5% late fee will be added to all unpaid balances.
- On 2 December 2019 defaults in payment will result in Sponsorship cancellation.
- See Sponsorship Policies regarding cancellations.
- Please contact SPIE Sales at spiesales@spie.org if contract confirmation is not received within 7 business days.

Please check one of the following options:

- Check/Money Order enclosed (payable to SPIE) for **entire amount** in Contract Total = € _____
- Check/Money Order enclosed (payable to SPIE) for **25% deposit** (.25 X Contract Total) = € _____
- Charge **entire amount** in Contract Total to credit card = € _____
- Charge **deposit only** (.25 X Contract Total) to credit card (applicable before 2 October 2019) = € _____

CREDIT CARD — Please contact SPIE to make credit card payments. SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards. Credit card payments will be converted to your local currency by your card company or bank (see <http://www.xe.net/ucc/> to convert your total fees).

- Wire transfer for **deposit only** (.25 x Contract Total) = € _____
- Wire transfer for **entire amount** in Contract Total = € _____

Bank wire transfer information will be sent to you upon receipt of this contract.

AGREEMENT The undersigned hereby authorizes SPIE to reserve sponsorships for use by this company during the **2020 SPIE Photonics Europe Exhibition**. The undersigned acknowledges receipt of and agrees to abide by the Policies within this Sponsorship Contract.

Sponsor's Signature _____ **Date** _____

Sign

For Office Use Only
Date _____
Amt Rec'd _____
 CC Cash Check
Check# _____
Reg# _____
IDN# _____
24456-XEPE20ST

Let us help you make the most of your marketing investment.

Consult with a sales consultant to learn more about maximizing your exhibit impact. Ask us about other promotional ideas to gain visibility in the community.

Policy Information

Exhibition and Sponsorship Policies

1) LIABILITY: Upon approval of this contract by an authorized Exhibitor representative, it is expressly understood that the Exhibitor has read and agrees to abide by the SPIE liability policies outlined below. The SPIE Events Europe Ltd., hereinafter referred to as, and all organizations and individuals who are employed by or associated with it, in connection with this Exhibition, will not assume responsibility and shall be held harmless by all Exhibitors for damage or loss resulting from fire, theft, terrorism or threat of terrorism, or any other cause whatsoever, including accident or injury to exhibitors, their employees and agents, the public, or others. The Exhibitor agrees to pay promptly for any and all damages to the exhibition building or its equipment incurred through carelessness, or otherwise, of Exhibitor or its employees or agents.

2) PAYMENT SCHEDULE:

- A minimum 25% deposit of the total contracted amount (including VAT) must accompany contract. Contracts submitted after 2 October 2019 require 100% payment.
- All contracted charges must be paid in full by 2 November 2019. On 3 November 2019, a 5% late fee will be added to all unpaid balances.
- On 2 December 2019, defaults in payment will result in cancellation of this contract (subject to the cancellation fee schedule).

No space or sponsorship will be reserved or assigned unless appropriate payment and signed contract are received at SPIE Events Europe Ltd. Office at Alexandra Gate, Ffordd Pengam, Cardiff, CF242SA UK. Account delinquency will result in exhibitor's inability to exhibit or sponsor at contracted exhibition as well as book space in future exhibitions. For accounts with more than one unpaid invoice, all cash received will be paid to oldest invoice first.

3) VAT: European companies registered for VAT in the EU and in possession of a VAT number are liable to account for VAT under Article 44 VAT Directive 2006/112. All other companies are liable for VAT and will be charged with VAT according to the percentage indicated in the cost section of this contract. VAT charged can be reimbursed according to the 13th VAT Directive. For companies needing assistance recouping VAT, please search the internet for "VAT Refund Services".

4) CORPORATE MEMBERSHIP: Corporate membership pricing is valid only if the membership is in good standing and dues are fully paid prior to submission of exhibition contract and membership remains in good standing through the duration of the contracted exhibition. If the membership expires prior to or dues are not fully paid at the time of the contracted exhibition, the exhibitor pricing reverts to the nonmember rates and the contracted exhibitor will be liable for the balance due SPIE Europe.

5) CANCELLATION/SPACE REDUCTION: Any cancellation, space reductions, or requests for changes of this contract must be made in writing to SPIE Europe, subject to the following fees:

- On or before 1 October 2019 – Eligible for full refund
- Between 2 October 2019 - 1 December 2019 – Deposit forfeited; excess of deposit paid will be refunded in full.
- After 1 December 2019 – No refund.

In the event of cancellation or reduction of contracted space, and subject to the above schedule, SPIE shall retain the right to: resell cancelled space without rebate or allowance to the Exhibitor,

cancel requested affiliate space, and reduce priority points by 50%* for non-participation. Non-participation over two consecutive years results in complete loss of priority points.

6) SPACE ASSIGNMENT AND PAYMENT: SPIE reserves the right to determine final placement of the Exhibitor. A space may be revoked or changed by if payment is not in accordance with the payment schedule. SPIE retains the exclusive right to revise the exhibition floor plan and/or move assigned exhibitors as necessary. SPIE is not obligated to reimburse the exhibiting company for any costs stemming from relocation.

7) TRANSPORTATION/SETUP: All transportation costs, and any other costs related to exhibit setup not explicitly offered above by SPIE, are to be paid by the Exhibitor.

8) 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 unfavourable 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 Exhibitor other than for a prorated refund of such Exhibitor's space price payment determined on the basis of the number of Exhibition days remaining. 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, 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 labour disturbance; inability to secure sufficient labour, 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.

9) INSURANCE: Exhibitor shall, at its own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on per occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph. Required Coverages: (A) Comprehensive General Liability Insurance with limits not less than an equivalent of \$1,000,000 each occurrence, an equivalent of \$2,000,000 aggregate, combined single limit for bodily injury, contractual, and operation of mobile equipment, products and alcohol liability (if applicable); (B) Worker's Compensation insurance.

Exhibitor shall name SPIE as an additional insured on its general commercial liability insurance and provide SPIE with evidence thereof in the form of a certificate of insurance from their carrier, 30 days prior to show dates. Exhibitor acknowledges that SPIE has no obligations to maintain insurance on Exhibitor's behalf.

10) SECURITY: SPIE will provide general security service on a 24-hour basis to the Exhibition area from the beginning of setup hours through the conclusion of the Exhibition. However, SPIE is not responsible for loss or damage to Exhibitor's property. Exhibitors are advised to insure against these risks.

11) LOSSES: SPIE is not responsible for damage to Exhibitor's property or lost shipments either coming in or going out, nor for moving costs. Damage to inadequately packed property is Exhibitor's own responsibility. If exhibit materials, fixtures or equipment fails to arrive, Exhibitor is nevertheless responsible for the exhibit space reserved as per this contract. Exhibitors are advised to insure against these risks.

12) SELLING ON THE SHOW FLOOR: The Technical Exhibition is limited to organizations with products or services related to the industry served by the event. Direct sales and/or delivery of non-related, retail or consumer products are prohibited without prior written approval from show management.

13) FOOD AND ALCOHOL: Food and alcohol must be supplied and served by facility catering services only. Exhibitors must obtain written permission from SPIE Exhibition Management along with a signed service agreement from the facility.

14) MUSIC LICENSING: No copyrighted music may be played in the exhibition area in any fashion (including but not limited to: background music on video or audio tape presentations) without appropriate documented permissions and/or licensing. The Exhibitor is solely responsible for obtaining such permissions and/or licenses for music originating in the Exhibitor's booth/display area. The Exhibitor is also responsible for any fines, court fees, and all other costs that may arise from failure to comply with these requirements.

15) RULES OF PROFESSIONAL CONDUCT: Anyone indicating disorderly, threatening, or unprofessional conduct may be removed from the premises by exhibition management.

16) CONTRACTED SPACE: Must have staff and exhibit materials present at booth during all open exhibition hours.

17) EXHIBITING BENEFITS: All exhibitors will be listed in the SPIE Exhibitor Directory for 11 months from exhibition date and receive a free, basic company listing in the Optics.org Buyers Guide – each at no charge.

Exhibition Space Specifications

Corner Stands. Lacquered aluminum framed panels, 2.4m high with 3x100W spotlights rail. Carpet, multiplug, and sign boards with company name **included**. Height restricted to 2.5m.

Tabletop Display. Table (1.60m x 0.80m), 2 chairs. Maximum height of tabletop display from table surface is 1.50m and width limit of 0.60m. Companies are limited to (not provided) either 1x table mounted display maximum 1.50m [h] or up to two of the following items: floor-standing pop-up display (maximum 0.9m[w] x 2.4m[h]); easel positioned behind table; literature stand; bag stand.