

## 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

**\$1,130**

*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

### BOOTH AISLE FLOOR GRAPHIC | 8 AVAILABLE

**\$965**

*Make an impression with every step. Reach attendees as they walk the Exhibit Halls with the strategic placement of your branding in high-traffic areas.*

- 3' w x 1' h ad located in aisle next to exhibit space
- Sponsor provides artwork
- Cost to produce and install floor graphic **included** in price of sponsorship

### DIGITAL SIGNAGE | 16 AVAILABLE

**\$2,720**

*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

**\$7,670**

- 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

**\$1,050**

*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

**+ Indicates additional costs apply to sponsorship price**

**All sponsorships require SPIE approval**

### 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

**\$595**

*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.*

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

### METER BOARD – PW/BIOS COMBINATION | 2 AVAILABLE

**\$5,560**

- 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)

**For inquiries, contact SPIE Sales:**

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**33022-XSCPW24BST**

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

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## SPONSORSHIPS

### WI-FI | 1 AVAILABLE

**\$2,850**

- 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

**\$8,250**

- 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

**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 | 2 AVAILABLE

**\$1,135**

*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 provide compostable 8 oz. cups and/or napkins (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.***

### ONLINE FEATURED SPONSOR – BIOS EVENT LANDING PAGE | 1 AVAILABLE

**\$3,180**

*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

**\$1,675**

*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](mailto:spiesales@spie.org) to create your custom sponsorship!*

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

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