

Managed by

**SPIE.EUROPE**

For enquiries, contact  
SPIE Sales:

In Europe

**Laurence Devereux**  
Tel: +44 29 2278 9031  
Fax: +44 29 2089 4750  
laurence@spieurope.org

In the Americas, Asia, and rest  
of world

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

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@spieurope.org  
www.spie.org

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

Call us to learn more  
about maximising your  
exhibit impact.

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

## 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

**€6,070** NONMEMBER  
**€5,160** SPIE CORPORATE MEMBER

- 9 sqm (3x3m) stand in premium location
- Full page 4-colour advertisement in printed programme
- Acknowledgement at Opening Session and Plenary Sessions
- Coffee Break Sponsor
- One A4 conference bag insert+
- Enhanced Exhibitor Listing on SPIE.org
- 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

**€5,040** NONMEMBER  
**€4,284** 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

**€3,040** NONMEMBER  
**€2,584** 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

**€2,360** NONMEMBER  
**€2,006** 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

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

## EXHIBITOR SPONSORSHIP CONTRACT.

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# SPIE EUROPE

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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

€995

- Company provides artwork for aisle sign in exhibition hall
- Cost to produce sign is **included** in cost of sponsorship

## BANNER LOGO - EVENT LANDING PAGE - 1 AVAILABLE PER PAGE

€2,050

- Towards top of landing page of choice
- Logo links to Exhibitor listing on spieeurope.org
- Choose one of the following pages: *How to Participate, Registration Page, Courses, Exhibition*

## BANNER LOGO - CONFERENCE EVENT LANDING PAGE - 1 AVAILABLE

€2,460

- Towards top of Conference landing page
- Logo links to Exhibitor listing on spieeurope.org

## BANNER LOGO - MAIN EVENT LANDING PAGE - EXCLUSIVE

€3,280

- Towards top of Event Main landing page
- Logo links to Exhibitor listing on spieeurope.org

## BROWSE CONFERENCE BANNER - 4 AVAILABLE

€2,050

- Banner to be at top of Conference, Special Events, Technical Events, or Industry Program
- Ad to be created by sponsor
- Banner to link to Exhibitor listing

## BROWSE CONFERENCE PROGRAM LANDING PAGE LOGO TRAY - 4 AVAILABLE

€1,640

- Logos located at the bottom of the landing page for browsing the Photonics West conference program
- Logo to be linked to Exhibitor listing

## CONFERENCE AND EXHIBITION APP - EXCLUSIVE

€2,795

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

## CONFERENCE BAG - EXCLUSIVE

€1,100+

- 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 GIVE-A-WAY

€1,100+

- Cost to product insert is **not included** in the price of sponsorship
- Insert is produced and supplied by sponsor
- One promotional item (approved by SPIE) or one A4 sheet (additional pages subject to extra fees)

## CONFERENCE NOTEPAD - EXCLUSIVE

€330+

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

## CONFERENCE PEN - EXCLUSIVE

€330+

- 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

€475

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

## EXHIBITOR LOGO TRAY - EVENT LANDING PAGE - 4 AVAILABLE PER PAGE

€820

- Logo links to Exhibitor e listing on spieeurope.org
- Choose one of the following pages: *How to Participate, Registration Page, Conference, Courses, Exhibition*

## EXHIBITOR LOGO TRAY - MAIN EVENT LANDING PAGE - 4 AVAILABLE

€1,640

- Tray of 4 logos on main event landing page
- Logo links to Exhibitor listing on spieeurope.org

## INNOVATION VILLAGE - EXCLUSIVE

€4,350

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

€1,800+

- 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

€2,275+

- 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

€2,795

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

## STUDENT PAPER AWARD

WINNER - EXCLUSIVE

€1,350

RUNNER UP - 2 AVAILABLE

€850

- Logo featured on joint sponsor sign

## WELCOME RECEPTION - EXCLUSIVE

€2,825

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

## WI-FI SPONSOR - EXCLUSIVE

€3,350

- Exclusive Onsite signage

## CO-SPONSOR - LIMITED AVAILABILITY

€2,350

- Onsite signage

# EXHIBITOR SPONSORSHIP CONTRACT.

# SPIE. PHOTONICS EUROPE

Exhibition Dates: 5 - 6 April 2022  
 Conference Dates: 3 - 7 April 2022  
 Palais de la Musique et des Congrès  
 Strasbourg, France

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 www.spie.org

## 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	Name	Cost
<input type="checkbox"/> Platinum Sponsor - Nonmember	€6,070	<input type="checkbox"/> Conference Give-A-Way	€1,100+
<input type="checkbox"/> Platinum Sponsor - SPIE Corporate Member	€5,160	<input type="checkbox"/> Conference Notepad - (Exclusive)	€330+
<input type="checkbox"/> Gold Sponsor - Nonmember	€5,040	<input type="checkbox"/> Conference Pen - (Exclusive)	€330+
<input type="checkbox"/> Gold Sponsor - SPIE Corporate Member	€4,284	<input type="checkbox"/> Demo Area - (Limited Availability)	€475
<input type="checkbox"/> Silver Sponsor - Nonmember	€3,040	<input type="checkbox"/> Exhibitor Logo Tray - Event Landing Page	€820
<input type="checkbox"/> Silver Sponsor - Corporate Member	€2,584	<input type="checkbox"/> Exhibitor Logo Tray - Main Event Landing Page	€1,640
<input type="checkbox"/> Basic Tabletop Display - Nonmember	€2,360	<input type="checkbox"/> Innovation Village - (Exclusive)	€4,350
<input type="checkbox"/> Basic Tabletop Display - Corporate Member	€2,006	<input type="checkbox"/> Lanyards - (Exclusive)	€1,800+
<input type="checkbox"/> Aisle Sign - (Limited Availability)	€995	<input type="checkbox"/> Plenary Supporting Sponsor	€2,275+
<input type="checkbox"/> Banner Logo - Event Landing Page	€2,050	<input type="checkbox"/> Poster Reception - (Limited Availability)	€2,795
<input type="checkbox"/> Banner Logo - Conference Event Landing Page	€2,460	<input type="checkbox"/> Student Paper Award - Winner (Exclusive)	€1,350
<input type="checkbox"/> Banner Logo - Main Event Landing Page	€3,280	<input type="checkbox"/> Student Paper Award - Runner Up (2 Available)	€850
<input type="checkbox"/> Browse Conference Banner	€2,050	<input type="checkbox"/> Welcome Reception (5 Available)	€2,825
<input type="checkbox"/> Browse Conference Program Landing Page Logo Tray	€1,640	<input type="checkbox"/> Wi-Fi - (Exclusive)	€3,350
<input type="checkbox"/> Conference and Exhibition App - (Exclusive)	€2,795	<input type="checkbox"/> Wi-Fi Co-Sponsor - (Limited Availability)	€2,350
<input type="checkbox"/> Conference Bag - (Exclusive)	€1,110+		

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

VAT 20% = € \_\_\_\_\_  
 Sponsorship Contract Subtotal = € \_\_\_\_\_  
 Sponsorship Contract Total = € \_\_\_\_\_

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 e-mail a copy with your contract.

**If your Company is registered for VAT in United Kingdom, please indicate your United Kingdom VAT number**  
 \_\_\_\_\_

## PAYMENT INFORMATION

A minimum deposit of 25% on Exhibition Space and Sponsorships due with contract. Contracts submitted after 6 October 2021 require 100% payment.

- A minimum deposit of 25% on Exhibition Space and Sponsorships due with contract.
- Payments due in full on 6 November 2021. On 7 November 2021, a 5% late fee will be added to all unpaid balances.
- On 6 December 2021 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 Cheque one of the following options:**

Cheque/Money Order enclosed (payable to SPIE) for **entire amount** in Contract Total . . . . . = € \_\_\_\_\_

Cheque/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 6 October 2021) . . . . . = € \_\_\_\_\_

**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 authorises SPIE to reserve sponsorships for use by this company during the **2022 SPIE Photonics Europe Exhibition**. The undersigned acknowledges receipt of and agrees to abide by the Policies within this Sponsorship Contract.

**Sign** Sponsor's Signature \_\_\_\_\_ Date \_\_\_\_\_

For Office Use Only  
 Date \_\_\_\_\_  
 Amt Rec'd \_\_\_\_\_  
 CC  Cash  Cheque  
 Cheque# \_\_\_\_\_  
 Reg# \_\_\_\_\_  
 IDN# \_\_\_\_\_  
**29527-XSCEPE22ST**

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 Consult with a sales consultant to learn more about maximising 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 authorised 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 organisations 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 6 October 2021 require 100% payment.
- All contracted charges must be paid in full by 6 November 2021. On 7 November 2021, a 5% late fee will be added to all unpaid balances.
- On 6 December 2021, 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:** 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 e-mail a copy with your contract.

**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. Payment made by credit card will be automatically adjusted.

**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 6 October 2021 - Eligible for full refund.
- Between 7 October 2021-5 December 2021 - Deposit forfeited; excess of deposit paid will be refunded in full.
- After 5 December 2021 - 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\*. (\*If applicable.)

**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 organisations 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 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 restriction to 2.5m.

**Tabletop Display.** Table (1.40m x 0.70m), 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.