

## 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 Event Overview 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 | 50 AVAILABLE**

**\$2,675**

*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

**BANNER | 11 AVAILABLE**

**\$4,425+**

*Leverage this premier business-development opportunity packaged in a high-profile event. Your company's information will be prominently displayed on a banner at a key location.*

- Premium location, displayed Saturday through Thursday
- Sponsor provides artwork
- Cost to produce and hang banner **not included** in price of sponsorship

**BRANDED CUBE | 2 AVAILABLE**

**\$8,100**

- Custom-branded 6' cube located in North Upper Lobby
- Sponsor provides artwork
- Cost to produce cube **included** in price of sponsorship

**COLUMN CLING – 4.5' X 8' HALL D/E | 4 AVAILABLE**

**\$2,150**

- Premium location in Hall D/E
- Option to purchase all four sides for \$5,700
- Sponsor provides artwork
- Cost to produce and install column cling **included** in price of sponsorship

**COLUMN WRAP | 5 AVAILABLE**

**\$6,200**

*Stand out in the crowd and support your sales goals with branded signage wrapped around columns in premium locations throughout the event.*

- Premium location, displayed Saturday through Thursday
- Sponsor provides artwork
- Cost to produce and install column wrap **included** in price of sponsorship

**DIGITAL METER BOARD – 2' X 6' | 16 AVAILABLE PER LOCATION**

**\$4,150**

*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 in the Concourse, or North Lower Lobby
- Premium location in the Concourse, North Lower Lobby, or South Lobby
- 8-second display time, max 3 rotations within 8-second display time (single-sided)
- Sponsor provides artwork; SPIE produces and generates final graphic loop

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

**All sponsorships require SPIE approval**

**DIGITAL METER BOARD – 4' X 6' | 16 AVAILABLE**

**\$4,750**

- Premium location in the South Lower Lobby
- 8-second display time, max 3 rotations within 8-second display time (single-sided)

**DIGITAL METER BOARD – 2' X 6' PW/BIOS COMBINATION | 8 AVAILABLE PER LOCATION**

**\$5,810**

*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 in the Concourse, North or Lower Lobby
- 8-second display time, max 3 rotations within 8-second display time (single-sided)
- 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)

**DIGITAL METER BOARD – 4' X 6' PW/BIOS COMBINATION | 8 AVAILABLE PER LOCATION**

**\$6,650**

*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 in the South Lobby
- 8-second display time, max 3 rotations within 8-second display time (single-sided)
- 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)

**DIGITAL SIGNAGE | LIMITED AVAILABILITY**

**\$5,995**

- Premium location in Hall F Entrance, North Lower Concourse, or South Lobby
- 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 | 10 AVAILABLE PER LOCATION**

**\$8,300**

- Premium location in North Lobby or South Lobby, 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)

**DO NOT DISTURB SIGNS – MARRIOTT MARQUIS | 1 AVAILABLE**

**\$5,000**

*Get your brand in front of every attendee staying at the Marriott Marquis hotel with this unique signage opportunity. This unexpected location will help your company stand out in the crowd and send a message that you care about attendees' total conference experience.*

- Custom-branded sign distributed to rooms in SPIE block at Marriott Marquis
- Sponsor provides artwork (Signs must include hotel safety information and hotel logo)
- Cost to produce signs **included** in price of sponsorship

**For inquiries, contact SPIE Sales:**

**Melissa Valum** | melissav@spie.org  
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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

### ESCALATOR PANELS | 2 AVAILABLE PER LOCATION

**\$6,050+**

Escalators bring attendees to and from the exhibition. It's the perfect place to display your company information and stay top of mind.

- Premium location in North Lobby or South Lobby, Saturday through Thursday
- Cost to produce and install panels **not included** in price of sponsorship

### EXHIBITION GUIDE ENHANCED LISTING | UNLIMITED AVAILABILITY

**\$1,125**

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

### EXHIBITION MAP – BACK COVER AD | 1 AVAILABLE

**\$8,500**

Be sure to have your company front and center on one of the most requested pieces of conference collateral. When attendees reference the map, they will see your name, logo, booth location, and website.

- Back cover ad (3.875" w x 7.25" h)
- Sponsor provides artwork
- One full-color logo with 75-character tag line
- Booth location and website featured on exhibition map
- Distributed onsite to attendees

### EXHIBITION MAP – LOGO AD | 8 AVAILABLE

**\$2,530**

- One full-color logo with 75-character tag line
- Booth location and website featured on exhibition map
- Distributed onsite to attendees

### FLOOR GRAPHIC – 8' X 6' EXHIBITION HALL | LIMITED AVAILABILITY

**\$4,425**

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 at exhibit hall entrance - choose from Hall ABC or Hall F
- Sponsor provides artwork
- Cost to produce and install floor graphic **included** in price of sponsorship

### FLOOR GRAPHIC – ARROW UPGRADE | UNLIMITED AVAILABILITY

**\$340**

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 only
- Cost to produce and install floor graphic **included** in price of sponsorship

### FLOOR GRAPHIC – 8' X 6' LOBBY | 8 AVAILABLE

**\$5,510**

- Premium location in lobby, Saturday through Thursday
- Sponsor provides artwork
- Cost to produce and install floor graphic **included** in price of sponsorship

### GENERAL SPONSOR | UNLIMITED AVAILABILITY

**\$650**

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

### GLASS RAILING GRAPHIC – HALL F | 1 AVAILABLE

**\$5,700**

- Premium location above Food Court in Hall F
- Sponsor provides artwork
- Cost to produce and install railing graphic **included** in price of sponsorship

### MEGA VIDEO LARGE AD | 10 AVAILABLE

**\$10,800**

The Mega Screen in the North Lobby is always a draw at Photonics West. Broadcast your own company ad while attendees gather and watch images dazzle, just outside the Exhibit Hall entrance.

- Large video ad, 9000px wide x 1800px high displayed on mega screen in North Lobby
- Video up to 15 seconds
- Sponsor provides ad; SPIE produces and generates final graphic loop

### MEGA VIDEO SMALL AD | 10 AVAILABLE

**\$4,950**

- Small video ad, 2656px wide x 1800px high displayed on mega screen in North Lobby
- Video up to 15 seconds
- Sponsor provides ad; SPIE produces and generates final graphic loop

### METER BOARD | 20 AVAILABLE

**\$4,250**

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 | 20 AVAILABLE

**\$5,995**

- 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)

### STAIRWAY STRIPS | LIMITED AVAILABILITY

**\$8,600+**

Your logo and booth number will be front and center with every step attendees take. Get your company info on each rise and watch your booth traffic rise too.

- Premium location in North or South, Saturday through Thursday
- Sponsor provides artwork
- Cost to produce and install stairway strips **not included** in price of sponsorship

### For inquiries, contact SPIE Sales:

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### WALL CLING | 8 AVAILABLE

**\$6,400**

*There is plenty of wall space along the concourse as traffic moves around the conference. Grab some of this valuable space and move that traffic to your booth!*

- Premium location in concourse, Saturday through Thursday
- Sponsor provides artwork
- Cost to produce and install wall cling **included** in price of sponsorship

### WALL CLING – 10' X 8' HALL D/E | 2 AVAILABLE

**\$3,700**

- Premium location in Hall D/E
- One sponsor per location
- Sponsor provides artwork
- Cost to produce and install wall cling **included** in price of sponsorship

### WHO'S HIRING LIST | UNLIMITED AVAILABILITY

**\$1,080**

- 2' x 3' sticker located on aisle carpet next to exhibit space
- Sticker says "We're Hiring" with an arrow pointing to your booth
- Company name and booth number included on Hiring Flyer distributed to attendees

### WI-FI | 1 AVAILABLE

**\$7,700**

*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 - that's a pretty great gig!*

- Company logo included on onsite signage
- Includes URL redirect of your choice
- Coverage includes lobbies and conference rooms in North and South, Monday through Thursday

### WI-FI – PW/BIOS COMBINATION | 1 AVAILABLE

**\$8,900**

- 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 – CONFERENCE ONLY | 4 AVAILABLE

**\$4,980**

- 1000 8 oz. cups with company logo included in price of sponsorship
- Company logo included on onsite signage
- Option to provide compostable 8 oz. cups and/or napkins (supplied by sponsor, approved by SPIE)

### EXHIBITION LOUNGE SPONSOR | 3 AVAILABLE

**\$5,400**

- Sponsorship for Tuesday - Thursday
- Company logo included on onsite signage
- Option to place a giveaway item on tables in lounge (no flyers, supplied by sponsor, approved by SPIE)
- Option to provide compostable 8 oz. cups and/or napkins (supplied by sponsor, approved by SPIE)

### PARK WEST DOG PARK | 1 AVAILABLE

**\$16,500**

- Company logo included on onsite signage at Dog Park
- 4' x 6' floor graphic at entrance to dog park or West Lower Lobby
- Custom-branded bandanas for dogs in Dog Park
- Option to provide giveaway item at dog park (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

**\$5,075+**

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

### CONFERENCE GIVEAWAY | 3 AVAILABLE

**\$3,950+**

*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 for Monday – Thursday only
- Giveaway **not included** in price of sponsorship (supplied by sponsor, approved by SPIE)

### CONFERENCE PEN | 1 AVAILABLE

**\$2,350+**

*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

**\$12,400+**

*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)

### WATER BOTTLE | 1 AVAILABLE

**\$12,400**

*Learning, socializing and networking is thirsty work. Attendees will value having a water bottle with your logo on it for the duration of the event - and long after.*

- Custom-branded water bottles distributed to conference attendees
- Company logo and SPIE Photonics West exhibition logo on bottles
- Cost of water bottles **included** in price of sponsorship

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**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 | 3 AVAILABLE

**\$4,995**

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

### FLOORPLAN LOGO PACKAGE – DELUXE | UNLIMITED AVAILABILITY

**\$1,050**

- Company logo displayed on booth
- Company logo revolving on floorplan

### FLOORPLAN LOGO PACKAGE – PREMIUM | 16 AVAILABLE

**\$1,225**

As exhibit attendees familiarize themselves with the layout of the exhibit floor, be sure to have a rotating logo on the floorplan webpage.

- Company logo on top of floor plan (static)
- Company logo displayed on booth
- Company logo revolving on floor plan

### ONLINE BANNER – BROWSE CONFERENCE | 5 AVAILABLE

**\$6,200**

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 events, Presentations, Special Events, or Industry Program
- Sponsor provides artwork
- Banner links to exhibitor listing on SPIE.org

### ONLINE FEATURED SPONSOR – BROWSE PROGRAM LANDING PAGE | 4 AVAILABLE

**\$1,500**

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 on Browse Conference landing page
- Logo links to exhibitor listing on SPIE.org

### ONLINE FEATURED SPONSOR – FOCUSED EVENT LANDING PAGE | 16 AVAILABLE

**\$2,500**

- Exclusive company logo displayed towards top of Focused Event landing page - Choose from 16 different pages
- Logo links to exhibitor listing on SPIE.org

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

**\$8,600**

- Exclusive company logo displayed towards top of Main Event Landing page
- Logo links to exhibitor listing on SPIE.org

### REGISTRATION CONFIRMATION EMAIL SPONSORSHIP - 6 AVAILABLE

**\$5,400**

- One ad in confirmation email sent to all registered attendees
- Sponsor provides artwork, recommend logo and booth number

### SPIE.ORG ENHANCED EXHIBITOR LISTING | UNLIMITED AVAILABILITY

**\$1,800**

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

### 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!

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