

Managed by

SPIE.EUROPE

**For inquiries, contact
SPIE Sales:**

In Europe

Amanda Summers

Tel: +44 (0)29 20 89 4747
Fax: +44 (0)29 2089 4740
Mobile: +44 (0)798 4669822
amanda@spieurope.org

In America, Asia, and rest of
the world

Melissa Farlow

Tel: +1 360 685 5596
Fax: +1 360 647 1445
melissaf@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.**

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.

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.

Join us in 2018 as we return to Strasbourg, France after several years away.

GOLD PREMIUM SPONSOR -

€5,400 STANDARD

€4,860 AFOP/CNOP 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
- Two entry tickets to VIP Reception
- 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:
 - Shell Stand
 - Online floor plan
 - Conference room slide (large logo)
 - Sponsor page (online and printed programme)
 - Joint sponsor sign
- Access to Member Lounge

SILVER DELUXE SPONSOR +

€3,900 AFOP/CNOP MEMBERS ONLY

- 6 sqm (3x2m) corner stand in premium location
- Product photo in Exhibition Preview
- General Sponsor
- Featured Exhibitor package on event website
- 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:
 - Conference room slide (small logo)
 - Sponsor page (online and printed programme)
 - Joint sponsor sign
- Access to Member Lounge

SILVER DELUXE SPONSOR

€2,700 STANDARD

€2,430 AFOP/CNOP MEMBER

- Tabletop display in prominent location
- Product photo in Exhibition Preview
- General Sponsor
- Featured Exhibitor package on event website
- 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:
 - Conference room slide (small logo)
 - Sponsor page (online and printed programme)
 - Joint sponsor sign
- Access to Member Lounge

BASIC TABLETOP DISPLAY

€2,100 STANDARD

€1,890 AFOP/CNOP 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



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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

CONFERENCE AND EXHIBITION APP EXCLUSIVE

€2,500

- Company name, tagline, stand number and logo displayed on opening splash page
- Available eight weeks prior through two weeks after conference
- Logo on Sponsor page (online and printed programme)

CONFERENCE BAG - EXCLUSIVE

€990+

- 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
- Logo on Sponsor page (online and printed programme)

CONFERENCE BAG INSERT - LIMITED AVAILABILITY

€975+

- Pre-inserted into conference attendee bags
- Insert can be one A4 sheet or smaller
- Cost of insert is not included in price of sponsorship
- Insert is produced and supplied by sponsor
- Logo on Sponsor page (online and printed programme)

CONFERENCE BAG PEN - EXCLUSIVE

€295+

- Pens pre-inserted into conference attendee bags
- Cost of pens is not included in price of sponsorship
- Pens are produced and supplied by sponsor
- Logo on Sponsor page (online and printed programme)

INNOVATION VILLAGE - EXCLUSIVE

€3,900

Support Innovation and pre-market products! In its 8th year, 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
- Logo on Sponsor page (online and printed programme)

LANYARDS - EXCLUSIVE

€1,595+

- Lanyards accessible to all attendees at registration
- Cost of lanyards is not included in price of sponsorship
- SPIE approved lanyards are produced and supplied by sponsor
- Logo on Sponsor page (online and printed programme)

POSTER SESSION - LIMITED AVAILABILITY

€2,500

- Recognition in poster session area
- Sponsor may supply wine glasses, beer steins, napkins, with company logo
- Logo on Sponsor page (online and printed programme)

SPIE MEMBER LOUNGE

€1,500

- Company literature or promotional items displayed in lounge
- Unlimited staff access to lounge
- Logo on Sponsor page (online and printed programme)

STUDENT PAPER AWARD

- WINNER - 1 AVAILABLE

€1,200

- RUNNER-UP - 2 AVAILABLE

€750

- Sponsor listed in SPIE Newsroom article
- Logo on Sponsor page (online and printed programme)

WELCOME RECEPTION - 5 AVAILABLE

€2,500

- Recognition at Welcome Reception
- Sponsor may supply wine glasses, beer steins, napkins, with company logo
- Unlimited staff access to Welcome Reception
- Logo on Sponsor page (online and printed programme)

WI-FI SPONSOR

- EXCLUSIVE

€3,000

- SHARED SPONSORSHIP

€2,100

- Onsite signage
- Logo on Sponsor page (online and printed programme)

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

Please complete next page.



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 24 October 2017 require 100% payment.
- All contracted charges must be paid in full by 24 November 2017. On 25 November 2017, a 5% late fee will be added to all unpaid balances.
- On 24 December 2017, 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. 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 23 October 2017 – Eligible for full refund
- Between 24 October 2017 - 23 December 2017 – Deposit forfeited; excess of deposit paid will be refunded in full.
- After 24 December 2017 – 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 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

Row/Corner Stands. Grey 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 (1.60m 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 only ONE of the following items (Not provided): 1x table mounted display (maximum 1.50m [h]) or 1x floor-standing pop-up display (maximum 0.9m[w] x 2.4m[h]) or 1x easel positioned behind table or 1x literature stand or 1x bag stand.