

## 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

### COFFEE BREAK | 4 AVAILABLE

**€495**

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 add unstaffed 4' table for promotional materials (supplied by sponsor, approved by SPIE)
- Option to provide compostable 8 oz. cups and/or napkins (supplied by sponsor, approved by SPIE)

### CONFERENCE BAG | 1 AVAILABLE

**€495+**

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 Sensors + Imaging exhibition logo on same side of bag
- Conference bags not included in price of sponsorship (supplied by sponsor, approved by SPIE)

### CONFERENCE NOTEPAD | 1 AVAILABLE

**€495+**

Attendees need to jot down new connections, knowledge, and product information. Make sure your brand is the first thing they see every time they need to take note.

- Notepads distributed to attendees
- Giveaway not included in price of sponsorship (supplied by sponsor, approved by SPIE)

### CONFERENCE PEN | 1 AVAILABLE

**€495+**

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)

### GENERAL SPONSOR | UNLIMITED AVAILABILITY

**€540**

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

### EXHIBITION GUIDE ENHANCED LISTING | UNLIMITED AVAILABILITY

**€685**

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

### LANYARDS | 1 AVAILABLE

**€1095+**

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)

+ Indicates additional costs apply to sponsorship price

All sponsorships require SPIE approval

For inquiries, contact SPIE Sales

#### In Europe

Laurence Devereux | laurence@spieeurope.org  
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#### In the Americas, Asia, and rest of world

Kim Abair | kima@spie.org  
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Lacey Barnett | laceyb@spie.org  
Tel: +1 360 685 5551 | Fax: +1 360 647 1445

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@spieeurope.org | www.SPIE.org

### CONFERENCE APP | 1 AVAILABLE

**€850**

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

### ONLINE FEATURED SPONSOR – EVENT LANDING PAGE | 2 AVAILABLE

**€995**

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 - Choose from Remote Sensing, Security + Defence, Attend, Registration, etc.
- Logo links to exhibitor listing on SPIE.org

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

**€855**

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

### SOCIAL MEDIA MENTION: DURING THE EVENT – LIMITED AVAILABILITY

**€2,250**

Take advantage of SPIE's social media audience during the exhibition! Your company name, booth number, and photo of your booth and product will be included in two promotional posts: one on SPIE's LinkedIn page (40,000 followers) and one on SPIE's X page (18,000 followers) during the Exhibition.

- Company name and booth number will be included in the caption
- Sponsor send one hashtag pre-approved by SPIE social media team
- SPIE staff will take up to two photos onsite of product, booth, and/or staff
- Sponsor to provide the product name and relevant details prior to the start of the exhibition
- Sponsors choose their preferred day for the post, with a max of one per day.

### SOCIAL MEDIA MENTION: PRE-EVENT – LIMITED AVAILABILITY

**€2,250**

Take advantage of SPIE's social media audience before the conference! Your company name, one (1) product photo, and logo will be included in two (2) promotional posts: one (1) on SPIE's LinkedIn page (40,000 followers) and one (1) on SPIE's X page (18,000 followers)

- Company name will be included in caption and company logo and product photo featured in the post image
- Sponsor can send one hashtag pre-approved by SPIE social media team
- Sponsor to send product name and information to SPIE 2 weeks prior to publish date
- Posts are published one to two weeks prior to the event
- SPIE Graphics team will create artwork with sponsor-provided logo, product photo, and event logo

### REGISTRATION CONFIRMATION EMAIL SPONSORSHIP

**€3,145**

- One ad in confirmation email sent to all registered attendees
- Sponsor provides artwork, recommend logo and booth number
- Company logo displayed onsite, online, and in printed materials

### CUSTOM SPONSORSHIP | LIMITED AVAILABILITY

Have a great idea for a sponsorship? Contact Sales at info@spieeurope.org to create your custom sponsorship!

50721-XESI25ST



**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"/> Coffee Break   Tuesday AM	€495
<input type="checkbox"/> Coffee Break   Tuesday PM	€495
<input type="checkbox"/> Coffee Break   Wednesday AM	€495
<input type="checkbox"/> Coffee Break   Wednesday PM	€495
<input type="checkbox"/> Conference App	€850
<input type="checkbox"/> Conference Bag	€495+
<input type="checkbox"/> Conference Giveaway	€510+
<input type="checkbox"/> Conference Notepad	€495+
<input type="checkbox"/> Conference Pen	€495+
<input type="checkbox"/> Custom Sponsorship	Contact SPIE
<input type="checkbox"/> Exhibition Guide Enhanced Listing	€685
<input type="checkbox"/> General Sponsor	€540
<input type="checkbox"/> Lanyards	€1,095+
<input type="checkbox"/> Online Featured Sponsor   Event Landing Page	€995
<input type="checkbox"/> SPIE.org Enhanced Exhibitor Listing	€855
<input type="checkbox"/> Social Media Mention: During the Event	€2,250
<input type="checkbox"/> Social Media Mention: Pre-Event	€2,250
<input type="checkbox"/> Registration Confirmation Email Sponsorship	€3,145

Sponsorship Fee = € \_\_\_\_\_

VAT 20% = € \_\_\_\_\_

**Sponsorship Contract Total = \_\_\_\_\_**

20% VAT will be charged to UK companies only. For further information, please see Exhibition Policy 2a. SPIE Events Europe Ltd.'s VAT number is GB840 296 332. If you have a VAT exemption certificate, please include a copy with your contract.

**PAYMENT INFORMATION** Contracts submitted after 19 March 2025 require 100% payment. See policy #1 for payment schedule and policy #2 for cancellation policy.

**PAYMENT AMOUNT** Please check one of the following:

- 25% deposit only – applicable before SPIE Sensors + Imaging 2025 = € \_\_\_\_\_
- Entire amount in Contract Total ..... = € \_\_\_\_\_

**PAYMENT TYPE** Please check one of the following:

- Cheque
- Credit Card – SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards.\*
- Wire Transfer

Payment instructions will be sent to you upon receipt of this contract. \*Credit card payments will be converted to your local currency by your card company or bank (see <https://www.xe.com> to convert your total fees).

**AGREEMENT** The signers of this contract warrant they are authorised to sign on behalf of the contracted company and hereby authorises SPIE to reserve exhibition space, sponsorships, or advertising for use by this company during the **SPIE Sensors + Imaging 2025** Exhibition. The undersigned acknowledges receipt of and agrees to make payment at the rates listed, abide by all terms, policies, and other provisions of this contract. The undersigned also acknowledges that SPIE may share contact information with event service providers for the sole purpose of soliciting orders relevant to the exhibition.

Sponsor's Signature \_\_\_\_\_ Date \_\_\_\_\_

**SPONSORSHIP POLICIES**

**1) PAYMENT SCHEDULE:**

- A minimum 25% deposit of the total contracted sponsorship must accompany contract. Contracts submitted after 19 March 2025 require 100% payment.
- All sponsorships must be paid in full by 19 April 2025. On 20 April 2025, a 5% late fee will be added to all unpaid balances.
- On 19 May 2025, defaults in payment will result in sponsorship cancellation (subject to the cancellation fee schedule).

No sponsorship will be reserved or assigned unless appropriate payment and signed contract are received at SPIE Events Europe Ltd., 2 Alexandra Gate, Ffordd Pengam, Cardiff CF24 2SA, UK. Account delinquency will result in sponsors's inability to sponsor at contracted exhibition as well as sponsor at future exhibitions. For accounts with more than one unpaid invoice, all cash received will be paid to oldest invoice first.

**Payment and Fraud Statement:** Please be advised that the wire transfer and banking information initially provided to you will not change. If you receive notice that SPIE has a new bank account or are sent new payment instructions, you should treat this as fraudulent. If you are in doubt of your existing instructions or wish to confirm them, please contact SPIE Customer Service by telephone at +44 29 2089 4747 (do not use email) to verify the information you have.

**2) CANCELLATION SCHEDULE:** Any cancellations or requests for changes of this contract must be made in writing to SPIE, subject to the following fees:

- On or before 18 March 2025 - Eligible for full refund less a €500 administrative fee.
- Between 19 March 2025 – 18 May 2025- Deposit forfeited; excess of deposit paid will be refunded in full.
- After 18 May 2025 - No refund.

**3) GRAPHIC DUE DATES:** When applicable all graphics are due to SPIE by 25 July 2025. All graphics received after 1 August 2025 will be subject to a 5%rush charge for production.

**4) 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 unfavorable 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 CLIENT other than for a refund of such CLIENT's space price payment less a proportionate share of all Exhibition expenses incurred and committed by Show Management of actual expenses, such as, but not limited to, advertising, convention center fees, etc., to the extent any monies remain after payment of such expenses and there shall be no further liability on the part of either party. 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, pandemic, 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 labor disturbance; inability to secure sufficient labor, 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.

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