# **SPIE.OPTIFAB**

Exhibition Dates: 21 – 23 October 2025 Conference Dates: 20 – 23 October 2025 Joseph A. Floreano Rochester Riverside Convention Center Rochester, New York USA

# **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

#### GENERAL SPONSOR | UNLIMITED AVAILABILITY

#### \$625

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

#### BOOTH AISLE FLOOR GRAPHIC | UNLIMITED AVAILABILITY **\$925**

Make an impression with every step. Reach attendees as they walk the

- Exhibit Halls with the strategic placement of your branding.
- 3' w x 1' h graphic located in aisle next to exhibit space
- · Sponsor provides artwork
- Cost to produce and install floor graphic included in price of sponsorship

### EXHIBITION GUIDE ENHANCED LISTING | UNLIMITED AVAILABILITY **\$1,025**

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

#### **CONFERENCE PEN | 1 AVAILABLE**

#### \$1,050+

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)

# WHO'S HIRING LIST | UNLIMITED AVAILABILITY **\$1,080**

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

# SPIE.ORG ENHANCED EXHIBITOR LISTING | UNLIMITED AVAILABILITY **\$1,110**

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

# ONLINE BANNER – BROWSE CONFERENCE | 4 AVAILABLE **\$1,250**

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, Special Events, Courses, or Community
- Sponsor provides artwork
- · Banner links to exhibitor listing on SPIE.org

# ONLINE FEATURED SPONSOR – EVENT LANDING PAGE | 8 AVAILABLE **\$1,250**

#### Exclusive company logo displayed towards top of Focused Event landing page -Choose from 8 different pages

Logo links to exhibitor listing on SPIE.org

### POSTER SESSION SUPPORTING SPONSOR | 4 AVAILABLE **\$1.395**

Support the next generation and meet plenty of prospects. Get your brand in front of like-minded attendees by hosting a poster session.

- Shared onsite signage with company logo
- Option to provide napkins (supplied by sponsor, approved by SPIE)

### METER BOARD | 4 AVAILABLE

#### \$1,475 Thousands of attendees

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

# CONFERENCE GIVEAWAY | 4 AVAILABLE **\$1,595+**

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 not included in price of sponsorship (supplied by sponsor, approved by SPIE)

#### AISLE SIGN | 8 AVAILABLE

#### \$1,600

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.

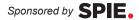
- Ad displayed at top of aisle sign
- Sponsor provides artwork
- Cost to produce aisle sign included in price of sponsorship

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

#### For inquiries, contact SPIE Sales:

Kim Abair | kima@spie.org Tel: +1 360 685 5499 | Fax: +1 360 647 1445 Lacey Barnett | laceyb@spie.org Tel: +1 360 685 5551 | Fax: +1 360 647 1445 Melissa Valum | melissav@spie.org Tel: +1 360 685 5596 | Fax: +1 360 647 1445 50289 XSCOFB25ST

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



Please complete next page.



# SPIE.OPTIFAB

### SPONSORSHIPS CONTINUED

#### FLOOR GRAPHIC - 6' X 4' | 12 AVAILABLE

### \$1,790

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 exhibit hall
- Sponsor provides artwork
- Cost to produce and install floor graphic included in price of sponsorship

### FLOOR GRAPHIC – ARROW UPGRADE | UNLIMITED AVAILABILITY **\$330**

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

#### LANYARDS | 1 AVAILABLE

#### \$2,220+

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)

#### **CONFERENCE BAG | 1 AVAILABLE**

#### \$2,225+

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 OPTIFAB logo on same side of bag
- $\bullet$  Conference bags not included in price of sponsorship (supplied by sponsor, approved by SPIE)

### COFFEE BREAK | 4 AVAILABLE

#### \$2,350

Create a buzz for your company and conference attendees! Your companysponsored 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)

# PAWS FOR A BREAK | 1 AVAILABLE **\$2,900**

- One dog for scheduled hours on Tuesday, Wednesday, Thursday.
- Dog will be guided up and down the aisles, with a pause at sponsor's booth for photos.
- Sponsor has option to provide bandanas or other accessories, so long as it is appropriate and comfortable for the dog

### CONFERENCE APP | 2 AVAILABLE

#### \$3,075

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

# REGISTRATION CONFIRMATION EMAIL AD | 6 AVAILABLE **\$3,500**

- 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

### PLENARY SESSION | 1 AVAILABLE

#### \$3,700

#### Onsite signage

- Option to provide pop-up banner outside main door (supplied by sponsor, approved by SPIE)
- Company logo on rotating room slide
- Company logo online and in printed materials

#### POSTER SESSION | 1 AVAILABLE

#### \$3,700

Support the next generation and meet plenty of prospects. Get your brand in front of like-minded attendees by hosting a poster session.

- Company Logo on onsite signage
- Option to provide napkins (supplied by sponsor, approved by SPIE)

# WI-FI | 1 AVAILABLE **\$3,750**

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
- · Coverage includes lobbies, conference rooms, and exhibition

#### CUSTOM SPONSORSHIP | LIMITED AVAILABILITY

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

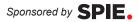
Attendees need to jot down new connections, knowledge, and product information. Make sure your brand is the first thing they see every time they need to take note.

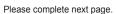
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Please mail or fax original, signed contract and required payment to: SPIE Sales, PO Box 10, Bellingham, WA 98227, United States Tel: +1 360 676 3290 | Fax: +1 360 647 1445 | spiesales@spie.org | www.SPIE.org





### 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.

<ul> <li>Aisle Sign</li> <li>Booth Aisle Floor Graphic</li> <li>Booth Aisle Floor Graphic</li> <li>Coffee Break   Monday</li> <li>Coffee Break   Tuesday</li> <li>Coffee Break   Wednesday</li> <li>Coffee Break   Wednesday</li> <li>Coffee Break   Thursday</li> <li>Coffee Break   Thursday</li> <li>S3,075</li> <li>Conference App</li> <li>S3,075</li> <li>Conference Bag</li> <li>\$2,225+</li> <li>Conference Giveaway</li> <li>\$1,595+</li> </ul>
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□ Conference App\$3,075□ Conference Bag\$2,225+□ Conference Giveaway\$1,595+
Conference Bag\$2,225+Conference Giveaway\$1,595+
□ Conference Giveaway \$1,595+
,
Conference Pen \$1,050+
Custom Sponsorship     Contact SPIE
Exhibition Guide Enhanced Listing \$1,025
□ Floor Graphic   6' x 4' Cross Aisle \$1,790
Floor Graphics - Arrow Upgrade \$330
□ General Sponsor \$625
□ Lanyards \$2,220+
Meter Board \$1475
Online Banner   Browse Program \$1,250
Online Featured Sponsor   Event Landing Page \$1,250
Paws for a Break \$2,900
Plenary Session Sponsor \$3,700
Poster Session Sponsor \$3,700
Poster Reception Supporting Sponsor \$1,395
Registration Confirmation Email Ad \$3,500
SPIE.org Enhanced Exhibitor Listing \$1,110
Who's Hiring List \$1,080
□ Wi-Fi \$3,750
Sponsorship Contract Total = \$

# **PAYMENT INFORMATION** Contracts submitted after 23 April 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 23 April 2025 = \$
Entire amount in Contract Total= \$

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

- Check
- Credit Card SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards.\*
- U 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 authorized to sign on behalf of the contracted company and hereby authorizes SPIE to reserve exhibition space, sponsorships, or advertising for use by this company during the **SPIE Optifab 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.

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

Sponsor Name

Sponsor's Signature\_

### SPONSORSHIP POLICIES

#### 1) PAYMENT SCHEDULE:

- A minimum 25% deposit of the total contracted sponsorship must accompany contract. Contracts submitted after 23 April 2025 require 100% payment.
- All sponsorships must be paid in full by 24 May 2025. On 25 May 2025, a 5% late fee will be added to all unpaid balances.
- On 23 June 2025, defaults in payment will result in sponsorship cancella-tion (subject to the cancellation fee schedule).

No sponsorship will be reserved or assigned unless appropriate payment and signed contract are received at SPIE Headquarters at PO Box 10, Bellingham, WA 98227. 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 +1 360 676 3290 (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 22 April 2025 Eligible for full refund less a \$500
   administra-tive fee.
- Between 23 April 22 June 2025 Deposit forfeited; excess of deposit paid will be refunded in full.
- After 22 June 2025 No refund.

**3) GRAPHIC DUE DATES:** When applicable all graphics are due to SPIE by 5 September 2025. All graphics received after 5 September 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 defense 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 legisla-tive, executive, or judicial, and whether constitutional or unconstitutional; or Acts of God.

Date