

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

\$690

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

COFFEE BREAK | 5 AVAILABLE

\$1,075 - \$2,495

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 provide compostable 8 oz. cups and/or napkins (supplied by sponsor, approved by SPIE)

CONFERENCE PEN | 1 AVAILABLE

\$1,475+

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)

ONLINE FEATURED SPONSOR – EVENT LANDING PAGE | 8 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.

- Exclusive company logo displayed towards top of Focused Event landing page - Choose from 6 different pages
- Logo links to exhibitor listing on SPIE.org

ENHANCE YOUR PRESENCE | UNLIMITED AVAILABILITY

\$1,800

Take your listings to the next level. Entice attendees with more information, short product or promotional videos, and links to your social media.

- Full-color company logo added to exhibition guide listing
- 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
- Company logo displayed onsite, online, and in printed materials

AISLE SIGN | 12 AVAILABLE

\$1,875

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:

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

Kim Abair | kima@spie.org

Tel: +1 360 685 5499 | Fax: +1 360 647 1445

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

METER BOARD | 4 AVAILABLE

\$2,120

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.

- Double-sided meter board in premium location
- Sponsor provides artwork
- Cost to produce meter board included in price of sponsorship (may provide different artwork for additional fee)

FLOOR GRAPHIC – 6' X 4' | 6 AVAILABLE

\$2,525

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

\$250

Add your logo and booth number on a directional arrow and lead attendees right to you.

- 3' Long arrow included booth number and is available in color of choice
- Add on to cross aisle floor graphic sponsorships only
- Cost to produce and install floor graphic included in price of sponsorship

PORTABLE CHARGING STATION | 2 AVAILABLE

\$2,400

- Cost to produce one charging station included (8 portable chargers)
- Custom branding included in price of sponsorship
- Customer to supply artwork

CONFERENCE GIVEAWAY | 3 AVAILABLE

\$2,500+

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)

ONLINE BANNER – BROWSE CONFERENCE | 4 AVAILABLE

\$2,500

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



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SOCIAL MEDIA MENTION: DURING THE EVENT | 3 AVAILABLE

\$2,500

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 (1) on SPIE's LinkedIn page (40,000 followers) and one (1) on SPIE's Bluesky page (1,200 followers) during the Exhibition.

- Company name and booth number will be included in the caption
- Sponsor can add one branded hashtag pre-approved by SPIE social media team
- SPIE staff will take up to two photos onsite of the product, booth, and/or staff
- Sponsors will provide the product name and relevant details at least one month prior to the start of the exhibition
- Sponsors choose their preferred day for the post (Day 1, Day 2, or Day 3 of Exhibition). First come, first serve

SOCIAL MEDIA MENTION: PRE-EVENT | 3 AVAILABLE

\$2,500

Take advantage of SPIE's social media audience before the exhibition! 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 Bluesky page (1,200 followers).

- Company name will be included in caption and company logo featured in the post image
- Sponsor can add one branded hashtag pre-approved by SPIE social media team
- Posts are published 1-3 weeks prior to the event
- SPIE Graphics team will create artwork with sponsor-provided logo, product photo, and event logo
- Sponsor must send product name, product photo, and other information to SPIE one month before the show

WI-FI | 1 AVAILABLE

\$3,475

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.

- Company logo included on onsite signage
- Coverage includes lobbies, conference rooms, and exhibition

REGISTRATION CONFIRMATION EMAIL | 6 AVAILABLE

\$3,500

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

CONFERENCE BAG | 1 AVAILABLE

\$3,995+

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

CONFERENCE APP | 2 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

LANYARDS | 1 AVAILABLE

\$5,450+

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)

CUSTOM SPONSORSHIP | LIMITED AVAILABILITY

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

+ Indicates additional costs apply to sponsorship price

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