

## SPONSORSHIPS — West Building

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

### ONLINE BANNER – BROWSE PROGRAM | 6 AVAILABLE

**\$1,500**

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.

- Exclusive banner ad displayed at top of Browse page - Choose from Invited Talks, Conference, Industry Events, Technical Talks, Courses, or Special Events
- Banner links to exhibitor listing on SPIE.org
- Sponsor provides artwork

### ONLINE FEATURED SPONSOR – EVENT PAGE | 10 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 on choice of Event Landing page - Choose from 10 different pages
- Logo located towards top of page
- Logo links to exhibitor listing on SPIE.org

### ENHANCE YOUR PRESENCE | UNLIMITED AVAILABILITY

**\$1,520**

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
- Company logo on booth on floorplan and rotating footer

### AISLE SIGN | LIMITED AVAILABILITY

**\$2,260**

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 the aisle sign
- Sponsor provides artwork
- Cost to produce aisle sign included in price of sponsorship

### PORTABLE CHARGING STATION | LIMITED AVAILABILITY

**\$2,400**

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

### SOCIAL MEDIA – PRE-EVENT | 3 AVAILABLE

**\$2,500**

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 Bluesky page (1,200 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

### SOCIAL MEDIA – DURING THE EVENT | 2 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 on SPIE's LinkedIn page (40,000 followers) and one on SPIE's Bluesky page (1,200 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.

### CONFERENCE GIVEAWAY | 4 AVAILABLE

**\$3,160**

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 West Lobby only
- Giveaway not included in price of sponsorship (supplied by sponsor, approved by SPIE)

### METER BOARD | 4 AVAILABLE

**\$3,595**

Attendees move in and out of the Exhibit Hall. With your brand and booth number on signage, you can take advantage of these high-traffic locations at the entrances and sitting areas around the exhibition.

- Premium location in West Lobby
- Sponsor provides artwork
- Cost to produce meter board included in price of sponsorship

+ Indicates additional costs apply to sponsorship price

All sponsorships require SPIE approval

For inquiries, contact SPIE Sales:

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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](mailto:spiesales@spie.org) | [www.SPIE.org](http://www.SPIE.org)



## SPONSORSHIPS

### FLOOR GRAPHIC – EXHIBITION HALL | LIMITED AVAILABILITY

**\$3,760+**

*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 at exhibition entrance or at a cross aisle in West
- Sponsor provides artwork
- Cost to produce and hang banner not included in price of sponsorship

### BANNER | 3 AVAILABLE

**\$3,760+**

*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.*

- Banner positioned in premium location in West Lobby
- Cost to produce and hang banner not included in price of sponsorship

### FLOOR GRAPHIC | 4 AVAILABLE

**\$4,360**

*Attendees rely on directional signage to navigate the conference. Add your brand and booth number to these essential floor graphics and lead attendees right to you.*

- Premium location in West Lobby
- Cost to produce and install floor graphic included in price of sponsorship

### COFFEE BREAK - CONFERENCE ONLY | 2 AVAILABLE

**\$4,560+**

*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 for West building
- Option to provide compostable 8 oz cups and/or napkins (supplied by sponsor, approved by SPIE)

### EXHIBITION LOUNGE SPONSOR | LIMITED AVAILABILITY

**\$4,560**

- Sponsorship for Tuesday - Thursday in West Exhibition hall
- Company logo included on onsite signage
- Option to place a giveaway item on tables in the 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)

### DIGITAL SIGN - | 8 AVAILABLE

**\$5,080**

- Premium location in West Lobby
- 8-second display time, max 3 rotations within 8-second display time
- Sponsor provides artwork; SPIE produces and generates final graphic loop

### ESCALATOR PANELS | 2 AVAILABLE

**\$5,120**

- Premium location in West Lobby
- Cost to produce and install panels not included in price of sponsorship

### NETWORKING RECEPTION SUPPORTING SPONSOR | 4 AVAILABLE

**\$5,700**

*What better way to network with your peers than when they are happily connecting at a social event! Put your company in the spotlight by sponsoring this important reception.*

- Company Logo on onsite signage for Tuesday and Wednesday receptions
- Company Logo on promotional materials
- Option to provide giveaways (supplied by sponsor, approved by SPIE)

### OPTICAL DESIGN CHALLENGER SPONSOR | 6 AVAILABLE

**\$6,500**

- Role on adjudication panel (1)
- Company logo included on awards checks
- Recognition at the ODC pitches and awards, and on ODC website

### OPTICAL DESIGN CHALLENGER SPONSOR – SOFTWARE PARTNER | 1 AVAILABLE

**\$9,100**

- Role on adjudication panel (1)
- Recognition at the ODC pitches and awards, the ODC website, and in participant informational materials
- Option to provide applicable software licensing to ODC participants for duration of challenge (approx. October 2023 - January 2024)
- Company logo included on awards checks

### CONFERENCE STRATEGIC PARTNER | 3 AVAILABLE

**\$30,750**

- Sponsorship of the Optical Design Challenge
- Invited speaker presentation slot (if contracted by 31 August 2023)
- 5 complimentary conference registrations

### 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!*

#### For inquiries, contact SPIE Sales:

**Lacey Barnett** | [laceyb@spie.org](mailto:laceyb@spie.org)

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