

SPONSORSHIPS

Exhibition Dates: 30 - 31 January 2027
Conference Dates: 30 January - 4 February 2027
The Moscone Center
San Francisco, California USA

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

AISLE SIGN | 8 AVAILABLE

\$1,340

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

COFFEE BREAK – CONFERENCE ONLY | 1 AVAILABLE

\$1,260

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.

- Sponsorship for Saturday and Sunday
- Company logo included on onsite signage
- Option to provide compostable 8 oz cups (supplied by sponsor, approved by SPIE)

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 for Saturday - Sunday only
- Giveaway not included in price of sponsorship (supplied by sponsor, approved by SPIE)

CONFERENCE WELLNESS BREAK – EXCLUSIVE

\$4,000

- Company logo, QR Code, and website with movement recommendations to fight conference fatigue

CONFERENCE WELLNESS BREAK – ONE DAY

\$1,995

- Company logo, QR Code, and website with movement recommendations to fight conference fatigue on day of choice

DIGITAL METER BOARD – 2' X 6' | 8 AVAILABLE PER LOCATION

\$2,400

Digital signage is everywhere so get your company information in the loop! Create a digital ad that will compel attendees to visit your booth.

- Premium location in the Concourse or North Lower Lobby
- 8-second display time, max 3 rotations within 8-second display time (single-sided)
- Sponsor provides artwork; SPIE produces and generates final graphic loop
- BIOS/Photonics West combo available

DIGITAL METER BOARD – 2' X 6' PW/BIOS COMBINATION | 8 AVAILABLE PER LOCATION

\$5,810

Digital signage is everywhere so get your company information in the loop! Create a digital ad that will compel attendees to visit your booth.

- Premium location in the Concourse, North or Lower Lobby
- 8-second display time, max 3 rotations within 8-second display time (single-sided)
- Sponsor provides artwork; SPIE produces and generates final graphic loop

DIGITAL SIGNAGE | 16 AVAILABLE

\$2,525

Digital signage is everywhere so get your company information in the loop! Create a digital ad that will compel attendees to visit your booth.

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

DIGITAL SIGNAGE – PW/BIOS COMBINATION | 16 AVAILABLE

\$9,060

Digital signage is everywhere so get your company information in the loop! Create a digital ad that will compel attendees to visit your booth.

- Premium location, runs Saturday through Thursday
- 8 second display time, max 3 rotations within 8-second display time
- Sponsor provides artwork; SPIE produces and generates final graphic loop

ENHANCE YOUR PRESENCE | UNLIMITED AVAILABILITY

\$1,365

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

EXHIBITION HALL LOUNGE | 1 AVAILABLE

\$1,640

- Sponsorship for Saturday and Sunday
- Company logo included on onsite signage
- Option to place a giveaway item on tables in lounge (no flyers, supplied by sponsor, approved by SPIE)
- Option to provide compostable 8 oz cups to be used in lounge only (supplied by sponsor, approved by SPIE)

+ 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

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FLOOR GRAPHIC – 8' X 6' EXHIBITION HALL | 6 AVAILABLE

\$1,995

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 BIOS Expo cross aisle or exhibit hall entrance
- Sponsor provides artwork
- Cost to produce and install floor graphic included in price of sponsorship

GENERAL SPONSOR | UNLIMITED AVAILABILITY

\$710

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 FEATURED SPONSOR – BIOS EVENT LANDING PAGE | 1 AVAILABLE

\$2,125

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
- Logo links to exhibitor listing on SPIE.org

PLENARY SPONSOR – LIMITED AVAILABILITY

\$4,995

- Company logo on onsite signage
- Company logo on rotating room slide
- Option to have pens or notepads available to attendees at plenary (supplied by sponsor, approved by SPIE)
- Choice of one plenary event

SOCIAL MEDIA – DURING THE EVENT | 3 AVAILABLE

\$2,730

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 – PRE-EVENT | 3 AVAILABLE

\$2,730

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

WI-FI | 1 AVAILABLE

\$3,165

- Company logo included on onsite signage
- Includes URL redirect of your choice
- Coverage includes lobbies and conference rooms in North and South, Saturday and Sunday

WI-FI – PW/BIOS COMBINATION | 1 AVAILABLE

\$9,680

- Company logo included on onsite signage
- Includes URL redirect of your choice
- Coverage includes lobbies and conference rooms in North and South, Saturday through Thursday
- Must be exhibitor at BIOS and Photonics West

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

All sponsorships require SPIE approval

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Lacey Barnett | laceyb@spie.org

Tel: +1 360 685 5551 | Fax: +1 360 647 1445

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