

## 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

### AISLE SIGN | 50 AVAILABLE \$2,900

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

### BANNER | 11 AVAILABLE \$4,840+

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, displayed Saturday through Thursday
- Sponsor provides artwork
- Cost to produce and hang banner not included in price of sponsorship

### BRANDED CUBE | 2 AVAILABLE \$8,100

- Custom-branded 6' cube located in North Upper Lobby
- Sponsor provides artwork
- Cost to produce cube included in price of sponsorship

### COFFEE BREAK – CONFERENCE | 4 AVAILABLE \$5,300

- Company logo included on onsite signage
- Option to provide compostable 8 oz. cups and/or napkins (supplied by sponsor, approved by SPIE)

### COLUMN CLING – 4.5' X 8' HALL D/E | 4 AVAILABLE \$2,150

- Premium location in Hall D/E
- Option to purchase all four sides for \$5,700
- Sponsor provides artwork
- Cost to produce and install column cling included in price of sponsorship

### COLUMN WRAP | 5 AVAILABLE \$6,795

Stand out in the crowd and support your sales goals with branded signage wrapped around columns in premium locations throughout the event.

- Premium location, displayed Saturday through Thursday
- Sponsor provides artwork
- Cost to produce and install column wrap included in price of sponsorship

### CONFERENCE APP | 3 AVAILABLE \$5,450

Take advantage of mobile marketing before, during, and after the conference. Your company name and booth number will be in the hands of every.

- Company name, tagline, booth number or logo displayed on opening splash page
- Ad runs eight weeks prior to conference
- Sponsor provides artwork

+ Indicates additional costs apply to sponsorship price  
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### CONFERENCE BAG | 1 AVAILABLE \$5,560+

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

### CONFERENCE GIVEAWAY | 3 AVAILABLE \$3,950+

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 Monday – Thursday only
- Giveaway not included in price of sponsorship (supplied by sponsor, approved by SPIE)

### CONFERENCE PEN | 1 AVAILABLE \$2,570+

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

### CONFERENCE WELLNESS BREAK – EXCLUSIVE \$10,000

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

### CONFERENCE WELLNESS BREAK – ONE DAY \$2,500

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

### DIGITAL METER BOARD – 2' X 6' | 16 AVAILABLE PER LOCATION \$4,530

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 Lower Lobby, or South 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 METER BOARD – 2' X 6' PW/BIOS COMBINATION | 8 AVAILABLE PER LOCATION \$6,150

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
- Must be exhibitor at BiOS and Photonics West (may provide different artwork for each event)

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  
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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  
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## SPONSORSHIPS

### DIGITAL SIGNAGE | LIMITED AVAILABILITY

**\$6,510**

- Premium location in Hall F Entrance, North Lower, West, or South Lobby
- 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 | 10 AVAILABLE PER LOCATION

**\$9,050**

- Premium location in North, West, or South Lobby, 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
- Must be exhibitor at BiOS and Photonics West (may provide different artwork for each event)

### DOG PARK – CO-SPONSOR | 4 AVAILABLE

**\$4,500**

- Company logo included on onsite signage at Dog Park
- Custom-branded bandanas for dogs in Dog Park

### ENHANCE YOUR PRESENCE - ONLINE | UNLIMITED AVAILABILITY

**\$1,950**

*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 on top of floor plan (static)
- Company logo displayed on booth
- Company logo revolving on floor plan

### ESCALATOR PANELS | 2 AVAILABLE PER LOCATION

**\$6,400+**

*Escalators bring attendees to and from the exhibition. It's the perfect place to display your company information and stay top of mind.*

- Premium location in North Lobby or South Lobby, Saturday through Thursday
- Cost to produce and install panels not included in price of sponsorship

### EXHIBITION GUIDE ENHANCED LISTING | UNLIMITED AVAILABILITY

**\$1,225**

*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

### EXHIBITION HALL LOUNGE SPONSOR | 3 AVAILABLE

**\$5,870**

- Sponsorship for Tuesday - Thursday
- 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 and/or napkins (supplied by sponsor, approved by SPIE)

**+ Indicates additional costs apply to sponsorship price**

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### EXHIBITION MAP – BACK COVER AD | 1 AVAILABLE

**\$8,500**

*Be sure to have your company front and center on one of the most requested pieces of conference collateral. When attendees reference the map, they will see your name, logo, booth location, and website.*

- Back cover ad (3.875" w x 7.25" h)
- Sponsor provides artwork
- One full-color logo with 75-character tag line
- Booth location and website featured on exhibition map
- Distributed onsite to attendees

### EXHIBITION MAP – LOGO AD | 8 AVAILABLE

**\$2,755**

- One full-color logo with 75-character tag line
- Booth location and website featured on exhibition map
- Distributed onsite to attendees

### EXHIBITOR LOUNGE SPONSOR – 3 Available

**\$10,000**

- 4ft table within the lounge for materials
- Ability to staff table in lounge
- Onsite Signage

### FLOOR GRAPHIC – 8' X 6' EXHIBITION HALL | LIMITED AVAILABILITY

**\$4,840**

*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 at exhibit hall entrance - choose from Hall ABC, Hall DE, Hall F, or Cross Aisle
- Sponsor provides artwork
- Cost to produce and install floor graphic included in price of sponsorship

### FLOOR GRAPHIC – ARROW UPGRADE | UNLIMITED AVAILABILITY

**\$360**

*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

### FLOOR GRAPHIC – 8' X 6' LOBBY | 8 AVAILABLE

**\$5,610**

- Premium location in lobby, Saturday through Thursday
- Sponsor provides artwork
- Cost to produce and install floor graphic included in price of sponsorship

### GLASS RAILING GRAPHIC – HALL F | 1 AVAILABLE

**\$3,500**

- Premium location above Food Court in Hall F
- Sponsor provides artwork
- Cost to produce and install railing graphic included in price of sponsorship

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### 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

### INDUSTRY STAGE SPONSOR – LIMITED AVAILABILITY

**\$9,500**

- Two signs by the entrance of the stage
- Company logo, QR Code and website on slide rotation
- Gobo with company logo
- Option to give a morning intro for the day by the sponsor( 2 min max)

### LANYARDS | 1 AVAILABLE

**\$13,595+**

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)

### MEGA VIDEO LARGE AD | 10 AVAILABLE

**\$11,200**

The Mega Screen in the North Lobby is always a draw at Photonics West. Broadcast your own company ad while attendees gather and watch images dazzle, just outside the Exhibit Hall entrance.

- Large video ad displayed on mega screen in North Lobby
- Video up to 15 seconds
- Sponsor provides ad; SPIE produces and generates final graphic loop

### MEGA VIDEO SMALL AD | 10 AVAILABLE

**\$5,400**

- Small video ad displayed on mega screen in North Lobby
- Video up to 15 seconds
- Sponsor provides ad; SPIE produces and generates final graphic loop

### METER BOARD | 20 AVAILABLE

**\$2,995**

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

### ONLINE BANNER – BROWSE CONFERENCE | 5 AVAILABLE

**\$3,500**

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

+ Indicates additional costs apply to sponsorship price

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Sponsored by **SPIE.**

### ONLINE FEATURED SPONSOR – FOCUSED EVENT LANDING PAGE | 16 AVAILABLE

**\$2,500**

- Exclusive company logo displayed towards top of Focused Event landing page - Choose from 16 different pages
- Logo links to exhibitor listing on SPIE.org

### ONLINE FEATURED SPONSOR – MAIN EVENT LANDING PAGE | 1 AVAILABLE

**\$8,975**

- Exclusive company logo displayed towards top of Main Event Landing page
- Logo links to exhibitor listing on SPIE.org

### PLENARY SPONSOR – LIMITED AVAILABILITY

**\$4,500**

- 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

### QUANTUM CONFERENCE - PREMIUM SPONSORSHIP

**\$19,890**

- Company logo and link at top of event website
- Company logo on session slides
- Verbal recognition before each session

### REGISTRATION CONFIRMATION EMAIL | 6 AVAILABLE

**\$5,700**

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

### 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 (1) 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.

### 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 Bluesky page (1,200 followers) during the Exhibition.

- 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



## SPONSORSHIPS

### STACKED CUBES – LIMITED AVAILABILITY

**\$8,100**

- Three custom-branded 3'x 3' cubes stacked
- Each cube has 4 faces
- Sponsor provides artwork
- Cost to produce cube included in price of sponsorship

### STAIRWAY STRIPS | LIMITED AVAILABILITY

**\$9,100+**

*Your logo and booth number will be front and center with every step attendees take. Get your company info on each rise and watch your booth traffic rise too.*

- Premium location in North or South, Saturday through Thursday
- Sponsor provides artwork
- Cost to produce and install stairway strips not included in price of sponsorship

### TABLE CLINGS – HALL F ENTRANCE – EXCLUSIVE

**\$2,575**

- Premium location at Hall F Entrance
- Sponsor provides artwork
- Cost to produce is included in price of sponsorship

### WALL CLING – 10' X 8' HALL D/E | 2 AVAILABLE

**\$3,700**

- Premium location in Hall D/E
- One sponsor per location
- Sponsor provides artwork
- Cost to produce and install wall cling included in price of sponsorship

### WALL CLING | 8 AVAILABLE

**\$6,995**

*There is plenty of wall space along the concourse as traffic moves around the conference. Grab some of this valuable space and move that traffic to your booth!*

- Premium location in concourse, Saturday through Thursday
- Sponsor provides artwork
- Cost to produce and install wall cling included in price of sponsorship

### WATER BOTTLE | 1 AVAILABLE

**\$12,400**

*Learning, socializing and networking is thirsty work. Attendees will value having a water bottle with your logo on it for the duration of the event - and long after.*

- Custom-branded water bottles distributed to conference attendees
- Company logo and SPIE Photonics West exhibition logo on bottles
- Cost of water bottles included in price of sponsorship

### WELCOME RECEPTION – GIVEAWAY | 2 AVAILABLE

**\$4,635**

- Company logo on notebooks distributed to attendees at Welcome Reception
- Exclusive giveaway of Welcome Reception
- Cost to produce notebooks included in price of sponsorship

### WI-FI | 1 AVAILABLE

**\$8,395**

*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
- Includes URL redirect of your choice
- Coverage includes lobbies and conference rooms in North and South, Monday through Thursday

### 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](mailto:spiesales@spie.org) to create your custom sponsorship!*

+ Indicates additional costs apply to sponsorship price

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