

SPIE Exhibitions

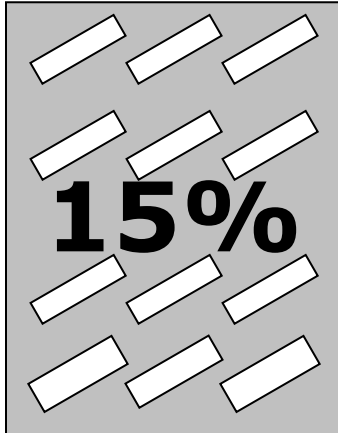
Photonics Cluster/Industry Association Proposal

-SPIE Defense, Security and Sensing 2010-

Created Friday, 18 September 2009

I. There are 2 options for a Photonics Cluster/Industry Association Group Discount:

A. Pavilion Style*



Sample floorplan layout

A single party contracts for an area of raw floor space within the exhibition. The single party then has the freedom to determine how to subcontract the space, including the number of companies that can participate, the cost to each company, and the type and size of individual exhibit spaces. In this program, a single contract is sent to SPIE and that pavilion organizer (sender of contract and payment) accrues priority points, rather than individual companies.

To qualify for the **Pavilion Style discount of 15%***, an official Photonics Cluster/Industry Association must contract for a minimum of 400 raw square feet (37 square meters). The contract, payment, number of participating companies and the floor plan must be handled by the designated cluster/association lead. SPIE encourages the lead to participate in promotional activities to help ensure the overall success of the event.

Companies subcontracting for space in the Pavilion may be added by completing the Co-Exhibitor Form at the following rate: One company per 100 sq ft contracted is complimentary; Additional sharing companies may be added at the \$275 co-exhibitor rate.

Important Deadline: Returning Pavilions, sign up by 29 May 2009 (Early Bird Contract due date), to use Priority Points. New Pavilions are recommended to submit a contract no later than 18 September 2009, for best planning and space considerations.

B. Neighborhood Style*

10%		10%
10%		
10%		10%
10%		50%

Sample floorplan layout

Multiple parties contract for exhibit space separately but identify themselves as part of a participating Photonics Cluster/Industry Association in order to be physically located near the other companies that belong to the same Photonics Cluster/Industry Association.

To qualify for the **Neighborhood Style discount of 10%*** on contracted exhibit space, SPIE must receive a minimum of eight Exhibitor Contracts with deposits by **29 May 2009** that have designated themselves as belonging to an approved Photonics Cluster/Industry Association.

The Photonics Cluster/Industry Association organizer itself may qualify for a **discount of 50%*** on contracted exhibit space (limited to one 10ft. x 10ft. booth) by agreeing to participate in promotional activities listed below.

***Discounts cannot be added to the SPIE Corporate Member discount of 15%.**

No size limitations for SPIE Defense, Security, and Sensing 2010 (DSS) as long as space is still available when contract is received.

II. Required Promotional Activities for the Participating Group:

- Email or direct mail to all Photonics Cluster/Industry Association members and others of interest to promote attendance/show participation at the event
- Logo/link on Photonics Cluster/Industry Association website to the SPIE event homepage
- Logo/link on event calendar (if any) of participating organizations within the cluster to the SPIE event homepage
- Upon request, SPIE will provide marketing materials such as Exhibition Passes, Exhibitor Prospectuses, etc.

III. Pavilion/Neighborhood Promotional Benefits:

Full Page B&W Advertisement in the Exhibition Guide (value \$915)

- Official show guide, 6,000 copies distributed onsite
- Excellent opportunity to promote participating cluster companies
- Cluster group to supply advertisement

Inclusion in the Defense & Security Exhibition/Course Preview

- Mailed to 30,000+ prospects 6-8 weeks prior to show
- Complimentary listing for each participating company
- Complimentary New Product images
- Deadline for inclusion is tentative mid-December 2009.

Exhibitor Product Demonstrations

- 30-minute scheduled product presentation demo (Fee is \$100 which includes AV set-up with LCD projector)
- The area available is located in the Cypress Foyer
- Includes promotion in the Exhibition Guide, Technical Program, Exhibition/Course Preview, and Online Exhibition
- Must be an exhibitor to present a Product Demonstration.

Technical Passes Included

- For Pavilion Groupings, SPIE will provide one Technical Pass per each 100 sq ft contracted for participating companies to use. Additional passes requested will be at the Conference Registration fee.
- For Neighborhood Groupings, SPIE will provide two Technical Passes per booth or island contract and one technical pass per tabletop contract.

Online Exhibition

- Greater visibility and easier customer access BEFORE the Exhibition on the DSS website! From the website, attendees can:
 - Review your company listing and location on the show floor
 - Contact your company directly via email
 - Read your product announcements and press releases
 - Put your firm on their personalized "My Schedule"

IV. Space Adjustments and Location on the Show Floor

If space reductions or increases are required, notify SPIE by email. We request that all space requirements be finalized by 18 September 2009, especially Pavilion Island spaces, so that SPIE may confirm the space desired and for planning space on the floor plan. Notification of cancelled space must be received by 5 October 2009 in order to receive a full refund.

Pavilion locations will be determined by Priority Point status. **For Neighborhood Cluster Groups**, location will be determined by a Priority Point average of the participating exhibitors.

NOTE: Same location cannot be guaranteed from one year to the next. All participating companies should notify SPIE of their Cluster interest by 24 September 2009.

V. Companies deciding to join a Pavilion Group

Any exhibitor currently contracted for Defense, Security and Sensing may indicate their desire to cancel their contract and participate in a contracted Photonics Cluster/Industry Association Pavilion by sending an email to exhibitions@spie.org. Notification must be received by 5 October 2009 in order to receive a full refund. After 5 October, regular cancellation policy will be applicable.

VI. Deadlines

An Exhibition Contract and deposit must have been received by **29 May 2009** (Early Bird Contract due date) to utilize your company's priority point status and confirm participation in the Pavilion or Neighborhood selected. Otherwise companies will be assigned by date of contract and deposit received at SPIE.

Contact Information

SPIE welcomes your Group participation at Defense, Security, and Sensing! If you have any questions, please contact:

Michele Hurst, CEM
DSS10 Exhibition Manager
Direct Tel: +1 360 685 5466; Fax: +1 360 647 1445
Email: micheleh@spie.org