

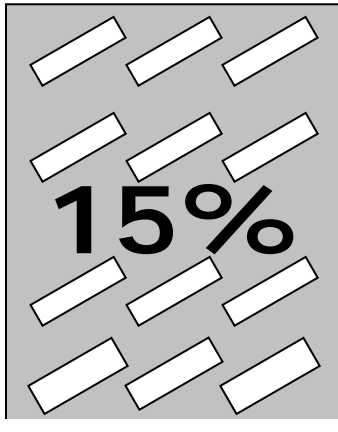
SPIE Exhibitions

Photonics Cluster/Industry Association Proposal

-SPIE Photonics West 2012-

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

A. Pavilion Style



Sample floor plan 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 participating companies, the cost to each company, and the type and size of individual exhibit spaces.

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 are at the \$425 co-exhibitor rate.

Important Deadline: Returning Pavilions, sign up by **11 March 2011** (Early Bird Contract due date), to use your accrued Priority Points. New Pavilions are recommended to submit a contract no later than 2 May 2011, as space is limited.

B. Neighborhood Cluster Style

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

Sample floor plan layout

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 Cluster Style discount of 10%*** on contracted exhibit space, SPIE must receive a minimum of **eight** Exhibitor Contracts with deposits by **11 March 2011** that have designated themselves as belonging to an approved Photonics Cluster/Industry Association.

The Photonics Cluster/Industry Association organizer 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. Each Cluster Organizer may reserve the right to limit participation to cluster association members.

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

II. Growth Rules:

Will we be able to increase our Pavilion? Will exhibitors be able to increase their booth space? Photonics West 2012 will again be using the North and South Halls of the Moscone Center in San Francisco with unlimited exhibit growth allowed.

Beyond Photonics West 2012: SPIE reserves the right to review space use and demand for succeeding years and implement 'growth restrictions' if the demand exceeds the available space.

III. Required Promotional Activities for your Neighborhood Cluster or Pavilion Participating Group:

- Email or direct mail to all your 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, Exhibition Prospectus, etc.

IV. Pavilion/Neighborhood Cluster Promotional Benefits:

FREE Full Page B&W Advertisement in the Exhibition Guide (*value \$935*)

- Official Exhibition Guide, 16,000 copies distributed onsite
- Cluster group to supply advertisement

Exhibitor Product Demonstrations

- 30-minute scheduled product demonstration areas (\$300 fee includes AV)
- Three areas available in exhibition halls
- Promotion in Exhibition Guide, Technical Program, and event website
- 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 will be at the Conference Registration fee.
- **For Neighborhood Cluster Groupings**, SPIE will provide two Technical Passes per contracted company booth/island and one technical pass per contracted company tabletop.

Event Website

- Greater visibility and easier customer access. From the website, attendees can:
 - Review your company listing and location on the exhibition floor
 - Contact your company directly via email
 - Read your product announcements and press releases

Corporate Meetings and Functions

- Opportunity to rent a nearby hotel room for holding your association's Annual Meeting, users group or other special function during Photonics West.
- Take advantage of proximity and book a meeting room on the exhibition floor.

V. Space Adjustments and Location in the Exhibition Hall

If space adjustments are required, notify SPIE by 31 March 2011 so that SPIE may confirm space lay-out and locations on the floor plan. **Notification of cancelled space must be received by 26 July 2011 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 the Exhibition Managers using a Priority Point average of the participating exhibitors plus consideration of exhibiting history and size of space requested. NOTE: Same location cannot be guaranteed from one year to the next.

VI. Companies deciding to join a Pavilion Group

Any exhibitor currently contracted for Photonics West may indicate their desire to cancel their contract and participate in a contracted Photonics Cluster/Industry Association Pavilion, based on space availability, by sending an email to exhibitions@spie.org. **Notification must be received by 26 July 2011 in order to receive a full refund.**

VII. Deadlines

An exhibition contract and deposit must be received by **11 March 2011** to ensure best location and confirm participation in Photonics West for both Pavilion and Neighborhood Cluster Pavilions.

SPIE Contact:

We welcome your Group's participation! If you have any questions, please contact Michele Hurst Bennett, CEM, SPIE Exhibitions Manager and 2012 Cluster Manager
Tel: +1 360 685 5466; Fax: +1 360 647 1445; micheleb@spie.org