

SPIE Exhibitions
Photonics Cluster/Industry Association Proposal
-SPIE Defense, Security and Sensing 2012-
Special Deal for Florida Photonics Cluster member companies:
30% discount to FPC member companies that also elect to
be grouped with the Florida cluster on the exhibit floor*

Neighborhood Style* -- this is what the Florida Cluster will have.

30%		
30%		30%
30%		30%
30%		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 30%**** on contracted exhibit space, SPIE must receive a minimum of eight Exhibitor Contracts with deposits by **17 June 2011** 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% but the total discount if the company is also an FPC member is 30%.**

No size limitations for SPIE Defense, Security, and Sensing 2012 (DSS) as long as space is still available when contract is received.

****Note:** The 30% discount also applies for companies who have a tabletop display even though they will be located in a different location on the exhibit floor

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. 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

Exhibitor Product Demonstrations

- 30-minute scheduled product presentation demo (Fee is \$100 which includes AV set-up with LCD projector)
- Includes promotion in the Exhibition Guide, Technical Program, Exhibition Preview, and Online
- 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.

SPIE Website

- 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 17 June 2011, 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 25 October 2011 in order to receive a full refund.

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 17 June 2011.**

V. Deadlines

An Exhibition Contract and deposit must have been received by **17 June 2011** (Early Bird Contract due date extension) 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:

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