

SPIE Exhibitions

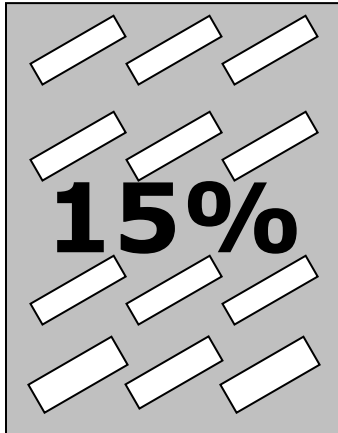
Photonics Cluster/Industry Association Proposal

-Photonics West 2010-

Created Thursday, 8 January 2009

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

A. Pavilion Style



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.

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.

Sample floorplan layout

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 \$350 co-exhibitor rate.

Important Deadline: Returning Pavilions, sign up by 12 March 2009 (Early Bird Contract due date), to use Priority Points. New Pavilions are recommended to submit a contract no later than 1 May 2009, as space is limited.

B. Neighborhood Cluster Style

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

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 Cluster Style discount of 10%*** on contracted exhibit space, SPIE must receive a minimum of eight Exhibitor Contracts with deposits by **12 March 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. Each Cluster Organizer may reserve the right to limit participation to cluster association members.

Sample floorplan layout

***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 2010 will be using the North and South Halls of the Moscone Center in San Francisco, providing 400,000 sq ft of exhibition space all under one room (a 29% increase over San Jose).

Growth Rules for Photonics West 2010

- Unlimited exhibit growth allowed
- Peninsula booths remain an option
- Double-decker islands are welcome – no additional charge!
- Economic Development Clusters may expand their space. Space location will be determined by Exhibition Management using a Priority Point System

Beyond Photonics West 2010: 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, Exhibitor Prospectuses, etc.

IV. Pavilion/Neighborhood Cluster Promotional Benefits:

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

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

Inclusion in the Photonics West Event Preview

- Mailed to 40,000+ prospects 6-8 weeks prior to show
- Complimentary listing for each participating company
- Complimentary New Product images
- Deadline for inclusion is mid-September 2009 (dates will be confirmed in August)

Exhibitor Product Demonstrations

- 30-minute scheduled product demonstration areas (Fee is \$275 which includes AV set-up)
- Three areas available in exhibition halls
- Promotion in Exhibition Guide, Technical Program, Event 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 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.

Online Exhibition

- 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

Affiliate Space

- Opportunity to rent a nearby room upon availability for holding your association's Annual Meeting, users group or other special function during Photonics West.

V. Space Adjustments and Location in the Exhibition Hall

If space adjustments are required, notify SPIE by email. We request that all space requirements be finalized by 31 March 2009, especially island spaces, so that SPIE may confirm space lay-out and locations on the floor plan. **Notification of cancelled space must be received by 23 July 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 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 by sending an email to exhibitions@spie.org (based on space availability). **Notification must be received by 23 July 2008 in order to receive a full refund.**

VII. Deadlines

An exhibition contract and deposit must be received by **12 March 2009** to ensure best location and confirm participation in Photonics West for both Pavilion and Neighborhood Cluster Pavilions.

New SPIE Contact:

We welcome your Cluster participation! If you have any questions, please contact Cathy DeVries, SPIE Exhibitions Manager
Tel: +1 360 676 3290, x5462; Fax: +1 360 647 1445; cathy@spie.org.