

1 COMPANY INFORMATION:

Company Name: _____
 Address: _____
 City: _____ State/Province _____
 ZIP/Postal Code: _____ Country: _____
 URL: _____

2 PRIMARY OPERATIONS CONTACT:

Name: _____
 Job Title: _____
 Email: _____
 Tel: _____

3 PRICING: Indicate product selection by checking the box.

Virtual Exhibit	Optica Corporate Member*	Non-member		Optica Corporate Member*	Non-member
Basic Exhibitor	<input type="checkbox"/> USD 375	<input type="checkbox"/> USD 500	Enhanced Exhibitor + 2 Booth Staff & 1 Full Conference Registrations	<input type="checkbox"/> USD 750	<input type="checkbox"/> USD 1,000
Sponsorships					
Conference-wide + 4 Booth Staff & 2 Full Conference Registrations	<input type="checkbox"/> USD 1,875	<input type="checkbox"/> USD 2,500	Registration Sponsor	<input type="checkbox"/> USD 2,250	<input type="checkbox"/> USD 3,000
Plenary Session Video Sponsorship	<input type="checkbox"/> USD 3,750	<input type="checkbox"/> USD 5,000	Email Blast – What to Know Before You Go Banner Ad	<input type="checkbox"/> USD 1,125	<input type="checkbox"/> USD 1,500
Daily Tech Zoom Room Sponsorship	<input type="checkbox"/> USD 2,250	<input type="checkbox"/> USD 3,000	Email Blasts - Daily Schedule Banner Ad	<input type="checkbox"/> USD 1,500	<input type="checkbox"/> USD 2,000
Hot Topic Sponsorship	<input type="checkbox"/> USD 1,125	<input type="checkbox"/> USD 1,500	Animated Ad	<input type="checkbox"/> USD 750	<input type="checkbox"/> USD 1,000
Technology Showcase	<input type="checkbox"/> USD 1,125	<input type="checkbox"/> USD 1,500	Static Ad	<input type="checkbox"/> USD 375	<input type="checkbox"/> USD 500
Social Media Wall Ad Slots	<input type="checkbox"/> USD 375	<input type="checkbox"/> USD 500			

Virtual Exhibit content will remain live for 60 days after the event.

*Optica Corporate Member rates apply only if membership is active at the start of the Conference and the member has chosen the Business Development benefit category as part of their Optica Corporate Member benefit.

Exhibit Space Total USD _____
 + Sponsorship Total USD _____
 = Total Due USD _____

4 CONTRACT AUTHORIZATION: By signing below, with or without appropriate payment, you are entering a legally binding contract. The individual signing below represents that he/she is duly authorized to execute this contract on behalf of the exhibitor.

The following documents, as they may be amended from time to time by Exhibit Management, shall be incorporated herein by reference and made part of this contract: Exhibit Management's Rules and Regulations; Exhibit Service Manual (inclusive); Code of Conduct (available at www.optica.org/codeofconduct); and Optica Privacy Policy (available at www.optica.org/privacypolicy).

Exhibit Management makes no warranty as to the accuracy, integrity or quality of the content posted on or provided through the virtual exhibit features and shall have no obligations or suffer any liability regarding the same. Each Exhibitor shall be solely responsible for the accuracy, integrity and quality of the content that it posts or provides. Any loss or damage of any kind incurred by anyone as a result of either the use or inaccessibility of exhibitor content shall be the sole responsibility of Exhibitor.

Exhibit Management does not actively monitor the content of virtual exhibits. You may advise Exhibit Management about content that you find objectionable. Exhibit Management may, in its sole discretion, choose to investigate your complaint and take appropriate action, which may include issuing a warning or removing content.

TERMS OF USE: Do not upload, post, email, transmit or otherwise make available ("provide") any content that is unlawful, libelous, defamatory, obscene, pornographic, indecent, lewd, harassing, threatening, harmful, infringes upon the intellectual property rights of a third party, invasive of privacy or publicity rights, abusive, inflammatory or otherwise objectionable; Do not provide any content that encourages a criminal offense or violates the rights of any party; Do not violate any applicable local, state, national and international law or regulation; Do not harass others; and Do not try to gain unauthorized access to the Website, other exhibitor's accounts, or computers connected to the Website. If Exhibit Management reserves the right to remove objectionable content from a digital booth if it determines, in its sole discretion, that the Terms of Use have been violated.

LOGO USAGE: Exhibitor agrees to provide Exhibit Management with a limited, revocable, non-exclusive, nontransferable, worldwide, royalty-free license to use, distribute, display, make derivative works from and copy the trademarks and logos of Exhibitor for promotional and marketing purposes related to Frontiers in Optics 2021.

PAYMENT AND CANCELLATION: Payment in full must accompany the contract. Defaults in payment may result in cancellation (subject to cancellation fee). Exhibitor must cancel the contract via electronic mail (email), fax or written notice forwarded to the address set forth in this contract. No refund will be due to exhibitor if cancelled. Cancellation fees will not be applied to any other past, current, or future charges incurred by Exhibitor and are non-transferable. In no event will Exhibitor receive a credit from any revenue later generated by reuse of the virtual exhibit space or sponsorship by Exhibit Management. Exhibitor shall also forfeit all exhibitor privileges.

Authorized Representative Signature: X _____ Date: _____

Authorized Representative Name (Please print): _____

5 PAYMENT:

Full payment is due with contract. Make checks payable (in US Dollars, drawn on a US bank) to Optica, mail checks to: Optica Exhibits, 2010 Massachusetts Avenue, NW, Washington, DC 20036, USA. Wire Transfer - (ACH payments are not accepted), direct funds to: Bank of America, 1501 Pennsylvania Ave. NW, Washington, DC 20013 USA; ABA# 0260-0959-3; Beneficiary, Optica; Acct.#20-867-84-287; SWIFT, BOFAUS3N. Please incorporate any bank fees associated with your wire transfer, to include a \$25 processing fee by Bank of America, as remitter is responsible for these fees.

You may also pay by credit card: Visa M/C Diners AmEx

Amount: _____

Card No: _____ Exp. Date: _____ CVV: _____ Billing Zip/Post Code: _____

Print Name (as it appears on card): _____

Cardholder Signature: _____ Date: _____

Options for Participation (Optica Corporate Members Receive a 25% Discount)

Rates	Basic Exhibitor	Enhanced Exhibitor	Conference-Wide Sponsor
	Optica Corporate Member* USD 375	Optica Corporate Member*USD 750	Optica Corporate Member* USD 1,875
	Non-Member USD 500	Non-Member USD 1,000	Non-Member USD 2,500
What's Included			
Company Name/Logo	Yes	Yes	Yes
Company Description	500 Character Limit (approx. 75-100 words)	1,000 Character Limit (approx. 125-200 words)	2,000 Character Limit (approx. 250-400 words)
Logo Listing on Exhibitor Directory	Yes	Yes	Yes
Contact Listings (name, title, address, email, phone)	1	2	6
Company Website URL, Social Links (LinkedIn, Twitter, Facebook)	Yes	Yes	Yes
Registration Includes		2 Booth Staff Registrations 1 Full Conference Registration	4 Booth Staff Registrations 2 Full Conference Registrations
Select Product Categories (to be part of a search functionality)	Yes	Yes	Yes
Summary of Daily Visits (anonymous clicks/digital stats)	Yes	Yes	Yes
Virtual Business Card Button & Reports		Yes	Yes
1:1 and Group Chat		Yes	Yes
1500 x 500 Billboard/Feature Space on sponsor page			Yes
Video Links (Demos, Webinars) YouTube or Vimeo under 10 min in length		2 Videos	4 Videos
Company Brochure (pdf)		2	2
Press Releases (pdf)		4 (Static - In Platform)	6 (Static - In Platform)
Product Images (png, jpg)		4	8
Product Descriptions		1,000 Character Limit (approx. 125-200 words)	2,000 Character Limit (approx. 250-400 words)
Company's Job Postings from Optica's Work in Optics		4	8

Specialized and Targeted Sponsorships

Product	Optica Corporate Member Price*	Non-Member Price	Description
Plenary Session Video Sponsorship	USD 3,750	USD 5,000	30 second video to play prior to the plenary. Video provided by sponsor.
Daily Tech Zoom Room Sponsorship	USD 2,250	USD 3,000	Static logo on Embedded Frame around Zoom video conferencing window for live sessions. Limited to one sponsor per day.
Hot Topic Sponsorship	USD 1,125	USD 1,500	Breakout room(s) for attendees to network & connect with the sponsor based on a particular hot topic chosen by the sponsor, for discussion facilitation. 20-minute presentation in a dedicated Zoom room (15 min. presentation, 5 min. Q&A). Hot Topic sessions are listed in the conference schedule.
Technology Showcase	USD 1,125	USD 1,500	Highlight your company or products in a 20-minute presentation in a dedicated Zoom webinar (15 min. presentation, 5 min. Q&A). Showcases are listed in the conference schedule.
Registration Sponsor	USD 2,250	USD 3,000	Sponsor Logo with link to sponsor website on registration information page and registration confirmation email. Limited to 3 sponsors.
Email Blast – What to Know Before You Go Banner Ad	USD 1,125	USD 1,500	Banner ad in the email sent to pre-registered attendees. Limited to 3 sponsors.
Email Blasts – Daily Schedule Banner Ad	USD 1,500	USD 2,000	Banner ad in the daily email deployed at the start of each event day. Limited to 1 sponsor per day.
Animated Ad	USD 750	USD 1,000	Ad with links to advertisers website located on home page of the event website. This ad rotates with other advertisers. Run: length of show.
Static Ad	USD 375	USD 500	Ad with links to advertisers website located on secondary pages of the event. This ad rotates with other advertisers. Run: length of show.
Social Media Wall Ad Slots	USD 375	USD 500	A social media wall is a feed of aggregated live posts that are displayed on digital signage in real time. Sponsors receive premium space to display a message, image and/or logo.

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