2022 FiO Science + Industry Showcase
18-19 October 2022, Rochester Riverside Convention Center, Rochester, NY, USA
EXHIBITION & SPONSORSHIP CONTRACT

1 COMPANY INFORMATION

Company Name: 

Division of / Subsidiary of: 

Address:

City: State/Province: ZIP/Postal Code: Country: 

Tel: URL: 

2 PRIMARY OPERATIONS CONTACT — person to receive all logistics information pertaining to exhibit

Name: 

Job Title: 

Email (main mode of communication—print clearly): Tel: Fax: 

3 PRICING: Indicate product selection by checking the box.

Exhibit Space

(Optica Corporate Members receive a 15% discount)

All space includes: Raw exhibit space. 2 Booth Staff and 1 Full Conference Registrations. Company identification sign and digital company profile listing. Additional furnishings, electricity and services will be available to order via the Exhibitor Service Manual. Any additional costs will be the Exhibitor’s responsibility.

<table>
<thead>
<tr>
<th>Standard Raw Space</th>
<th>Dimensions in Ft. (W x L)</th>
<th>Price x Total Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>__________ x __________ = __________ sq. ft.</td>
<td></td>
<td></td>
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</table>

- Optica Corporate Member* USD 25.50 x __________ sq. ft. = __________
- Non-Member USD 30.00 x __________ sq. ft. = __________

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Sponsorships

(Optica Corporate Members receive a 25% discount)

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<tr>
<th>Receptions/Banquets</th>
<th>Optica Corporate Member*</th>
<th>Non-Member</th>
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<td>Receipts/Banquets</td>
<td>USD 5,500</td>
<td>USD 7,500</td>
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Plenary Session Video Sponsorship

- Optica Corporate Member* USD 2,250
- Non-Member USD 3,000

Daily Tech Room Sponsorship

- Optica Corporate Member* USD 2,250
- Non-Member USD 3,000

Email Blasts – Daily Schedule Banner Ad

- Optica Corporate Member* USD 1,500
- Non-Member USD 2,000

Animated Ad

- Optica Corporate Member* USD 750
- Non-Member USD 1,000

Bag Insert

- Optica Corporate Member* USD 375
- Non-Member USD 500

Conference App Banner Advertising

- Optica Corporate Member* USD 375
- Non-Member USD 500

Contracted company is responsible for reporting and remitting applicable taxes to appropriate government authority

Coffee Break

- Optica Corporate Member* USD 1,500
- Non-Member USD 2,000

Registration Sponsor

- Optica Corporate Member* USD 2,250
- Non-Member USD 3,000

Technology Showcase

- Optica Corporate Member* USD 1,125
- Non-Member USD 1,500

Email Blast – What to Know Before You Go Banner Ad

- Optica Corporate Member* USD 1,125
- Non-Member USD 1,500

Static Ad

- Optica Corporate Member* USD 375
- Non-Member USD 500

Social Media Wall Ad Slots

- Optica Corporate Member* USD 375
- Non-Member USD 500

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. By signing this agreement, Exhibitor agrees to abide by and be bound to this Contract, Exhibit Management’s rules and regulations, any additional rules and regulations published by Exhibit Management, and 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).

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 exhibit space or sponsorship by Exhibit Management. Exhibitor shall also forfeit all exhibitor privileges.

Authorized Representative Name (Please print): 

Authorized Representative Signature: 

Date: 

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 USD 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: 

Exp. Date: CVV Billing Zip/Postal Code: 

Signature: 

Date: 

Print Name (as it appears on card): 

v.03282022
2022 FiO Science + Industry Showcase
18-19 October 2022, Rochester Riverside Convention Center, Rochester, NY, USA
EXHIBITION & SPONSORSHIP CONTRACT

Return signed contract with payment to Exhibit Sales, exhibitsales@optica.org

Options for Participation (Optica Corporate Members receive a 15% discount)

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| Optica Corporate Member* |  ❝ USD 25.50 per 100 sq. ft. | Non-Member |  ❝ USD 30.00 per 100 sq. ft. |

Specialized and Targeted Sponsorships (Optica Corporate Members receive a 25% discount)

<table>
<thead>
<tr>
<th>Product</th>
<th>Optica Corporate Member Price*</th>
<th>Non-Member Price</th>
<th>Description</th>
</tr>
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<tr>
<td><strong>Receptions/Banquets</strong></td>
<td>USD 5,500</td>
<td>USD 7,500</td>
<td>Positioning your company as a sponsor of this high-profile event will skyrocket your visibility! Includes digital and print logo placements specific to the reception before and during the conference.</td>
</tr>
<tr>
<td><strong>Coffee Break</strong></td>
<td>USD 1,500</td>
<td>USD 2,000</td>
<td>Coffee will be served on the show floor during session breaks—a perfect time and place to promote your company! Greet attendees, pass out literature and invite them to connect with your company. Show Management will provide signage with your company’s logo.</td>
</tr>
<tr>
<td><strong>Plenary Session Video Sponsorship</strong></td>
<td>USD 3,750</td>
<td>USD 5,000</td>
<td>30-second video to play prior to the plenary. Video provided by sponsor. Video to be reviewed and approved by FiO Management.</td>
</tr>
<tr>
<td><strong>Registration Sponsor</strong></td>
<td>USD 2,250</td>
<td>USD 3,000</td>
<td>Sponsor Logo with link to sponsor website on registration information page and registration confirmation email. Limited to 3 sponsors.</td>
</tr>
<tr>
<td><strong>Daily Tech Zoom Room Sponsorship</strong></td>
<td>USD 2,250</td>
<td>USD 3,000</td>
<td>Static logo on Embedded Frame around Zoom video conferencing window for live sessions. Limited to one sponsor per day.</td>
</tr>
<tr>
<td><strong>Technology Showcase</strong></td>
<td>USD 1,125</td>
<td>USD 1,500</td>
<td>Highlight your company or products in a 20-minute presentation in the show floor theater (15 min. presentation, 5 min. Q&amp;A). Showcases are listed in the conference schedule.</td>
</tr>
<tr>
<td><strong>Email Blasts – Daily Schedule Banner Ad</strong></td>
<td>USD 1,500</td>
<td>USD 2,000</td>
<td>Banner ad in the daily email deployed at the start of each event day. Limited to 1 sponsor per day.</td>
</tr>
<tr>
<td><strong>Email Blast – What to Know Before You Go Banner Ad</strong></td>
<td>USD 1,125</td>
<td>USD 1,500</td>
<td>Banner ad in the email sent to pre-registered attendees. Limited to 3 sponsors.</td>
</tr>
<tr>
<td><strong>Animated Ad</strong></td>
<td>USD 750</td>
<td>USD 1,000</td>
<td>Ad with links to advertiser’s website located on home page of the event website. This ad rotates with other advertisers. Run: length of show.</td>
</tr>
<tr>
<td><strong>Static Ad</strong></td>
<td>USD 375</td>
<td>USD 500</td>
<td>Ad with links to advertiser’s website located on secondary pages of the event. This ad rotates with other advertisers. Run: length of show.</td>
</tr>
<tr>
<td><strong>Bag Insert</strong></td>
<td>USD 375</td>
<td>USD 500</td>
<td>Company flyer or small promotional item distributed to all attendees.</td>
</tr>
<tr>
<td><strong>Social Media Wall Ad Slots</strong></td>
<td>USD 375</td>
<td>USD 500</td>
<td>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.</td>
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<tr>
<td><strong>Conference App Banner Advertising</strong></td>
<td>USD 375</td>
<td>USD 500</td>
<td>Includes logo exposure on the start page and custom landing page, in addition to a rotating banner ad.</td>
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*Optica Corporate Member rates apply only if membership is active at the start of the Conference and the member has chosen the Business Development category as one of their Optica Corporate Member benefits.
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PHOTOGRAPHY AND VIDEO RECORDING: Neither photography nor video recording are permitted in the Facility without Exhibit Management’s express, prior written consent. Sanctions for noncompliance may include the seizure and destruction of film or electronic storage devices.

SOUND LEVELS: Sound levels of presentations must be kept at or below 85 decibels and not interfere with nearby presentations. Sanctions for noncompliance may include the shutdown of the offending exhibit.

CHILDREN: In the interest of safety, no person under 18 years of age will be allowed on the show floor during set-up and tear-down hours. During open exhibit hours, children 12 years old and under must be accompanied by a supervising adult at all times. Parents of younger children may request an exemption from Exhibit Management in writing. This exemption must be granted on the Exhibitor’s commercial liability insurance.

FOOD AND ALCOHOL: Exhibitor may serve food and beverages at the exhibit space provided that it will (i) carry a minimum of two million dollars ($2,000,000.00) in liquor liability insurance; (ii) comply with all Facility rules and requirements as well as the Exhibit Management alcohol rules regarding children and to be responsible for the child and assume all responsibility for damage to exhibits and equipment. Strollers are not allowed on the show floor at any time.

FORCE MAJEURE: Exhibit Management may suspend or terminate this Contract without penalty in the event of Force Majeure: an act of God, an act of war (whether or not declared), civil insurrection, riot, insurrection, act of terrorism, embargo, government regulation, law or order, fire, failure of any kind, electrical, gas or water power supply or any other type of natural disaster; pandemic; epidemic; labor dispute; any law, ordinance, rule or regulation which makes it unlawful or impracticable to hold the Exhibit as scheduled or otherwise perform its obligations under this Contract; failure to obtain necessary permits, licenses, or consents; and any cause that is beyond the control of Exhibit Management. In such event, each party shall be relieved of its obligations hereunder to the extent allowed by law, no claim may be brought against the Exhibit Parties beyond one (1) year of the conclusion of the Exhibit Conference.

LAWS: Neither photography nor video recording are permitted in the Facility without Exhibit Management’s express, prior written consent. Sanctions for noncompliance may include the seizure and destruction of film or electronic storage devices.

GENERAL: The parties are independent contractors with respect to each other, and nothing herein shall create any association, partnership, joint venture or agency relationship between the parties. Neither party has any right or authority to assume or create any obligation or responsibility on behalf of the other party except as otherwise provided in this Agreement. The rights and obligations of Exhibit Management and Exhibitor in this Agreement which do not expressly terminate pursuant to this Agreement shall survive beyond the term of this Contract and shall remain in full force and effect in perpetuity. This Contract represents the entire agreement of the parties and supersedes any other agreements and understandings of the parties. Neither party shall be deemed to be in breach of this Agreement if it is delayed or prevented from performing its obligations hereunder by acts of God or other causes beyond its reasonable control. No waiver of any breach of this Agreement on the part of one party shall be deemed a waiver of any preceding or succeeding breach of this Agreement or a waiver of any rights hereunder. This Contract shall not be assignable by either party without the prior written consent of the other party. This Agreement is governed by the laws of the State of New York without reference to its choice of law doctrine. In the interest of safety, no person under 18 years of age will be allowed on the show floor during set-up and tear-down hours. During open exhibit hours, children 12 years old and under must be accompanied by a supervising adult at all times. Parents of younger children may request an exemption from Exhibit Management in writing. This exemption must be granted on the Exhibitor’s commercial liability insurance.

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