



Laser Science to Photonic Applications

# Exhibitor Newsletter 04/17

Technical Conference: 14-19 May 2017 • CLEO: EXPO 16-18 May 2017

## Quick Links

- [Register Now](#)
- [Book Your Hotel](#)
- [On-line Company Description](#)
- [2017 Floor Plan/Exhibitor List](#)
- [Exhibitor Service Center](#)
- [Deadlines Checklist](#)
- [Hours of Operation](#)
- [Contact Us](#)

## Operations & Logistics

*Discount deadline for most vendors is in April! Don't miss your chance to save \$\$*

The [Exhibitor Service Manual](#) is available to assist with your planning. To access the order forms, click on the Order Rental Items button at the bottom of the page. Use log in credentials:

**Show name:** CLEO

**Show code:** CLEO2017

[Registration](#) discount deadline is 4 April. The [Housing](#) deadline is 20 April and selling out fast! Find these links and more in the [Exhibitor Service Center](#).

The CLEO [2017 buyers guide description](#) will be available online and via our mobile app. **There will not be a printed buyers' guide** as part of CLEO's efforts to be more sustainable in our practices. Companies can submit changes [here](#) to their online digital booth at any time. Please contact [cleoexhibits@osa.org](mailto:cleoexhibits@osa.org) with any questions.

**Show your CLEO badge** to get discounts at participating restaurants, venues and other local establishments. [CLICK HERE](#) for the CLEO: 2017 Merchant Discount List.

## Maximize Your Participation

Encourage your clients to come to CLEO. Feel free to use the language below or edit as you see fit.

[Message for exhibitors to send to customers]

**Visit us at CLEO!**

*The free Exhibits Pass Plus registration enables you to experience much of the CLEO conference at no cost or commitment. You have the flexibility to attend for one, two or three days — depending on your schedule and interests. [View the brochure to learn more.](#)*

**Become a Sponsor:** Sign up for a sponsorship now to ensure that you will be noticed by the top industry decision-makers at the premier international forum for scientific and technical optics. [View the available sponsorship/promotional opportunities](#) and email [cleosales@osa.org](mailto:cleosales@osa.org) for additional details including rates.

## **Upgraded Digital Booth Listing - US\$295-US\$495**

Be sure to stand out from your competition and give attendees more detail about your company offerings. For more information and a listing of features of each level, please contact CLEO sales staff at [cleosales@osa.org](mailto:cleosales@osa.org) or +1 202.416.1428.

### **Additional Listing**

Sharing Your Booth with Another Division of Your Company? To include separate online (“digital booth”) listings for another division or branch of your company, please complete the [Additional Listing Form](#) and email your completed form to [cleoexhibits@osa.org](mailto:cleoexhibits@osa.org).

### **Exhibitor Invites Program – FREE**

CLEO: 2017 is partnering **with Exhibitor Invites** to help maximize your booth traffic and your overall show experience. This program provides exhibitors with a great email marketing tool: a free customized email campaign, which allows you to send up to three emails to an unlimited number of your customers and prospects, offering them **free admission to the exhibition** and a friendly reminder to stop by your booth during CLEO:2017. **BONUS for using Exhibitor Invites:** All exhibitors that take advantage of the Exhibitor Invites program will be entered into a drawing for **1 Power Point slide** to be run on all technical session screens throughout the conference.

To get started, visit: [www.exhibitorinvites.com/cleo](http://www.exhibitorinvites.com/cleo).

If you have any questions about the Exhibitor Invites program, contact your Exhibitor Invites Specialist [Keila Varner](#) at +1. 319.540.8523 Monday - Friday, 9:30 to 17:30 EDT.

### **Promote Your Booth Logo**

To use a copy of the CLEO: 2017 “We’re Exhibiting At” logo to post on your email or to use in your promotional materials, click on [“Promote Your Booth”](#) in the [Exhibitor Service Center](#).

If you’re interested in purchasing a banner ad on the CLEO: Expo website, please contact CLEO sales staff at [cleosales@osa.org](mailto:cleosales@osa.org) or +1 202.416.1428.

## **On The Show Floor**

### **CLEO Exhibitors – what are some of the challenges you are facing now?**

Changing Trade regulations?

Policy reform?

Impact of government on basic research funding, globally?

CLEO will be hosting an “unconference” on the Exhibit Floor where participants, in an open-floor format, will have an opportunity to discuss some of the prevailing challenges the science community is facing today.

Please share some of the challenges you are facing for discussion topics, they may be sent to Jessica Pagonis at [jpagonis@osa.org](mailto:jpagonis@osa.org)

- Market Focus—on-floor business programming
- Technology Transfer—on-floor business programming
- Poster Sessions
- Student Lounge, *Sponsored By Newport*
- Technology Playground
- VIP Industry Leaders Luncheon—professional networking opportunity for students and young professionals (ticket required)
- Free Pizza Lunch—networking opportunity with exhibitors on the exhibit floor.

### ***New Short Course in 2017***

Milton Chang and Jes Broeng are offering a Short Course at CLEO 2017 on How to Start a Company. This course will be a full day and includes a networking lunch with Milton and Jes. The course will be on Sunday, 14 May. Note that there is an additional fee and registration is limit.

## **Vendor News**



CLEO is happy to announce that CCR Solutions Inc. has been selected as the preferred partner for all of your audio visual and IT needs for the exhibitor show floor. [Ryan Wade](#) with CCR Solutions Inc. will be contacting you directly to assist with any of your needs.

Always look for this **Official Vendor Seal** for vendors or service providers who claim to list of CLEO 2017 Official Vendors [here](#)



CLEO 2017 on emails and correspondence from be a CLEO vendor. When in doubt, check the full including [CCR Solutions](#), our **new** A/V Vendor!

## **Contacts and More...**

**Registration Badges, Registration Tech Support, Registration Billing - [cleo@compusystems.com](mailto:cleo@compusystems.com)**

**Hotel Information, Reservations, Customer Service – [cleo@onpeak.com](mailto:cleo@onpeak.com)**

**Operations & Exhibitor Services, Logistics – [cleoexhibits@osa.org](mailto:cleoexhibits@osa.org)**

**Exhibits, Promotional Opportunities & Sponsorships - [cleosales@osa.org](mailto:cleosales@osa.org)**

**Booth Location/Size Changes - [cleosales@osa.org](mailto:cleosales@osa.org)**

**Exhibit Payments, Invoices, or Primary Contact Changes – [cleoaccounts@osa.org](mailto:cleoaccounts@osa.org)**

Questions? CLEO Show Management is happy to help at [cleosales@osa.org](mailto:cleosales@osa.org)