



# 2021 VIRTUAL EXHIBITION AND SPONSORSHIP CONTRACT

10 - 14 May 2021 · Virtual Conference and Exhibition

Amplify your exposure to new connections that will boost your bottom line!

## VIRTUAL EXHIBIT

Features	Gold Level	Silver Level	Standard Level
All prices in USD	1,500	1,000	500
Headquarter Information – general company contact information and website, published online, and in the mobile app	✓	✓	✓
Online Company Profile – published online and in mobile app	400-words	200-words	100-words
Company Profile Banner Image – display a large company graphic at the top of your virtual booth	✓	-	-
Company Logo in Exhibitor Directory	✓	✓	✓
Company Brochure – upload a PDF copy of your company brochure	✓	✓	-
Product Categories – displayed online and in the mobile app	6	6	6
Product Showcase – product names, tagline, description, photo, and URL	8	4	-
Company Contacts – list contact information for sales and customer support	6	2	1
Press Releases (PDF upload) – post the latest news about your company	6	4	-
YouTube Video URL – add company YouTube videos to your online profile	2	2	-
Company Social Media Links – post your company's social media links (Facebook, LinkedIn, and Twitter)	✓	✓	✓
Visitor Report – review your digital booth traffic, report is provided after event	✓	✓	✓
Virtual Business Card Button & Reports – review your digital booth traffic, and receive lead information after the event	✓	✓	-
1:1 and Group Chat – function enabled only on exhibition dates	✓	✓	-
Booth Staff Registrations – access to virtual show floor content (Note: Access to technical conference content is not included)	Unlimited	Unlimited	Unlimited

SPECIALIZED AND TARGETED SPONSORSHIPS	Price in USD	Description
Plenary Session Video Sponsorship	<b>SOLD OUT</b>	30 second video to play prior to the plenary. Video provided by sponsor. Limited to 2 sponsors.
Daily Tech Zoom Room Sponsorship	3,000	Static logo on Embedded Frame around Zoom video conferencing window. Includes title of session, president name, sponsor logo. Limited to 5 sponsors, one per day.
Hot Topic Coffee Break Sponsorship	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.
Technology Showcase	1,500	Highlight your company or products in a 20 minute presentation in a dedicated Zoom room (15 min. presentation, 5 min. Q&A). Showcases are listed in the conference schedule.
Registration Sponsor	5,000	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	1,500	Banner ad in the email sent to pre-registered attendees. Limited to 3 sponsors.
Email Blasts – Daily Schedule Banner Ad	2,000	Banner ad in the daily email deployed at the start of each event day. Limited to 1 sponsor per day.
Conference App Banner Advertising	500	Includes logo exposure on the start page and custom landing page, in addition to a rotating banner ad.
Featured Exhibitor Ad Package	2,500	Ad with links to advertisers website located at the top of the exhibitor directory, bundled with the Animated Ad and Static Ad placements as described below. Limited to 6 ad placements.
Animated Ad	1,500	Ad with links to advertisers website located on home page of the event website. This ad rotates with other advertisers.
Static Ad	500	Ad with links to advertisers website located on secondary pages of the event. This ad rotates with other advertisers.
Social Media Wall Ad Slots	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.

For more information about CLEO Virtual contact Exhibit Sales at +1.202.416.1988 or cleosales@osa.org



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Return signed contract with payment to: CLEO Exhibits, cleosales@osa.org

## 1 COMPANY INFORMATION

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

## 2 PRIMARY OPERATIONS CONTACT

Name: \_\_\_\_\_  
 Job Title: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Tel: \_\_\_\_\_

## 3 COST OF UPGRADE: Indicate the requested item by checking the box.

VIRTUAL EXHIBIT*					
<b>Gold Level</b>	<input type="checkbox"/> USD 1,500	<b>Silver Level</b>	<input type="checkbox"/> USD 1,000	<b>Standard Level</b>	<input type="checkbox"/> USD 500

SPONSORSHIPS			
<b>Plenary Session Video Sponsorship</b>	<input type="checkbox"/> USD 5,000	<b>Registration Sponsor</b>	<input type="checkbox"/> USD 5,000
<b>Daily Tech Zoom Room</b>	<input type="checkbox"/> USD 3,000	<b>Email Blast - What to Know Before You Go Banner Ad</b>	<input type="checkbox"/> USD 1,500
<b>Technology Showcase</b>	<input type="checkbox"/> USD 1,500	<b>Email Blasts - Daily Schedule Banner Ad</b>	<input type="checkbox"/> USD 2,000
<b>Hot Topic Coffee Break</b>	<input type="checkbox"/> USD 1,500	<b>Featured Exhibitor Ad Package</b>	<input type="checkbox"/> USD 2,500
<b>Mobile App Banner Advertising</b>	<input type="checkbox"/> USD 500	<b>Animated Ad</b>	<input type="checkbox"/> USD 1,000
<b>Social Media Wall Ad Slots</b>	<input type="checkbox"/> USD 500	<b>Static Ad</b>	<input type="checkbox"/> USD 500

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

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.CLEOconference.org/codeofconduct](http://www.CLEOconference.org/codeofconduct)), and the Privacy Policy (available at [www.CLEOconference.org/privacypolicy](http://www.CLEOconference.org/privacypolicy)).

CLEO 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 CLEO 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 The Optical Society, mail checks to CLEO Exhibits, 2010 Massachusetts Ave. 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, The Optical Society; 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: \_\_\_\_\_