Presented by: ALIA
THE LASER INSTITUTE

ICALEO
39th INTERNATIONAL CONGRESS ON APPLICATIONS OF LASERS & ELECTRO-OPTICS
HYATT REGENCY - CHICAGO, IL USA
October 19th - 22nd, 2020

EXHIBITOR & SPONSORSHIP OPPORTUNITIES
Exhibition: October 20th, 4 pm - 8 pm

WELCOME BACK TO YOUR ICALEO
The International Congress on Applications of Lasers & Electro-Optics (ICALEO) has a 38-year history as the conference where researchers and end-users meet to review the state-of-the-art in laser materials processing and predict where the future will lead. From its inception, ICALEO has been devoted to the field of laser materials processing and is viewed as the premier source of technical information in the field.

We are excited to announce the return of the four-hour exhibitor reception for ICALEO 2020.

WELCOME BACK TO YOUR ICALEO.

All Sponsors and/or Exhibitors will receive one Full Conference registration to attend the entire four-day conference including admission to all technical sessions, evening receptions and the Awards Banquet, as well as two Exhibitor Reception Only registrations.

Exhibitor Reception

The Exhibitor Reception is the time for you to showcase your company. Taking place on Tuesday, October 20th, from 4 pm - 8 pm, invite people to visit your booth and introduce them to your products!

Some benefits of this event include:

- You will have the full attention of the attendees. This is the only scheduled event during this time slot.
- Company name in the Advance Program.
- Company logo and listing in the Technical Digest
- Hyperlink to your company’s website on the ICALEO website.

<table>
<thead>
<tr>
<th>Booth Option*</th>
<th>Non-Member Pricing</th>
<th>Member Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabletop (8’ x 6’) - Early Bird 1: Ends April 5th, 2020</td>
<td>$2,650</td>
<td>$2,350</td>
</tr>
<tr>
<td>Tabletop (8’ x 6’) - Early Bird 2: Ends June 28th, 2020</td>
<td>$2,800</td>
<td>$2,500</td>
</tr>
<tr>
<td>Tabletop (8’ x 6’)</td>
<td>$2,950</td>
<td>$2,650</td>
</tr>
<tr>
<td>Upgrade to 10’ x 10’</td>
<td>+ $750</td>
<td>+ $750</td>
</tr>
</tbody>
</table>

*Custom booth sizing is available. Contact us for a quote!
ICALEO’s sponsorship packages provide the best platform to leave a lasting impression on conference attendees. Our sponsorship opportunities maximize your branding on-site and online. As an ICALEO sponsor, your company will have the opportunity to increase its conferencewide visibility. Unique to the industry, ICALEO attracts more decision makers to one place than any other laser processing event.

There are different levels of sponsorship, each with their own benefits.

**Find the Sponsorship that Best Fits Your Company’s Strategy and Needs!**

Every sponsorship receives a Tabletop at the Exhibitor Reception.

### Diamond

**Pricing:**
$12,000

**Sponsorship:**
Exhibitor Reception

**Benefits:**
- Company logo/signage prominently displayed throughout ICALEO conference
- Company logo displayed at sponsored event
- Distribution of promotional materials in conference bag
- Company logo & hyperlink on the ICALEO website
- Prominent placement on the ICALEO on-site media banner
- Company logo featured in the Advance Program
- Full page 4-color inside cover ad in the Advance Program and the Technical Digest
- Logo and listing in the Technical Digest
- Full page 4-color inside cover ad in the LIA TODAY newsletter
- Dedicated Interview - Distributed in the LIA TODAY newsletter and Laserchirp blog
- Social Media Promotion
Platinum

**PRICING:**
$10,000

**SPONSORSHIP CHOICE OF:**
- Technical Digest Printing
- T-Shirts
- President’s Reception
- Awards Banquet

**BENEFITS:**
- Company logo/signage prominently displayed throughout ICALEO conference
- Company logo displayed on sponsored item or on banner at sponsored event
- Distribution of promotional materials in conference bag
- Company logo & hyperlink on the ICALEO website
- Placement on the ICALEO on-site media banner
- Company logo featured in the Advance Program
- Full page 4-color ad in the Advance Program
- Logo and listing in the Technical Digest
- Full page black & white ad in the Technical Digest
- Full page 4-color ad in the LIA TODAY newsletter
- Dedicated Interview - Distributed in the LIA TODAY newsletter and Laserchirp blog
- Social Media Promotion

Gold

**PRICING:**
$8,000

**SPONSORSHIP CHOICE OF:**
- Lanyards
- Conference Notebooks
- Conference Bags
- Attendee Gift
- Welcome Reception

**BENEFITS:**
- Company logo/signage prominently displayed throughout ICALEO conference
- Company logo displayed on sponsored item or on banner at sponsored event
- Distribution of promotional materials in conference bag
- Company logo & hyperlink on the ICALEO website
- Company logo featured in the Advance Program
- Half page 4-color ad in the Advance Program
- Company logo and listing in the Technical Digest
- Half page black & white ad in the Technical Digest
- Half page 4-color ad in the LIA TODAY newsletter
- Social Media Promotion
SPONSORSHIP CHOICE OF:
Session and Posters
- Laser Additive Manufacturing,
- Laser Macroprocessing,
- Laser Microprocessing,
- Laser Nanomanufacturing, or
- Special Topics
Arthur L. Schawlow Award
William M. Steen Awards
Theodore H. Maiman Award
Farewell Ice Cream Social

PRICING:
$6,000

BENEFITS:
• Company logo/signage prominently displayed throughout ICALEO conference
• Company logo displayed on sponsored item or on banner at sponsored event
• Company logo & hyperlink on the ICALEO website
• Company logo featured in the Advance Program
• Quarter page 4-color ad in the Advance Program
• Company logo and listing in the Technical Digest
• Quarter page black & white ad in the Technical Digest
• Quarter page 4-color ad in the LIA TODAY newsletter
• Social Media Promotion

SPONSORSHIP CHOICE OF:
Morning Break
- Monday,
- Tuesday,
- Wednesday, or
- Thursday
Afternoon Break
- Monday or
- Wednesday
Student Paper Awards
Poster Presenter Awards

PRICING:
$4,500

BENEFITS:
• Company logo/signage prominently displayed throughout ICALEO conference
• Company logo displayed on sponsored item or on banner at sponsored event
• Company logo & hyperlink on the ICALEO website
• Company logo featured in the Advance Program
• Company logo and listing in the Technical Digest
• Social Media Promotion
ICALEO 2020 Exhibitor & Sponsor Agreement

This Agreement is made by and between Lia, and you, hereafter referred to as “Exhibitor” and/or “Sponsor”). This Agreement is a commitment by the Sponsor/Exhibitor to sponsor or exhibit at ICALEO subject to the cancellation policy described herein. This agreement for sponsorship and/or exhibition space becomes an official Agreement when signed by both parties. The parties agree to the following:

SPONSORSHIP & EXHIBITOR FEES: Lia reserves the right to modify pricing for sponsorships or exhibitions at any time without notice. Agreements without payment will not be processed, without prior agreement of Lia. Methods of payment include Visa, MasterCard, Discover, American Express or electronic bank transfer (e.g. ACH, wire transfer, SWIFT, etc.). Deposits are non-refundable. Any request for additional exhibition space or additional sponsorship options will be quoted separately. Any reduction in the Exhibitor’s space will result in a loss of any quoted or delivered discounts.

EXHIBITOR & SPONSOR ORDERS: All Orders require advance payment for initial quotation of charges for services unless otherwise approved in writing by Lia. You may submit orders with payment on the same day and close the order in the set up or breakdown of exhibits. The Sponsor/Exhibitor is responsible for all payments due to ICALEO or any third party for quoted services.

RIGHT OF REFUSAL: Lia reserves the right to reject, eject or prohibit any exhibit in whole or in part, with or without giving cause. Any shown liability arising from the giving cause shall be limited to a refund to Sponsor/Exhibitor in the amount of fees unearned at the time of refusal. However, if Sponsor/Exhibitor is rejected, ejected or prohibited for violation of provisions herein or for any other stated reason for cause, no fees will be returned.

SHIPMENT TO WAREHOUSE OR ICALEO SITE AND/OR LOCATION: All due payment must be made prior to any shipment of freight to Lia or the ICALEO site. All charges for freight, assembling, disassembling, shipping, handling and any other must be paid by the Sponsor/Exhibitor. If adjustments or additional charges are required during or after ICALEO, such charges must be paid within ten (10) business days of the last date of ICALEO. Lia is not responsible for any damage or loss of your freight, please secure round trip insurance from your company insurance carrier.

INSURANCE: Sponsor/Exhibitor shall, at its own expense, secure and maintain through the term of this contract, including all event days, any insurance required by Federal, state and municipal law or by business necessity.

FIRE & SAFETY LAWS AND RELATED SITE REQUIREMENTS: Federal, state and municipal laws and regulations must be strictly observed. Any electrical or physical display must comply with fire department and site requirements. Smoking in exhibits is forbidden. Crowding will be restricted by regulation. Displays and exhibits cannot block aisles and fire exits. A full listing of these fire and safety regulations can be requested by the Sponsor/Exhibitor.

VISUAL AND AUDIO RECORDING RIGHTS: All visual and audio recording rights within ICALEO are reserved to Lia and/or its affiliates. Any displayed item within display or exhibition space may be recorded by Show or its affiliates for future use or for the Sponsor/Exhibitors/Sponsors, other than their own, is permitted at any time. Displays, Sponsor/Exhibitors, displays, exhibitions and related personnel may be recorded by Lia or its affiliates before, during or after the commencement ICALEO. Please do not display confidential intellectual property in your space if you do not want such items photographed or recorded.

ASSUMPTION OF RISKS & RELEASE: Sponsor/Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with its participation at ICALEO including, without limitation, all risks of theft, loss, harm, damage or injury to the person (including death), property, business and profits of exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Sponsor/Exhibitor maintains sole responsibility for its property or any theft, damage or other loss, including property not stored in any courtesy storage area, and waives any subrogation claims that Sponsor/Exhibitor’s insurer may have. Lia accepts no responsibility, nor is a breach or default for property delivered by or to Sponsor/Exhibitor. Lia shall not liable and Sponsor/Exhibitor hereby releases Lia with respect to any and all risks, losses, damages and liabilities described in this paragraph.

INDEMNIFICATION: Sponsor/Exhibitor shall indemnify, defend (with legal counsel satisfactory to Lia), and hold Lia and related companies, officers, employees, officials, representatives, agents, agent’s contractors, contractors, sub-contractors and members, and any other of its affiliates harmless from any claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys’ fees and expenses which result from, or arise out of in connection with: (a) Sponsor/Exhibitor’s participation or presence at Event; (b) any breach by Sponsor/Exhibitor of any provisions, covenants, promises or other obligations under this Agreement; (c) any matter for which Sponsor/Exhibitor is responsible under the terms of this Agreement; (d) any violation or infringement (including violation or infringement) by Sponsor/Exhibitor of any law or ordinance or the rights of any party under the copyrighted, trademark, trade secret, or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from Sponsor/Exhibitor’s actions; (f) harm or injury (including death) caused by Sponsor/Exhibitor; and (g) loss of or damage to property caused by Sponsor/Exhibitor; and (h) loss of or damage caused by Sponsor/Exhibitor to Sponsor/Exhibitor’s or other Event participant’s business, business activities or profits, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.

SALES TAX: When and where applicable, city, county and state sales tax will be included in the price. If any Exhibitor is exempt from paying sales tax, it is the Sponsor/Exhibitor’s responsibility to provide Lia with its tax exempt number prior to beginning of show.

CANCELLATION POLICY: In the event of a natural disaster, acts of God or terrorists, which result in the cancellation of this event, Lia will be entitled to a fee equal to cost of work requested and completed by Lia and any deposit received exceeds the cost of work completed, Lia will refund the balance of the payment and/or deposit.

Any cancellation by a Sponsor/Exhibitor more than sixty (60) business days prior to the first date of the event are subject to a $750.00 USD service charge. Any refunds for cancellations during such period will be reduced by this amount. There are no refunds for cancellations of ICALEO sponsorships or Exhibitor spaces within sixty (60) business days of the first date of the event or any time thereafter. All requests for cancellations must be made in writing to Lia conference management.

ACCOUNTS RECEIVABLE & COLLECTION POLICY: Accounts thirty (30) days past due will pay current Sponsor/Exhibitor pricing and Sponsor/Exhibitor will lose any prior discounts unless otherwise agreed upon in writing between the parties. Accounts past due will be assessed 1.5% interest per month. In the event this contract is turned over to an attorney for collection or dispute, Lia will be entitled to reasonable attorney fees.

SEVERABILITY: In the event that any of the provisions of this Agreement shall be held to be illegal, invalid or unenforceable, such provision shall be limited to the minimum extent necessary so that this Agreement shall otherwise remain in full force and effect. Any failure to enforce any provision of this Agreement shall not constitute a waiver thereof or of any other provision.

MODIFICATION: This Agreement may only be amended or modified by a written instrument duly executed by both parties.

ENTIRE AGREEMENT: This Agreement constitutes the final and entire agreement between the First Party and the Second Party with respect to the subject matter hereof, and supersedes any prior communication (whether written, verbal or electronic) or agreement between the parties regarding the subject matter herein.

EXECUTION & TRANSMISSION OF AGREEMENT: This Agreement may be executed in counterparts. Any accurately executed version of this Agreement transmitted by either telefax or e-mail by either party shall be deemed an original, legal and binding version of this Agreement.

ASSIGNABILITY AND BINDING EFFECT: This Agreement shall bind and inure to the benefit of the parties hereto and their successors or assigns. This Agreement and each party’s rights and obligations hereunder shall not be assignable by party without the express written consent of the other party, and any purported assignment not permitted hereunder shall be void.

REMEDIES; CHOICE OF LAW; VENUE: The parties hereto acknowledge that money damages are an inadequate remedy for breach of this Agreement because of the difficulty of ascertaining the amount of damage that will be suffered by the in the event that this Agreement is breached. Accordingly, the parties agree that in addition to any other available remedy, each party shall have the right obtain specific performance of this Agreement and injunctive relief against any breach hereof. The prevailing party in any litigation between the parties shall be entitled to the recovery of reasonable attorneys’ fees from the other party. This Agreement shall be governed by, and construed in accordance with the laws of the State of Florida and the parties hereto consent to the exclusive jurisdiction of the district courts of Orange County, Florida for any suits, actions or proceedings arising out of or related to this Agreement and waive all objections to such jurisdiction.

www.icaleo.org • marketing@lia.org +1.407.380.1553 +1.800.34LASER
**EXHIBITOR BOOTH**

<table>
<thead>
<tr>
<th>Tabletop: (8' x 6')</th>
<th>Member Pricing</th>
<th>Non-Member Pricing</th>
<th>10' x 10' Booth Upgrade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Early Bird 1</td>
<td>Early Bird 1</td>
<td>+ $750 (must purchase tabletop/sponsorship)</td>
</tr>
<tr>
<td></td>
<td>$2,350</td>
<td>$2,650</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Early Bird 2</td>
<td>Early Bird 2</td>
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<tr>
<td></td>
<td>$2,500</td>
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<td></td>
<td>Regular</td>
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<td>$2,650</td>
<td>$2,950</td>
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**SPONSORSHIP LEVEL**

- **Diamond ($12,000)**
- **Platinum ($10,000)**
- **Gold ($8,000)**
- **Silver ($6,000)**
- **Bronze ($4,500)**

Name of Sponsorship: 1st Choice 2nd Choice

**PARTICIPANT INFORMATION**

- Company Name ____________________________
- Address ____________________________________________
- City/State/Province __________________ Country __________________ Postal Code ______
- Company Phone __________________ Company Toll Free __________________
- Company Email __________________ Company Web Address __________________
- Contact Name __________________________ Title __________________
  (Will receive all exhibit information and guidelines)
- Contact Email __________________________ Contact Phone __________________
  (Will receive all exhibit information and guidelines)

**AGREEMENT:** I have read and agree to the ICALEO 2020 Sponsor & Exhibitor Agreement stated in this Application Packet. I agree that full payment will be made within 7 days of acceptance of this application.

**METHOD OF PAYMENT**

- Check or Money Order enclosed, payable to LIA in U.S. Funds, drawn on a U.S. bank
- Wire Transfer
- Visa  □ MasterCard  □ AMEX  □ Discover

Credit Card No. ___________ ___________ ___________ ___________  CSC*No. ___________ ___________ ___________ ___________

*The card security code (CSC) is a 3- or 4-digit number (not part of the credit card number) that appears on the back of the credit card (Security Code appears on the front of American Express). Payment will not be processed without CSC code.

Name on Credit Card ____________________________ Expiration Date  __/__/____ (MM/YY)

CC Holder Address (if different from above) ____________________________________________

Authorized Signature ____________________________________________ Date ___________ ___________

MAIL APPLICATION / PAYMENT TO:
Laser Institute of America, 13501 Ingenuity Drive, Suite 128, Orlando, FL 32826 USA

FAX APPLICATION / PAYMENT TO:
Fax with credit card information to +1.407.380.5588

**Amount Authorized**  $ ___________ ___________ USD
CONTACT

+1.407.380.1553 / 1.800.34.LASER
marketing@lia.org
www.icaleo.org

Presented by:

About LIA:
The Laser Institute (LIA) is the professional society for laser applications and safety. Our mission is to foster lasers, laser applications, and laser safety worldwide. Serving the industrial, medical, research and government communities for 50 years, LIA offers technical information, training and networking opportunities to laser users from around the globe.