EXHIBITOR & SPONSORSHIP OPPORTUNITIES

Exhibition: October 20th, 4 pm - 8 pm

Welcome back to your ICALEO
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.

EXHIBITION OPPORTUNITIES

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>Early Bird 1: Ends April 5th, 2020 - Tabletop</td>
<td>$2,650</td>
<td>$2,350</td>
</tr>
<tr>
<td>Early Bird 2: Ends June 28th, 2020 - Tabletop</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>
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</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 **SOLD**
- T-Shirts **SOLD**
- President’s Reception **SOLD**
- 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 **SOLD**
- 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
Silver

PRICING:
$6,000

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

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

Bronze

PRICING:
$4,500

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

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, and whenever 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 above. 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 at the time of the request. 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 or no payment. LIA reserves the right to refuse payment on any order for exhibition or sponsored event, if full payment is not received in writing by LIA. LIA’s related companies, staff, 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 cancellation or absence at the 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 (or claim of violation or infringement) by Sponsor/Exhibitor of any law or ordinance or the rights of any party under law or contract, trademark, trade secret, or other proprietary right; e) any libel, slander, defamation or similar claims resulting from Sponsor/Exhibitor’s actions or omissions; 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 or otherwise. Sponsor/Exhibitor hereby releases LIA with respect to any and all risks, losses, damages and liabilities described in this paragraph.

ASSIGNEMENT 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 or 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 to its property or any property or no 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 it a beneficiary, for property delivered by or to Sponsor/Exhibitor. LIA shall not be liable and Sponsor/Exhibitor hereby 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 its related companies, staff, 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) 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 (or claim of violation or infringement) by Sponsor/Exhibitor of any law or ordinance or the rights of any party under law or contract, trademark, trade secret, or other proprietary right; e) any libel, slander, defamation or similar claims resulting from Sponsor/Exhibitor’s actions or omissions; 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. Sponsor/Exhibitor hereby acknowledges that money damages are an inadequate remedy for breach of this Agreement and 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 recover reasonable attorney fees. 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.

ACCOUNTS RECEIVABLE & COLLECTION POLICY: Accounts thirty (30) days past due will lose current payment. 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.

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 and 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 one of the parties 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 or costs 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.
EXHIBITOR BOOTH

Tabletop: (8’ x 6’)
- Member Pricing
  - Early Bird 1: $2,350
  - Early Bird 2: $2,500
  - Regular: $2,650
- Non-Member Pricing
  - Early Bird 1: $2,650
  - Early Bird 2: $2,800
  - Regular: $2,950
- 10’ x 10’ Booth Upgrade + $750 (must purchase tabletop/sponsorship)

SPONSORSHIP LEVEL  (ALL SPONSORSHIPS RECEIVE A TABLETOP)

- 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.

Applicant’s Signature ____________________________ Date: ____________________________
LIA Approval Signature ____________________________ Date: ____________________________

METHOD OF PAYMENT

(Please include company name on check or P.O.)
- 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 ____________________________
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
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.