

THE LEADING LIGHT

Digital Sponsoring
Opportunities
June 21-24, 2021



SPIE. DIGITAL OPTICAL
TECHNOLOGIES



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METROLOGY

EUROPEAN CONFERENCES ON
BIOMEDICAL
OPTICS
OSA | 100 SPIE.

JUNE 20–25, 2021 | MESSE MÜNCHEN

25th International Congress on Photonics in Europe —
Online Congress

photonics-congress.com

WORLD^{OF}PHOTONICS CONGRESS 

The Photonics Scientific Community Needs a Location for Networking

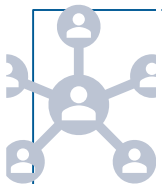
Especially now, we believe congress attendees desire...



Information & Trendscouting



Opportunities to Present Innovations



Exchange & Networking

With the online World of Photonics Congress, we address this demand and offer...

The latest scientific trends and topics

- ✓ Discussions, lectures and presentations on the latest scientific trends
- ✓ Industry Insights program around photonics, such as quantum technologies and biophotonics as well as new fields of application in materials processing

The optimum target group and participants

- ✓ Users of optical applications and systems
- ✓ International participants from the scientific congress, covering basic research to applied sciences

Know-how transfer and networking

- ✓ Live Q&A sessions and chats with speakers
- ✓ Ability to interact with all participants
- ✓ Opportunity to generate leads for future business

We Bring Together the Most Important Participants in the Scientific Community – Will You Join Us?

Three core elements to each package so that you can best present yourself online to all participants

Platform

- ✓ Company profile on online platform
- ✓ High visibility due to prominent advertising spaces
- ✓ Facilitate contact by interested parties

Marketing Services

- ✓ Marketing your presentations
- ✓ Social media booklet to attract your customers

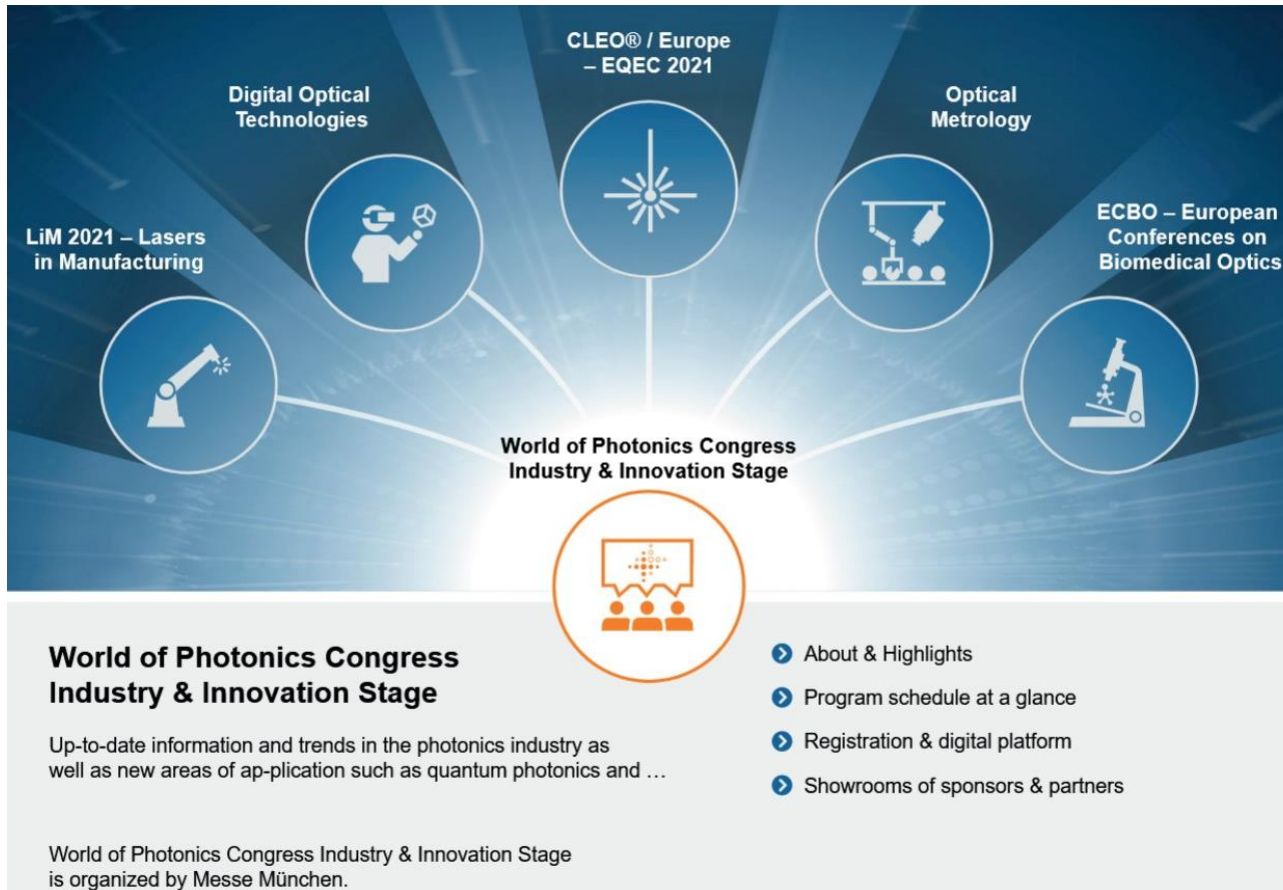
Reach

- ✓ Participation free of charge for all -> no limit on how many customers, partners and interested parties you can invite to your online presentation
- ✓ Digital sales support for maximum reach of your online activities during the event

Book a sponsorship package to:

- ✓ **Generate leads and find new customers** – especially as alternatives like in-person gatherings are not yet possible
- ✓ **Increase your visibility and brand awareness** – in a highly relevant environment with advertising formats that stand out and make an impact
- ✓ **Increase your reach** – with exactly the right target group and who's who (of the industry) **of the scientific and research community**

Online World of Photonics Congress - Structure

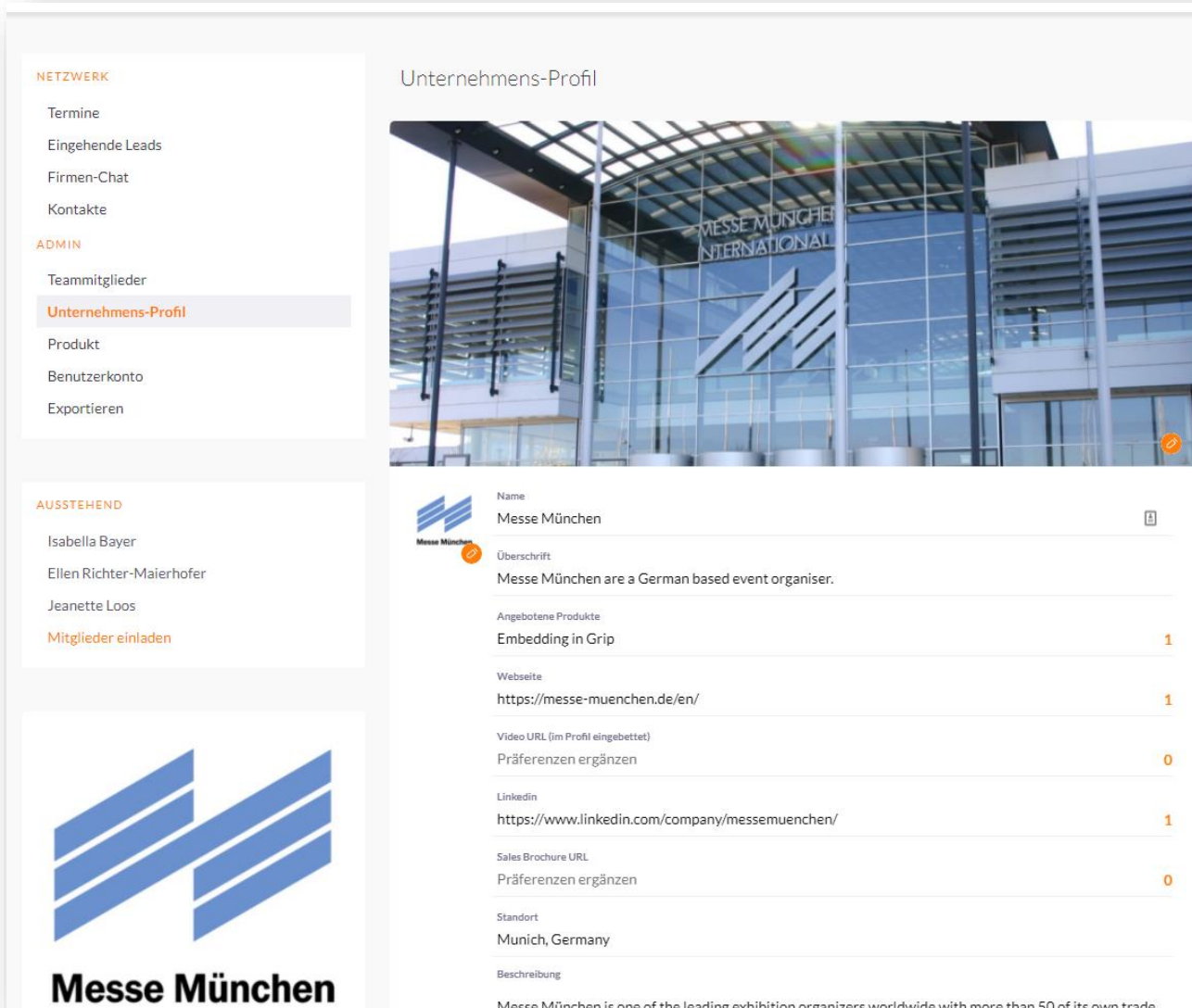


- All congresses under the umbrella of the World of Photonics Congress will take place online in 2021
- Each congress partner will use its own digital platform for its congress
- The World of Photonics Congress offers an “World of Photonics Stage” as well as digital showrooms for congress partners and sponsors on its own digital platform
- Each congress partner can use its showroom on the World of Photonics Congress platform to stream all or selected sessions
- Only registered congress attendees can access the congress partner’s showrooms
- An attractive program on the “World of Photonics Stage” - including the opening keynote by Nobel Prize winner Prof. Reinhard Genzel
- All congress participants and the interested photonics community will have access to the “World of Photonics Stage”

Sponsoring Packages at a Glance

		Basic Package	Medium Package (max. 10)	Advanced Package (max. 5)	Premium Package (max. 1)	Sponsoring Login Page (max. 1)	Round Table – Event Platform (max. 5)
Lead Generation	Lead Editing	50	No Limit	No Limit	No Limit		
	Contact Recommendations	✓	✓	✓	✓		
Branding	Listing in Company Directory	✓	✓	As Sponsor	As Sponsor		
	Digital Showroom/Company Profile	✓	✓	✓	✓		
	Logo Presence - Side Menu Bar		✓				
	Logo Presence - Session			✓	✓		
	Logo Presence - Login Page					✓	
Presentation	Company Profile - Products	5	10	25	25		
	Company Profile - One Video	✓	✓	✓	✓		
	Slot Livestreaming			✓	✓		
Networking	Appointment Requests	20	40	60	60		
	Round Table						✓
		1,990 €	6,000 €	13,000 €	16,000 €	5,000 €	5,000 €

Basic Package - Our Starter Package for Your Digital “Showroom”



Basic Package – 1,990 €

Our cost-effective package for starters - with all the features for your digital corporate presence. The digital "showroom" with your company profile is the central part for your employees to network.

1. Lead Generation

- ✓ Your employees receive contact referrals
- ✓ See which visitors are interested in your company, products or employees in your showroom
- ✓ Receive **50** lead edits

2. Branding

- ✓ Your company will be listed in the company directory
- ✓ You will receive a company profile

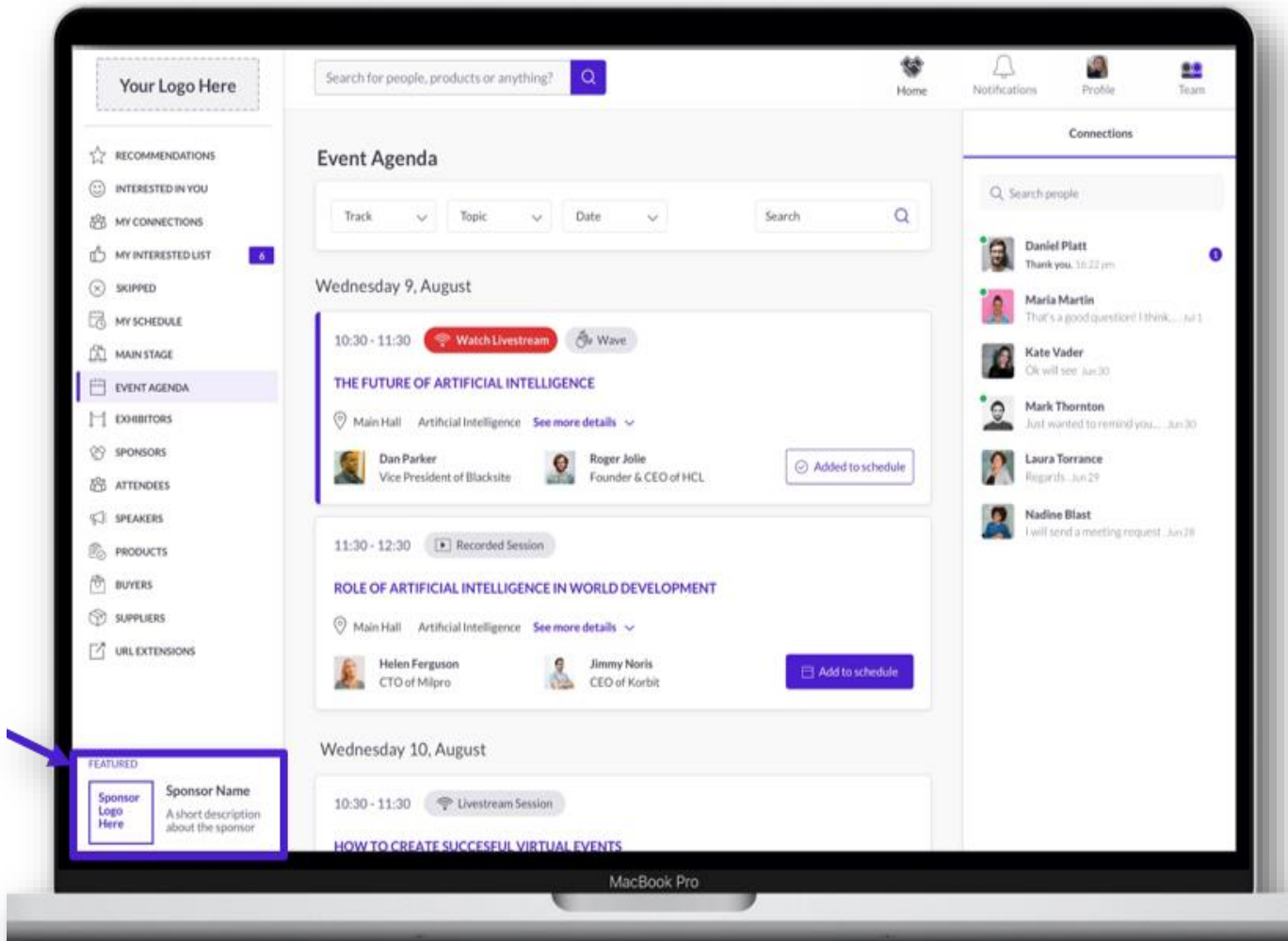
3. Presentation

- ✓ Deposit up to **5** products
- ✓ Present your company/product with a video

4. Networking

- ✓ Send up to **20** appointment requests at the same time

Medium Package - The Digital “Showroom” + Logo Presence (10x)



Medium Package – 6,000 € (10x)

Our upgrade from the Basic Package.
Your logo will be displayed in the side menu bar of the event platform, and you can present even more products.

1. Lead Generation

- ✓ Your employees receive contact referrals
- ✓ See which visitors are interested in your company, products or employees in your showroom
- ✓ Receive unlimited lead edits

2. Branding

- ✓ Your company will be listed in the company directory
- ✓ Logo presence in the side menu bar

3. Presentation

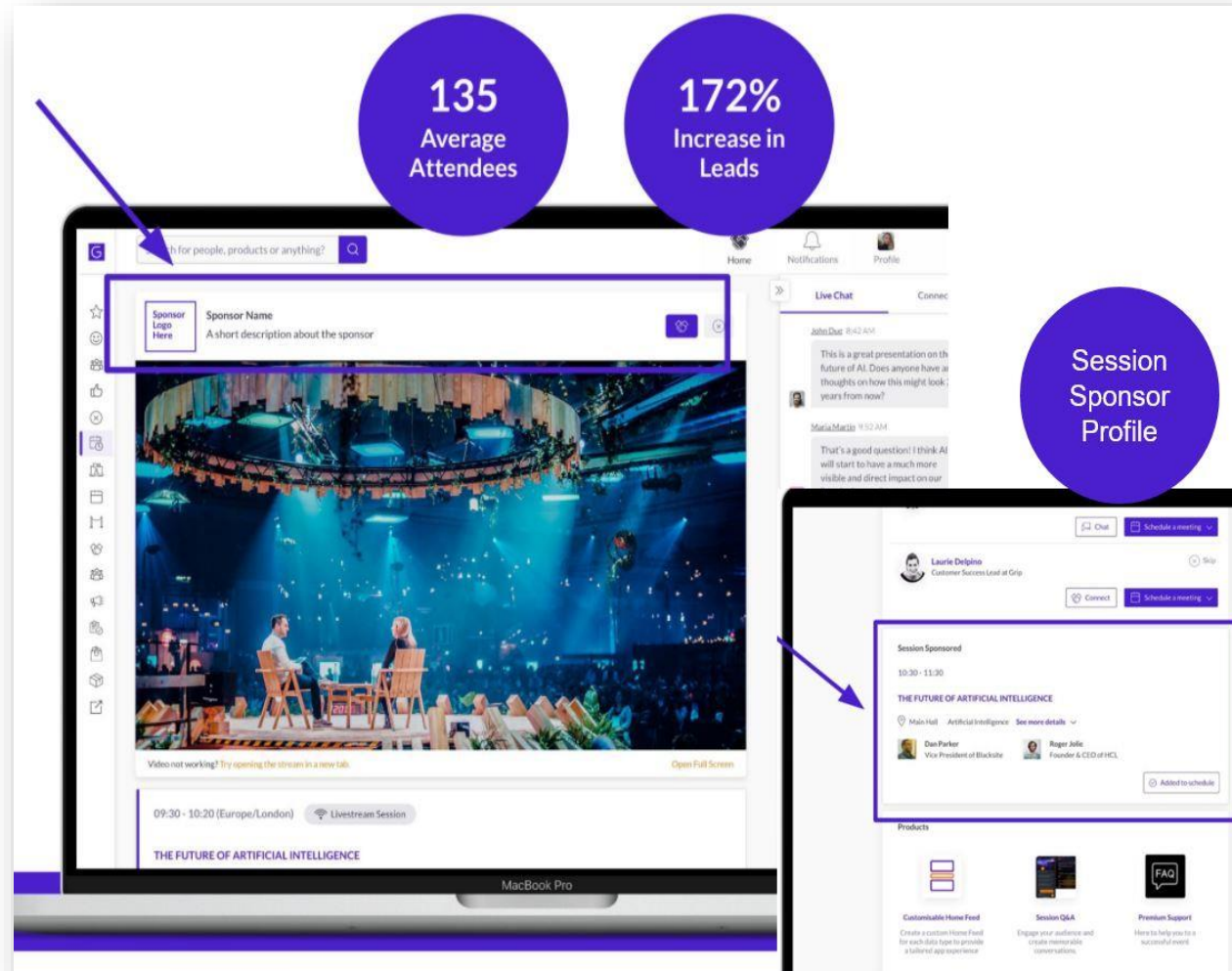
- ✓ Deposit up to **10** products
- ✓ Present your company/product with a video

4. Networking

- ✓ Send up to **40** appointment requests at the same time

Advanced Package - The Digital “Showroom” + Session Sponsorship (5x)

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Advanced Package – 13,000 € (5x)

You will present yourself as sponsor of a half-day highlight program on the World of Photonics Stage.

1. Lead Generation

- ✓ Your employees receive contact referrals
- ✓ See which visitors are interested in your company, products or employees in your showroom
- ✓ Target notifications with profile link during the booked day of the online congress, visible to all participants
- ✓ Receive unlimited lead edits

2. Branding

- ✓ Logo presence in the waiting area before the relevant plenary session
- ✓ Your company will be listed as a sponsor in the company directory

3. Presentation

- ✓ 15-minute live stream or stream on-demand before or after the relevant plenary session
- ✓ Deposit up to **25** products
- ✓ Present your company/product with a video

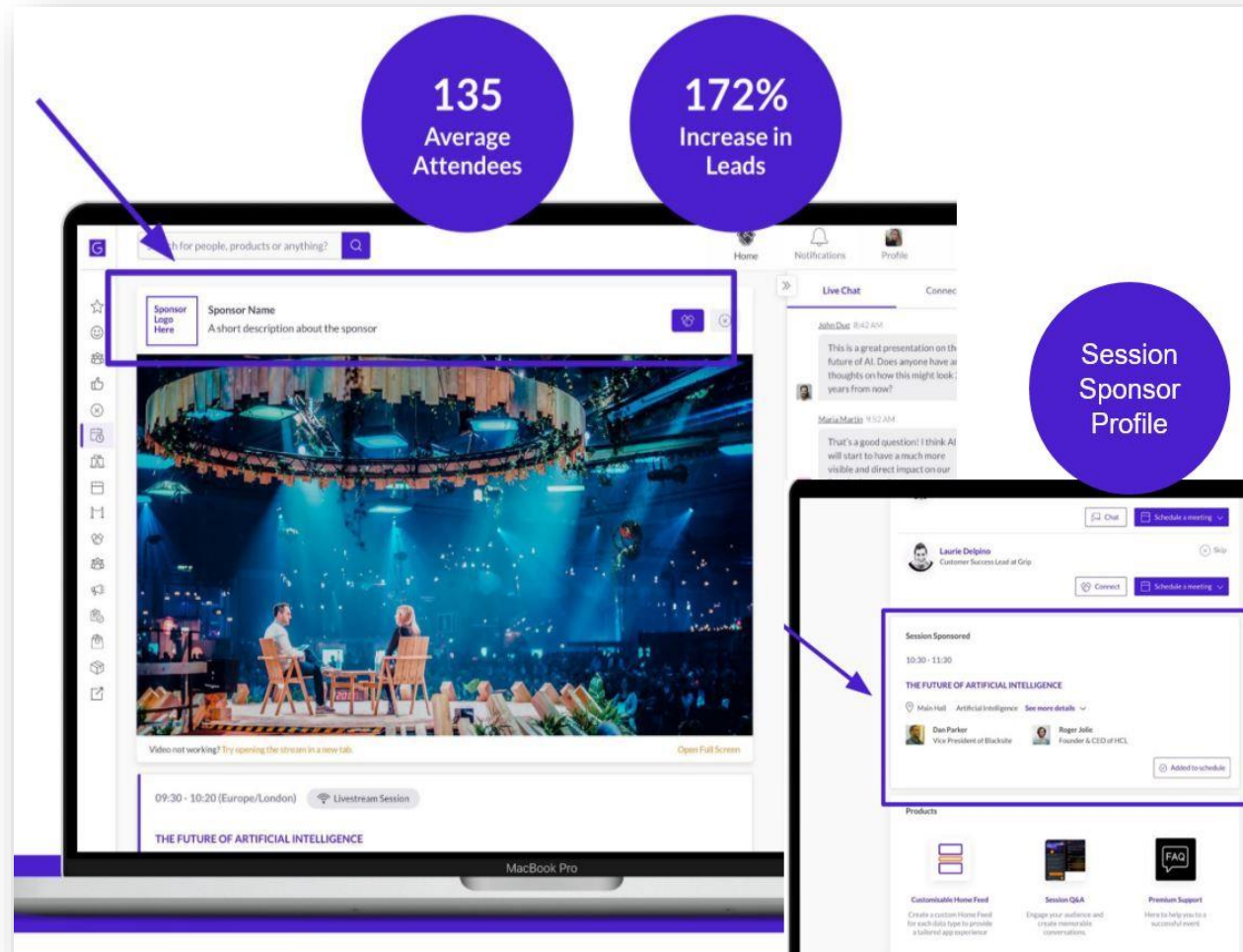
4. Networking

- ✓ Send up to **60** appointment requests at the same time

Premium Package –

The Digital “Showroom” + Opening Plenary Sponsorship (1x)

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Premium Package – 16,000 € (1x)

You present yourself as the main sponsor of the World of Photonics Congress as well as the official opening plenary on the World of Photonics Stage.

1. Lead Generation

- Your employees receive contact referrals
- See which visitors are interested in your company, products or employees in your showroom
- Target notifications with profile link during the booked day of the online congress, visible to all participants
- Receive unlimited lead edits

2. Branding

- Logo presence in the waiting area before the opening plenary session
- Your company will be listed as the main sponsor in the company directory

3. Presentation

- 15-minute live stream or stream on-demand before or after the opening plenary session
- Deposit up to **25** products
- Present your company/product with a video

4. Networking

- Send up to **60** appointment requests at the same time

Add-On Sponsoring Login Page (1x)

Add-On Round Table – Event Platform (5x)

Each Add-On 5,000 €

Add-on Sponsoring Login Page

Design the largest available advertising space and reach every single participant during the log-in process! The profile page is bookable for every package!

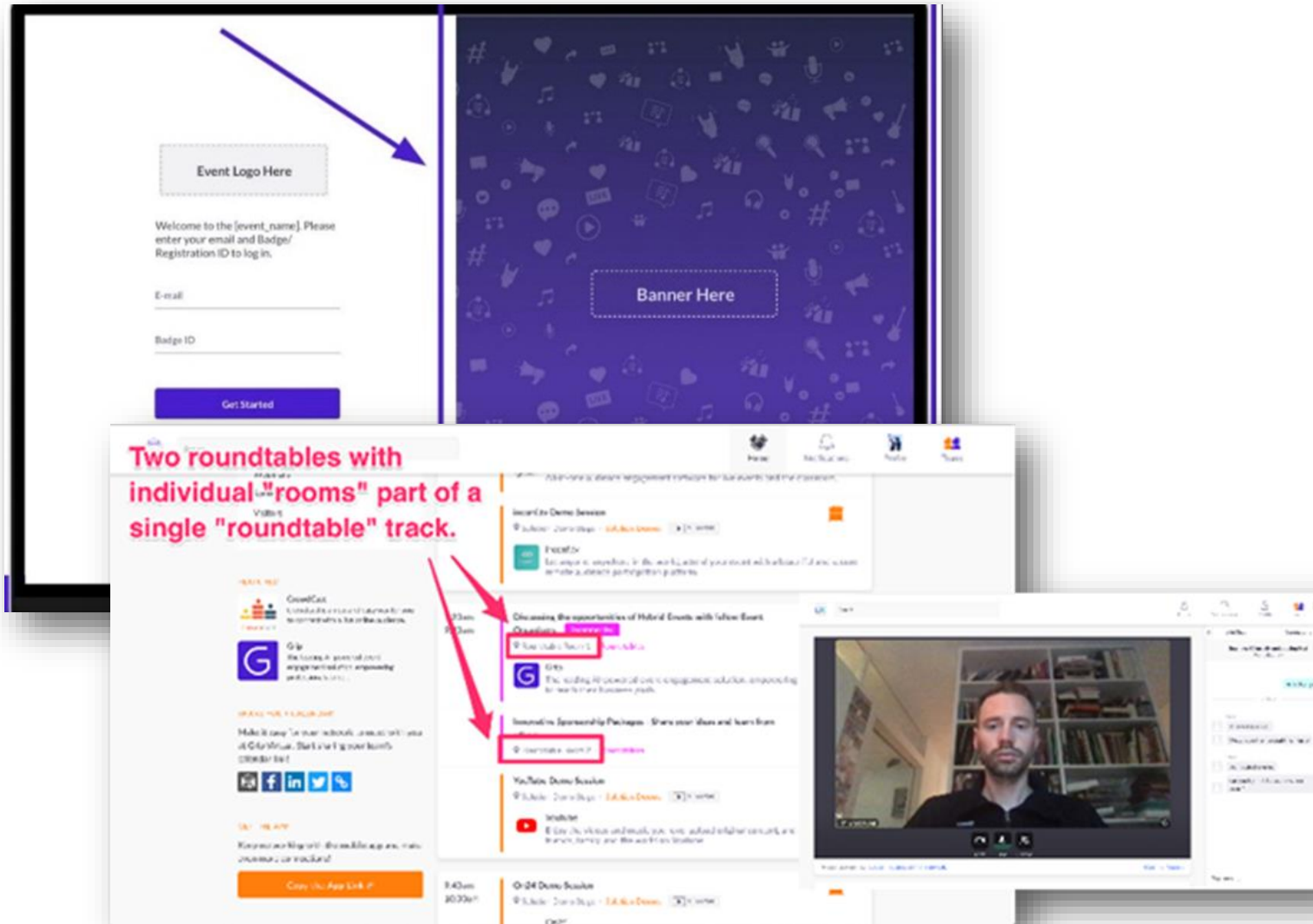
- ✓ Visible to everyone and for each individual participant log-in
- ✓ Static display 1280x1440px (max. 2MB)

Add-on Round Table – Event Platform

Use the attractive stage to invite your customers to an individual round table, workshop, masterclass, coffee break or even pitch!

The round table can be booked with every package!

- ✓ A total of 50 participants can join a session and interact with the host (sponsor) via chat and video
- ✓ 12 people can turn on their camera at the same time
- ✓ The round table will be branded with the logo of the host (sponsor)
- ✓ The round table is listed in the event program
- ✓ Invitations can be sent with access link



**Contact Us with Any Questions about the Packages
or Book Your Participation Quickly and Easily Online!**



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