OSA Is Celebrating Its 100th Anniversary in 2016!

Sponsor the Centennial Celebration and Connect with 270,000 Industry Leaders All-Year

A Sponsorship Opportunity Like This Happens Only Once Every 100 Years!
Become a sponsor and join OSA in honoring past accomplishments and celebrating the future of our industry!

The Value of OSA Centennial Sponsorship

► Increase your company’s visibility among the society’s membership, key decision makers, and industry leaders.
► Illustrate your strong support of OSA and its mission.
► Indicate you are a key player in the optics and photonics marketplace.
► Gain multiple access tools to give you various touch points to your desired audience all year long.

A Year-Long Calendar of Special Centennial Events and Programs

► “Great Minds in Optics” Speaker Series — High-profile luminaries will spark the imagination with what’s possible because of optics. Eight events are planned at key meetings: OSA Leadership, OFC, CLEO, Imaging OPC, FiO, LAOP, ACP, and Photonics India.

► Centennial Reflections Publications — Quarterly publications will follow the four themes of the Centennial — Capture the Legacy, Connect Members, Light the Future and Spark Inspiration. Sent to OSA members in a polybag with OPN magazine and available at all 2016 OSA meetings.

► Two Centennial Exhibits — 1) The “Interactive Centennial Exhibit” will be high-impact, with a central interactive component. This will be at 6+ meetings including OFC, CLEO, and FiO – OSA’s annual meeting. 2) The “Centennial Traveling Exhibit” will be less technologically complex and will be used both in the US and internationally at smaller OSA meetings and at partner events. (12 – 16 venues in 2016).

► Celebration Events — at three major meetings in 2016: OSA Leadership, OFC, and OSA’s annual meeting FiO. Examples include a kick-off at the Phillips Gallery in Washington, DC and a black tie dinner at the George Eastman House in Rochester, NY and a 1,000 plus person event at the Rochester Museum and Science Center.

► Centennial Microsite — This will be the nexus of social engagement and the main point of contact with audiences throughout the centennial year. All Centennial promotions will direct audiences to this site.
### SILVER SPONSOR — $7,500 (no limit)

- Logo with hyperlink on Centennial Web site
- Recognition as Sponsor on all printed Centennial materials
- Recognition as Sponsor on all Centennial signage thanking sponsors
- 2 Invitations to Centennial kick-off event in Washington, DC, 9 February
- Logo presence on Interactive Centennial Exhibit
- Sponsor Logo inclusion on Walk-in Slides at all Centennial Events
- Inclusion in PR and Social Media promotions for OSA’s Centennial
- Inclusion in Group Sponsor’s Congratulations ad in OPN’s print magazine

### GOLD SPONSOR — $25,000 (limit: 10)

- All Silver Sponsor Items PLUS
  - Three additional Invitations (5 Total) to Centennial kick-off event in Washington, DC, 9 February
  - Verbal recognition at Kick-Off event in Washington, DC
  - Four Invitations to Exclusive VIP Black Tie Centennial Dinner during OSA’s Annual Meeting at George Eastman House in Rochester, NY on 20 October 2016
  - Opportunity to insert Company-branded item in Centennial Kick-off Event attendee bag
  - Invitation to OSA Centennial Celebration at CLEO – Exclusive VIP Event

### DIAMOND SPONSOR — $100,000 (limit: 4)

- All Silver and Gold Level Sponsor Benefits PLUS
  - Inclusion of your Company’s “defining” event on OSA History Timeline
  - Exclusive Opportunity for company interview about your technology published in OPN Magazine in one issue during 2016 calendar year.
  - Top level positioning of larger sponsor Logo with hyperlink on Centennial Web site
  - Five additional Invitations (10 Total) for Centennial Kick-off Event in Washington, DC, 9 February
  - VIP seating for 2 Sponsor Representatives at Centennial Kick-off Event in Washington, DC, 9 February
  - Exclusive opportunity to have a display at the Kick-off event
  - Two additional Invitations (6 total) to Exclusive VIP Black Tie Centennial Dinner during OSA’s Annual Meeting at George Eastman House in Rochester, NY on 20 October 2016
  - Verbal recognition during Centennial Celebrations at four meetings in 2016 (OSA’s Leadership Meeting, OFC, CLEO, FiO)
  - Logo inclusion on travelling Centennial Exhibit
  - Opportunity for Diamond Sponsor Company representative to introduce a speaker at one of the Centennial Events.
  - Opportunity for Diamond Sponsor Company representative to Introduce one “Great Minds” Speaker event during the Centennial year.
  - One Full page 4-color “Congratulations” ad to run during monthly issue of sponsor’s choice in printed version of OPN Magazine
  - Inclusion in the promotion of the 100 day countdown
  - Sponsorship of one of four Centennial Booklets – 23,000+ distribution per booklet
Don’t Miss Your Chance to be part of this historic celebration!

Reserve Your OSA Centennial Sponsorship Today!

Contact:
Centennial Sponsorships
+1.202.416.1957

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