



# BECOME A SPONSOR AT DISPLAY WEEK 2014

## Add Power to Your Display Week Exhibit with a Show Sponsorship

Display Week: June 1-6, 2014 • Exhibition: June 3-5, 2014 • San Diego Convention Center, San Diego, CA



*As an exhibitor at Display Week, you recognize the importance of face-to-face marketing. Now discover the power of a sponsorship to maximize your company's brand recognition on and off the tradeshow floor.*

*The center for exhibition industry research (CEIR) reports that trade show booth efficiency increases by 104% when sponsorship is included in the exhibit plan.*

*Sponsorship opportunities exist for exhibitors of all sizes and budgets. Whether you are looking to increase brand recognition, reinforce your reputation as an industry leader, or establish a*

*new business, a Display Week sponsorship will help you achieve your goals.*

*Looking for something different? Contact us for a customized program that fits your needs and budget.*

*Europe and the Americas:*

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# Become a Sponsor of Display Week 2014

## THINK BEYOND THE BOOTH:

Make Display Week Attendees Take Notice Even Before They Reach the Show Floor

### INTERIOR BUILDING BANNERS \$3,000

Put your message on a banner strategically placed in the lobby of the San Diego Convention Center.

- Display Week handles the hanging and dismantling as part of the fee. There is a limit of 3 opportunities.
- All banners **must** be 6' W x 20' H **double sided vertical** lobby banners
- Exhibitor to provide banner with grommets for easy hanging.
- *Additional cost if you wish banner produced by Show Management.*
- Banners will be returned upon completion of Display Week.

### INTERIOR BUILDING LARGE BANNER (only 1 available) \$4,500

Put your message on a huge banner strategically placed in the lobby of the San Diego Convention Center.

- Display Week handles the hanging and dismantling as part of the fee. There is **ONLY** one (1) opportunity.
- The banner must be a 26' W x 11' H single sided banner.
- Exhibitor to provide banner with grommets for easy hanging.
- *Additional cost if you wish banner produced by Show Management.*
- Banners will be returned upon completion of Display Week.

### ESCALATOR SIDE RAIL GRAPHICS \$6,500

Your graphics will be placed on the glass panels along the escalators used by all attendees as they travel to and from the exhibit hall and other locations. This opportunity provides close-hand exposure to the audience throughout the show.

- Display Week produces and installs the escalator side rail graphics (sponsor provides artwork).
- Each side of glass has 5 clings sized at 2' H x 15' W

### COLUMN LOGO WRAPS \$8,500

Your company graphics will be placed on one of the columns in the lobby of the Convention Center, which will be seen by all attendees and exhibitors as they enter. This opportunity provides excellent exposure to attendees and exhibitors throughout the show.

- Display Week will produce and install the column wrap (sponsor to provide artwork).
- 23' W x 13' H banner column wraps.
- *Only two (2) opportunities available.*

### LANYARDS \$15,000

Let Display Week exhibitors and attendees do the advertising for you. Display Week will produce approximately 7,000 lanyards printed with your company logo and distributed with each badge for Display Week 2014. Your company name goes everywhere badge-wearing attendees go.

- One (1) color logo recognition on the lanyard.
- Exposure to all Display Week attendees and exhibitors – lanyards will be distributed with badge holders at registration.

### OFFICIAL DISPLAY WEEK ATTENDEE TOTE BAG \$995 per sponsor logo (only 12 opportunities available) Exclusive sponsorship is \$15,000.

Always in high demand, the official Display Week Tote Bag is distributed to each of the 2,000+ expected attendees at the Display Week 2014 technical sessions. As a Tote Bag sponsor, your logo will be printed on one side of each bag, giving your company tremendous exposure and identifying you as a proud sponsor of Display Week 2014, both during the conference and afterwards. **Deadline: February 27, 2014.**

- One (1) color logo recognition on one side of the attendee bag.
- Display Week will produce and distribute bags to all technical conference attendees.



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## TOTE BAG NOVELTY ITEMS

**\$2,000 per item**

To ensure that your corporate identity has staying power, sponsor a novelty item that will be placed in the official Display Week 2014 Tote Bag. The tote bag will be distributed to every person who attends the technical sessions, so calendars, stress balls, key chains, or any other item with your logo on it will keep your brand name at the fingertips of the 2,000+ expected attendees at the technical sessions. *You may supply your own product, **subject to Display Week approval**, or we can assist with producing the item for you at an additional charge.*

- Provide one (1) insert in the tote bag.
- Display Week will stuff bag.
- Show management must pre-approve all items before they are added to bags.
- Insert/Novelty item must be received no later than May 16, 2014, in the GES Warehouse.

## NOTEPADS

**\$12,500**

Attendees will write on notepads with your logo pre-printed on each sheet and then use the pads to pass along information to their colleagues back at the office long after the show closes!

- Notepads will be distributed at the registration counters and the technical session rooms.
- Display Week will produce the notepads with a one-color logo.

## REGISTRATION DESK PENS

**\$3,000**

Every attendee gets a pen, uses it every day at the show, then takes it home and carries it around as a constant reminder of your company all year long. This is the "take-away" that you will WANT people to steal!

- Sponsor to provide pens with logos.
- Pens will be placed in the registration area for all attendees and exhibitors, as well as in the technical session rooms and at all information counters.

## DIGITAL MEETING ROOM BANNERS

**\$25,000**

For maximum exposure, there's no safer bet than positioning your brand on our monitors throughout the meeting room areas! Showcase your company everywhere the attendees go throughout the convention center.

- Banner monitors are 65 inches.
- 9 digital signs are included in the sponsorship.
- Programming includes company name and logo on each sign.

## INTERNET CAFÉ

**\$8,000**

Popular Internet and e-mail stations are available to attendees. Display Week provides space in a high traffic area of the convention center for attendees and exhibitors to check their e-mail and surf the web. The sponsor's logo is featured on both the computer screen and on signage at the Café.

## CHARGING STATION

**\$3,000 per station**

The charging station sponsorship allows attendees to recharge the batteries in their cell phones, tablets, and other electronic devices. This is a sponsorship for which attendees will be truly grateful! Your sponsorship will be recognized with your company logo on the front of each station.

## TWO-SIDED METER PANELS

**\$1,200**

These "indoor billboards" are sure to attract the eye of participants as they walk through the registration area and entrance to the exhibit hall. They are 38 inches wide x 84 inches high, with a printable area of 38 inches wide x 78 inches high. There is a 6-inch tall base.

- Display Week produces, installs, and dismantles panels (*sponsor provides artwork; exact location to be determined by Display Week Show Management*).





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## AROUND THE EXHIBIT HALL:

Put Your Booth At The Top Of Attendees' To-Do List

### AISLE SIGNS \$12,000

Every exhibitor and attendee in the exhibit hall will see your company name on the overhead aisle signs listing the booth numbers in that aisle. These signs are double-sided and 2 feet high by 5 feet wide. Each aisle will have 2 signs, for a total of 13 signs. This is one of the most visible sponsorships we offer. Attendees and exhibitors will see your logo in a prominent location all day long.

- Display Week produces and installs the aisle signs (sponsor provides artwork).

### INNOVATION ZONE (I-ZONE) \$14,000

The Innovation Zone (I-Zone) is a forum for live demonstrations of emerging information display technologies. The I-Zone is a separate area in the main Exhibit Hall, which is set off by an I-Zone banner overhead that will bear your company's logo, and draped rails. The I-Zone always attracts large numbers of attendees. This sponsorship associates your company with one of the most exciting and cutting-edge aspects of Display Week.

### CARPET DECALS \$2,500

These carpet stickers will be placed inside the entrance of the exhibit hall and will be visible to all attendees and exhibitors as they enter the 2014 exhibit hall.

- Display Week produces and installs the carpet stickers (sponsor provides artwork).
- Each Floor Decal is 5 feet x 5 feet.

### NETWORKING LOUNGE \$6,500

The Networking attendee lounge is a 20 foot x 30 foot carpeted area with lounge chair and tables where attendees can take a break and read or sit and meet with other attendees. Your company name and logo will be located on all four sides of the lounge on two-sided meter panels.

- Only two (2) opportunities available.

## DURING DISPLAY WEEK:

Put Your Company At Events Where Attendees Will Notice You

### MEDIA BREAKFASTS AND MEDIA LUNCHES \$5,500 (per breakfast) and \$7,700 (per lunch)

Your company can get its message out to a captive (and hungry) media audience by sponsoring one of the media breakfasts or lunches in the Press Room at Display Week 2014. During your sponsored function, your company can make a 30-minute presentation regarding new products or anything else you wish to discuss with the media. We will help you promote your sponsorship of media meals via our media distribution list. Breakfast sponsorships are available Wednesday and Thursday, June 4 and 5; lunch sponsorships are available Tuesday and Thursday, June 3 and 5.

### ANNUAL AWARDS LUNCHEON \$12,000

The Annual Awards Luncheon on Wednesday during the show is one of the major highlights of Display Week. The Display Industry Awards honor the most important new display technology in commercial release. The Best in Show



Awards pay tribute to the most exciting exhibits at the show, and the Best Prototype Award is given to the most outstanding technology in the Innovation Zone. The Awards Luncheon sponsor will receive recognition from the President of SID and will have the opportunity to place literature on the chairs of all luncheon attendees. A banner will be prominently placed in the luncheon room to recognize the sponsoring company.



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## SPECIAL EVENT PARTY

**Starting at \$25,000 (Please call show management to customize a Special Event Party for your company)**

Become an exclusive sponsor of the Display Week 2014 Special Event. The Special Event is a highlight of every Display Week. **Your company** will be recognized as the sponsor of a fun, high-profile, off-site event where hundreds of Display Week's most enthusiastic and influential attendees will be socializing and in a positive frame of mind.

As an exclusive **Special Event sponsor**, you will receive:

- Recognition as sole sponsor, as announced in a press release, Display Week website, and through other media such as email blasts.
- Prominent signage at the event.
- Opportunity to make a short presentation to the attendees of the event.
- 50 free tickets for employees and customers.

- Recognition wherever the event is promoted.
- A table to promote your company, and to distribute literature or premiums (supplied by sponsor).



## PRINT & WEB ADVERTISEMENTS

### EXHIBIT GUIDE BELLY BAND

**\$4,750**

Take advantage of this opportunity to expose your brand to all SID attendees as they head into the Display Week 2014 exhibition. A belly band with your corporate identity will be wrapped around the outside of the official Display Week 2014 Exhibit Guide, meaning that anyone who picks up one will instantly read about your company. There is only one belly band sponsorship opportunity, so don't delay!

### EXHIBIT GUIDE DIRECTORY ADS

**DW14 Exhibitor Rate \$1,200 (full page) \$700 (half page)  
Non-Exhibitor Rate \$2,800 (full page) \$1,800 (half page)**

Attendees consult Display Week's Exhibit Guide time and again throughout the week and throughout the following year. An advertisement in the Exhibit Guide enables your company to stand out from the rest.

### WEB BANNER ADS

**\$3,000**

Have your banner ad seen by thousands of display industry professionals who search the Display Week website before, during, and after the event. Attendees, exhibitors, and media scour the site for the latest news and information on the show, including online registration, travel booking services, seminar description, press releases, and exhibitor information. Your company message can appear every day from now until the show is over.

- Web banner ad on the 2014 Display Week website.
- Location of the ad to be determined by Display Week Show Management.
- Location subject to change and ad may be placed on a rotation schedule.



**We welcome your suggestions and ideas for other potential sponsorships at Display Week 2014. Our goal is to help your company achieve optimal exposure to both attendees and other exhibitors. Please feel free to contact us.**