



**Press Registration:**  
Marie Labrie/Carolyn Entress  
[DisplayWeekPR@mcapr.com](mailto:DisplayWeekPR@mcapr.com)  
Tel: +1 (650) 968-8900

## ***Display Week 2015 Press and Industry Analyst Credentials***

Accreditation for Display Week 2015 is reserved for working members of the press and industry analysts.

See details below on credential requirements and how to register. SID reserves the right to screen applicants for a press or industry analyst badge based on submission of sufficient credentials. A history of being registered at previous SID events does not guarantee approval or waive the accreditation requirement.

### **Media Registration Policy**

Press credentials will be given to media organizations that meet the following criteria:

#### ***Print Media***

- Masthead from a current issue of a display industry or technology publication listing you as an editorial contributor.
- Copy of an article published within the past six months with your byline.

#### ***Broadcast Media***

- Letter from the producer of your network/station that states you are covering DisplayWeek on assignment.
- Press photo ID or business card from your media outlet.

#### ***Online Media***

- Masthead from a current issue of a display industry or display technology online publication or blog listing you as an editorial contributor.
- Copy of a display industry or display technology article or blog post published within the past six months with your byline.
- **Please note:** YouTube, Facebook, Twitter sites, personal blogs, communities, forums and user groups will not be considered for media accreditation.

#### ***Freelancers & Video Production Companies***

- Letter from the editor/producer on station/network letterhead or from a company email address that states you are covering SID/DisplayWeek on assignment and proof of regular freelance journalism activity (published/broadcasted within the past four months).
- **Please note:** Production crews hired to film an exhibitor(s) at DisplayWeek will not be considered for media accreditation and must register as attendees.

Accredited media will have access to the following SID events:

- Keynotes
- Symposium
- Exhibit Floor
- Seminars and Short Courses
- Media and Analyst Event
- Press Room

A maximum of one member of the media outlet (and one staff photographer/videographer) will be allowed complimentary access to the above events at Display Week.



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***\*Space to attend the SID/Display Search Business Conference & Market Focus Conference Series, along with the Investors Conference is limited. Accredited media interested in attending need to contact SID's Press Relations Office at [displayweekPR@mcapr.com](mailto:displayweekPR@mcapr.com) before May 1, 2015.***

### **Industry Analyst Policy**

Accreditation will be given to an analyst from a recognized market research firm. Required credentials include one of the following:

- Display industry or display technology article published within the past six months with your byline.
- Display industry or display technology article published within the past six months quoting you as an industry analyst/spokesperson.
- Cover of a market research report on the display industry or display technology from the past six months listing you as a contributor.

Accredited market analysts will have access to the following SID events:

- Keynotes
- Symposium
- Exhibit Floor
- Seminars and Short Courses
- Media and Analyst Event
- Press Room

A maximum of two market analysts from accredited firms will be allowed complimentary access to the above events at Display Week. If more analysts from your firm are interested in attending, SID will offer a 25% discount if booked before April 15<sup>th</sup>.

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### **Not Eligible for Accreditation**

Financial analysts, advertising managers, PR/marketing and non-editorial professionals.

### **How to Register**

Contact SID's Public Relations Office at [DisplayWeekPR@mcapr.com](mailto:DisplayWeekPR@mcapr.com) or contact Marie Labrie/Carolyn Entress at 650/968-8900.