



# SPONSORSHIPS & PROMOTIONS

## DISPLAY WEEK 2018 LOS ANGELES

**Sponsorship Opportunities**  
**Specialty Promotions**  
**Meeting Rooms**

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

Display Week: May 20-25, 2018 • Exhibition: May 22-24, 2018 • Los Angeles Convention Center, Los Angeles, 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:  
Jim Buckley  
jbuckley@pcm411.com, 203-502-8283

Asia:  
Sue Chung  
schung@sid.org, 408-489-9596

### We wish to thank our Premium Sponsors for their loyalty and contribution to Display Week 2018

Companies that secure sponsorships or promotions with a value of \$5,000 or more **will also receive recognition by having their company names and show logos prominently displayed in these highly visible promotional locations:**

- A **Thank You banner** will include all the premium sponsors' company names and color logos and will be hung in the Main Lobby near the show entrance.
- The **back cover of the Exhibit & Product Guide** will show all the premium sponsors' company names, color logos and booth numbers.
- A **splash page on the official Display Week website** will show all the premium sponsors' company names and color logos and there will be a hyperlink to each sponsor's home page.
- The **back cover and inside back cover of the conference program** will show the premium sponsors' company names and color logos.

Having your company promoted in these well recognized locations adds a value that is a true game changer to help your company stand out pre-show, at-show and post-show to all Display Week 2018 attendees and exhibitors.



# Become a Sponsor of Display Week 2018



## CONVENTION SPONSORSHIP

Branded as the Display Week 2018 Co-Sponsor

Exclusive branding on the DW 2018 website splash page with link to sponsor's website. Includes sponsor "vanity" password which will be printed within various pages of the DW Exhibit & Product Guide

Acknowledgment of the Diamond and Platinum Sponsors by Dr. Helge Seetzen, President of SID, during his Opening Address

Invited to cut ribbon at the Opening Ceremony

One table for 10 at DW 2018 Awards Luncheon

Dedicated press releases announcing participation of sponsor at DW 2018

Advertisement in DW 2018 Exhibit & Product Guide

Choice of exhibits space or equal value in specialty promotions (signs, banners, clings, graphics, etc.)

Permission to secure meeting space in official show hotels

Acknowledgment in official Exhibit & Product Guide

Acknowledgment in official Program

Conference Registration (Technical Sessions)

One attendee bag insert (2500 inserts per piece)<sup>1,3</sup>

Organization name/logo projected on meeting room screens with other sponsors prior to Conference sessions

Sponsorship acknowledgment in Exhibition promotional material

Organization name, logo, and link included in all Exhibition email promotion

Organization name and logo on DW 2018 website with link to sponsor's website

Logo placed in DW 2018 sponsor acknowledgment banner

Company listing in official DW 2018 Exhibit & Product Guide

4' x 8' meter boards will be placed in attendee high traffic areas throughout the Exhibition<sup>2</sup>

Banner ad in bi-monthly attendee newsletter (10,000 recipients every other month)\*

	DIAMOND \$50,000	PLATINUM \$35,000	GOLD ** \$25,000	SILVER ** \$20,000	BRONZE** \$15,000	PREMIER \$7,500	SUPPORTING \$3,000
Branded as the Display Week 2018 Co-Sponsor	Yes						
Exclusive branding on the DW 2018 website splash page with link to sponsor's website. Includes sponsor "vanity" password which will be printed within various pages of the DW Exhibit & Product Guide	Yes						
Acknowledgment of the Diamond and Platinum Sponsors by Dr. Helge Seetzen, President of SID, during his Opening Address	Yes	Yes					
Invited to cut ribbon at the Opening Ceremony	Yes	Yes					
One table for 10 at DW 2018 Awards Luncheon	Yes	Yes	Yes				
Dedicated press releases announcing participation of sponsor at DW 2018	Two announcements of Diamond Level participation	Two announcements of Platinum Level participation	One announcement of Gold Level participation				
Advertisement in DW 2018 Exhibit & Product Guide	Two-page spread, four color	Two-page spread, four color	Full page, four color				
Choice of exhibits space or equal value in specialty promotions (signs, banners, clings, graphics, etc.)	20' x 20'	20' x 20'	10' x 30'	10' x 20'	10' x 10'		
Permission to secure meeting space in official show hotels	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Acknowledgment in official Exhibit & Product Guide	Front cover	Front cover	Page 1	Page 1	Page 1	Page 1	Page 1
Acknowledgment in official Program	Page 1	Page 1	Page 1	Page 1	Page 1	Page 1	Page 1
Conference Registration (Technical Sessions)	4	4	4	3	2	1	
One attendee bag insert (2500 inserts per piece) <sup>1,3</sup>	Yes	Yes	Yes	Yes	Yes	Yes	
Organization name/logo projected on meeting room screens with other sponsors prior to Conference sessions	Yes	Yes	Yes	Yes	Yes	Yes	
Sponsorship acknowledgment in Exhibition promotional material	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Organization name, logo, and link included in all Exhibition email promotion	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Organization name and logo on DW 2018 website with link to sponsor's website	Yes	Yes	Yes	Yes	Yes	Yes	
Logo placed in DW 2018 sponsor acknowledgment banner	Yes	Yes	Yes	Yes	Yes	Yes	
Company listing in official DW 2018 Exhibit & Product Guide	Yes	Yes	Yes	Yes	Yes	Yes	
4' x 8' meter boards will be placed in attendee high traffic areas throughout the Exhibition <sup>2</sup>	2 - two-sided	2 - two-sided	2 - two-sided	1 - two-sided	1 - two-sided		
Banner ad in bi-monthly attendee newsletter (10,000 recipients every other month)*	4 issues	4 issues	3 issues	2 issues	1 issue		

<sup>1</sup> Provided by you.

<sup>2</sup> DW produces this signage from your graphics.

\* Bi-monthly timing may change, no substitutions.

<sup>3</sup> Paper inserts can be as large as 8 1/2" wide x 11" long and 1/4" deep. Promotional items such as flash drives, pens, mini flashlights, breath mint tins, etc., are also acceptable if the size parameters are met. Premier Sponsorship includes 1 insert or 2 if shrink-wrapped together.

\*\* Gold, Silver and Bronze Convention Sponsorships are not related to the SID Gold, Silver and Bronze membership levels.



# Become a Sponsor of Display Week 2018

## CONFERENCE SPONSORSHIP (TECHNICAL SESSIONS INCLUDE: SYMPOSIUM, SHORT COURSES, AND MONDAY SEMINARS)



Conference Registrations (technical sessions) \*

Organization name/logo projected on meeting room screens with other sponsors prior to Symposium sessions\*

Logo in the official Program

Literature and Pamphlet Table for materials

Promotional materials may be placed on chairs or given to attendees as they enter or exit Conference sessions

1-Conference tote bag insert (2500 insert per piece)<sup>1,3</sup>

Company logo placed on the exterior of the official Display Week Conference tote bag (handed out to all conference attendees)

Booth space in the Exhibit Hall or equal value in specialty promotions (signs, banners, clings, graphics, etc.)

Branding will be placed on electronic room signs at each technical session room<sup>2</sup>

1-2 minute video run in a loop with other Conference sponsors on the Conference overhead screen prior to beginning of session\*\*

Access to Conference attendee email list (restrictions apply)

	LEADER	SUPERIOR	PRESENTING	SUPPORTING
	\$20,000	\$15,000	\$8,000	\$4,000
Conference Registrations (technical sessions) *	3	3	2	1
Organization name/logo projected on meeting room screens with other sponsors prior to Symposium sessions*	Yes	Yes	Yes	Yes
Logo in the official Program	Yes	Yes	Yes	Yes
Literature and Pamphlet Table for materials	1 Literature Table	1 Literature Table	1 Literature Table	1 Literature Table
Promotional materials may be placed on chairs or given to attendees as they enter or exit Conference sessions	Yes	Yes	Yes	
1-Conference tote bag insert (2500 insert per piece) <sup>1,3</sup>	1	1	1	
Company logo placed on the exterior of the official Display Week Conference tote bag (handed out to all conference attendees)	2x logo	1 logo		
Booth space in the Exhibit Hall or equal value in specialty promotions (signs, banners, clings, graphics, etc.)	10' x 10'	10' x 10'		
Branding will be placed on electronic room signs at each technical session room <sup>2</sup>	Yes	Yes		
1-2 minute video run in a loop with other Conference sponsors on the Conference overhead screen prior to beginning of session**	Yes			
Access to Conference attendee email list (restrictions apply)	Yes			

\* Does not include sponsorship for the IC, MFC and Business Conference

\*\* Video presentation must be created in Mp4 format and delivered by April 27, 2018 for review and approval

<sup>1</sup> Provided by you.

<sup>2</sup> DW produces this signage from your graphics.

<sup>3</sup> Paper inserts can be as large as 8½" wide x 11" long and ½" deep. Promotional items such as flash drives, pens, mini flashlights, breath mint tins, etc., are also acceptable if the size parameters are met.

Premier Sponsorship includes 1 insert or 2 if shrink-wrapped together.



# Become a Sponsor of Display Week 2018

Here is a NEW sponsorship opportunity that will draw the attention of the marketing, press and senior level management attendees at Display Week, to name a few.

At Display Week 2018 we held the very successful inaugural Women in Tech panel, with many senior level attendees present to hear what was new and exciting from women in the world of displays.

We are currently offering 2 different levels of sponsorship for the Women in Tech panel and are presenting this sponsorship opportunity to all companies who would like to promote their brand to this unique level of Display Week attendee. Please review the chart below to see which level fits your sponsorship budget.



## Display Week Women in Tech

Organization name projected on meeting room screen with other sponsors

4' x 6' Literature and Pamphlet Table outside for materials

Acknowledgment on the Display Week website

Acknowledgment in Display Week promotional material

Acknowledgment in the official Exhibit & Product Guide

Promotional materials may be placed on chairs or given to attendees as they enter or exit Women in Tech

Speaking opportunity scheduled as part of Women in Tech at end of the session

Company information on 4' x 8' meter boards at the entrance to Women in Tech

Access to Display Week attendee email list by email only (restrictions and fees apply)

Sponsor of the WIT cocktail reception

	<b>LEADER \$15,000</b>	<b>SUPERIOR \$7,500</b>
	<b>Yes</b>	<b>Yes</b>
	1 Literature Table	1 Literature Table
	<b>Yes</b>	<b>Yes</b>
	<b>Yes</b>	<b>Yes</b>
	<b>Yes</b>	<b>Yes</b>
	<b>Yes</b>	<b>Yes</b>
	2 minutes	
	1 - 2-sided	
	<b>Yes</b>	
	<b>Yes</b>	



# Become a Sponsor of Display Week 2018

Here is a sponsorship opportunity that will draw the attention of the marketing, press and senior level management attendees at Display Week, to name a few.

At Display Week 2017 we held the very successful CEO Level Panel Presentation, with many senior level attendees present to hear what was new and exciting from C Level Executives in the world of displays. C Level includes CEO, COO, CMO, CTO, to name a few.

We are currently offering 3 different levels of sponsorship for the C Level Panel Presentation and are presenting this sponsorship opportunity to all companies who would like to promote their brand to this unique level of Display Week attendee. Please review the chart below to see which level fits your sponsorship budget.



## CEO Level Panel Presentation

Organization name projected on meeting room screen with other sponsors

4' x 6' Literature and Pamphlet Table outside for materials

Acknowledgment on the Display Week website

Acknowledgment in Display Week promotional material

Acknowledgment in the official Exhibit & Product Guide

Promotional materials may be placed on chairs or given to attendees as they enter or exit C Level Panel Presentation

Speaking opportunity scheduled as part of the C Level Panel at end of the session

Company information on 4' x 8' meter boards at the entrance to the C Level Panel

Booth space in the Display Week Exhibit Hall

Access to Display Week attendee email list by email only (restrictions and fees apply)

	<b>LEADER \$12,000</b>	<b>SUPERIOR \$6,000</b>	<b>PRESENTING \$3,000</b>
	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
	1 Literature Table	1 Literature Table	1 Literature Table
	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
	2 minutes	1 minute	
	1 - 2-sided	1 - 2-sided	
	10' x 10'		
	<b>Yes</b>		



# Become a Sponsor of Display Week 2018

## THINK BEYOND THE BOOTH:

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

### BADGE LANYARDS - EXCLUSIVE OPPORTUNITY! \$11,500

Let Display Week exhibitors and attendees do the advertising for you. Display Week will produce approximately 7,500 lanyards printed with your company logo.



- 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 \$1,000 per sponsor logo (only 12 opportunities available) or secure the entire bag sponsorship for \$11,000

Always in high demand, the official Display Week Tote Bag is distributed to each of the 2,000+ expected attendees at the Display Week 2018 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 2018, both during the sessions and afterwards. **Artwork Deadline:** February 9, 2018.

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

### INTERNET CENTER & CHARGING STATION (COMBO AVAILABLE THIS YEAR) - EXCLUSIVE OPPORTUNITY \$9,000

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 center. The addition of 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! **Artwork Deadline:** April 6, 2018.

### LOBBY NETWORKING LOUNGE - EXCLUSIVE OPPORTUNITY \$6,500 - Premium location at the top of the escalators and near the entrance to exhibit hall

The Lobby Networking Lounge is located in 2 areas with plush chairs and coffee tables where attendees can take a break to eat or sit and meet with other attendees. Your company name and logo will be located on 2 two-sided meter panels strategically placed near both seating areas, for a total of 4 meter panels. **Artwork Deadline:** April 6, 2018.

Tote bag



### REGISTRATION DESK PENS - EXCLUSIVE OPPORTUNITY \$1,500

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.



# Become a Sponsor of Display Week 2018

## DURING DISPLAY WEEK:

Put Your Company at Events Where Attendees Will Notice You

### SPECIAL NETWORKING EVENT - EXCLUSIVE OPPORTUNITY

Venue to be determined - \$35,000+ (Please call show management to customize a Special Event party for your company)

Become an exclusive sponsor of the Display Week 2018 Special Networking Event on Wednesday evening. The Special Networking 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. Food and beverages will be provided with cocktails and hors d'oeuvres.

Exclusive **Special Networking Event sponsor** will receive:

- Recognition as sole sponsor, as announced in a press release, Display Week website, and through other media such as e-mail 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).

### ANNUAL AWARDS LUNCHEON - EXCLUSIVE OPPORTUNITY

\$5,500 (great social networking opportunity)

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 commercially available display technology. 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 the following:

- Recognition from the SID President during introduction.
- Literature and pamphlet table outside entrance.
- Promotional material distributed at each chair place.
- Company name projected on large screen.
- 1 reserved table of 10 for the sponsor.
- Prominent signage placed in the luncheon room to recognize the sponsoring company.

### MEDIA BREAKFASTS AND MEDIA LUNCH

\$4,000 (per breakfast) and \$4,000 (per lunch)

Your company can deliver its message to a captive (and hungry) media audience by sponsoring one of the media breakfasts or lunches in the Press Room at Display Week 2018. During your sponsored function, your company will receive the following:

- 5 minutes of podium time or a 2-3 minute video.
- Literature and pamphlet table outside entrance.
- Promotional material distributed at each chair place.
- Company name projected on large screen.
- 1 reserved table of 10 for the sponsor.

We will help you promote your sponsorship of media meals via our media distribution list. Breakfast sponsorships are available Wednesday and Thursday, May 23 and 24; lunch sponsorship is available Tuesday, May 22.

### NOTEPAD ORGANIZER - EXCLUSIVE OPPORTUNITY

\$1,500

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.
- Sponsor will provide the notepads with their company logo.

### BAG TAG SPONSORSHIP

\$2,000

Have your company logo on every conference bag and on everyone's business briefcase or luggage as well. As the sponsor of the Display Week "Bag Tag" you have the opportunity to hang around everyone's business. For only \$2,000 your company brand will be carried all around the world. Every Bag Tag will be attached to every Display Week conference bag. You can supply the tag or we can produce them for you at an additional cost. Contact Jim or Sue for details.





# Become a Sponsor of Display Week 2018

## AROUND THE EXHIBIT HALL:

Put Your Booth at the Top of Attendees' To-Do List

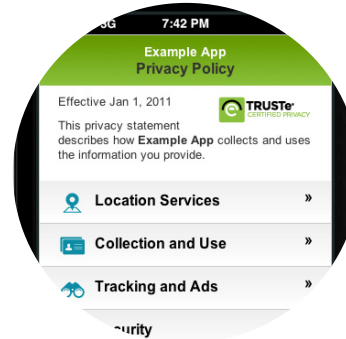
### INNOVATION ZONE (I-ZONE) - EXCLUSIVE OPPORTUNITY \$17,000 - 2 locations

The Innovation Zone (I-Zone) is a forum for live demonstrations of emerging information display technologies. The I-Zone is located in 2 separate areas in the main exhibit hall, which is set off by I-Zone banners overhead that will bear your company's logo. 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.



### DISPLAY WEEK MOBILE APP - EXCLUSIVE OPPORTUNITY \$12,000 or shared for \$6,000 each

The 2018 Display Week mobile app places everything Display Week at the attendee's fingertips — technical sessions, event schedules, floor plan, and more. Attendees can also use it to create their own personalized agendas. The mobile app is free to all smartphone users attending Display Week May 20 - 25, 2018. Sponsor this essential event tool and your company logo and hyperlink will appear prominently whenever the app is used.



### HANGING AISLE SIGNS - EXCLUSIVE OPPORTUNITY \$8,500

Every exhibitor and attendee in the exhibit hall will see your company name on the overhead signs listing the booth numbers in that aisle. These signs are double-sided and 2' high by 4' wide. Each aisle will have 1 sign, for a total of 15 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. **Artwork Deadline:** April 6, 2018.

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



### PARK BENCH ADVERTISING \$800 per park bench (10 benches available)

There will be 10 park benches along the main aisle of the exhibit floor, arranged in 5 pairs. Company advertising will be placed on a lamppost between 2 park benches on 2-sided panels, with 18 sq. ft. of advertising area. There will be one lamppost between every 2 benches. **Artwork Deadline:** April 6, 2018.







# Become a Sponsor of Display Week 2018

## THINK BEYOND THE BOOTH:

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

### COFFEE LOUNGE SPONSORSHIP - EXCLUSIVE OPPORTUNITY! \$7,000

Become the exclusive sponsor of the Display Week 2018 Coffee Lounges. Your company name and brand will be on all signage for both locations of this very popular spot. The coffee lounges are conveniently located on the right and left sides of the main aisle of the exhibit floor. As the sponsor you will have the option to provide your own branded napkins and/or cups\* with your name and logo.

- Sponsor has the option to provide napkins and/or cups.
- Exposure to all Display Week attendees and exhibitors.
- Coffee and tea included as part of the sponsorship.



### WIFI SPONSORSHIP - EXCLUSIVE OPPORTUNITY! \$20,000 or shared at \$10,000 between 2

Help the thousands of people attending Display Week 2018 get connected as the official Display Week 2018 WiFi Sponsor.

This exclusive sponsorship provides premium, event-wide Internet access to all showgoers and provides your company with the following benefits:

#### Pre-event

- Your company name and/or logo placed as WiFi sponsor on all event marketing materials
- Your name/logo as WiFi sponsor on the Display Week website

#### On-site:

- A network log-in that you custom-create that incorporates your company name, slogan, product, or other message you wish to promote
- Two (2) meter boards thanking your company for the WiFi sponsorship (includes log-in information)
- Company logo on the WiFi log-in page
- Additional mention on the Display Week website as the exclusive sponsor
- Full-page advertisement in the Exhibit & Product Guide
- Your company name and logo in the Exhibit & Product Guide and "pocket" program
- Logo with log-in information included on audio-visual conference slides





# Become a Sponsor of Display Week 2018

## SPONSORSHIP INDEX

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Women in Tech - \$7,500 - \$15,000 (two remaining)	4
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Tote Bag Logo Single Item - \$1,000 - <b>SOLD (to Visionox)</b>	6
Park Bench Advertising - \$800 (10 available)	8

**Right of First Refusal Option** – All companies that have secured an “Exclusive” sponsorship or specialty promotion at DW 2018, will have the opportunity to secure this opportunity again at DW 2018 before it is offered to all other potential buyers. The sponsorship or specialty promotion should be secured online no later than Wednesday October 31, 2018. After this date the exclusive opportunity will become available to all potential buyers.

## Sponsorship Payment Online

To secure your sponsorship, please click on the Buy Now button below and follow the instructions to register online.





# Specialty Promotions at Display Week



## Specialty Promotions

branding  
 advertising  
 identity logos  
**marketing**  
**brand**  
 social media  
**graphic design**  
 promotion  
 websites





# Specialty Promotions at Display Week 2018

## THINK BEYOND THE BOOTH:

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

### MAIN LOBBY HANGING BANNERS - SINGLE SIDED

HORIZONTAL (5' H X 10' W)

\$2,500 - Only 6 opportunities

Put your message on a banner strategically placed in the upper lobby of the Los Angeles Convention Center.

- Display Week handles the hanging and dismantling as part of the fee. There is a limit of 6 single-sided opportunities.
- All single-sided banners **must** be 5' H x 10' W **horizontal** lobby banners.
- All banners must have pole pockets. Pole pockets must be stitched 4" from the top and bottom.
- Additional cost if you want banner to be produced by Show Management. **Artwork Deadline: April 6, 2018.** See bottom of previous page (10) for photos.

### STAIR GRAPHICS - ENTRANCE TO UPPER LEVEL

\$24,000 - entire right & left staircase - EXCLUSIVE

OPPORTUNITY! until 2/2 (see photos vthis page)

### STAIR GRAPHICS - RIGHT STAIRCASE

\$12,400 - right staircase, upper & lower - after 2/2

\$6,200 - upper staircase - after 2/2

\$6,200 - lower staircase - after 2/2

Your graphics will be placed on the main staircase from the entrance to upper level. These are 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. **Artwork Deadline: April 6, 2018.**

- Display Week produces and installs the stair graphics (sponsor provides artwork).
- Upper staircase graphic is 11 steps x 22' W x 5'6" H.
- Lower staircase graphic is 10 steps x 26' W x 5'6" H.
- 1 complete staircase is 21 steps x 26' W x 11' H.
- There are (2) opportunities available.



Right stair graphics

### STAIR GRAPHICS - LEFT STAIRCASE

\$11,600 - left staircase, upper & lower - after 2/2

\$5,800 - upper staircase - after 2/2

\$5,800 - lower staircase - after 2/2

- Display Week produces and installs the stair graphics (sponsor provides artwork).
- Upper staircase graphic is 11 steps x 16' W x 5' H.
- Lower staircase graphic is 10 steps x 19' W x 5' H.
- 1 complete staircase is 21 steps x 19' W x 10' H.
- There are (2) opportunities available.



Left stair graphics

### MAIN LOBBY COLUMN WRAPS - REGISTRATION LEVEL

\$2,000 - single column; Only 4 available

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 or leave. This opportunity provides excellent exposure to attendees and exhibitors throughout the show. **Artwork Deadline: April 6, 2018.**

- Display Week will produce and install the column wrap (sponsor to provide artwork).
- 103" W x 92.5" H banner column wraps.
- First come first served for premium locations.



Column wrap



# Specialty Promotions at Display Week 2018

## TOTE BAG NOVELTY ITEM INSERT

**\$900 per item**

To ensure that your corporate identity has staying power, sponsor a novelty item that will be placed in the official Display Week 2018 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 4, 2018, in the GES warehouse.

## TWO-SIDED ADVERTISING (METER) PANELS

**\$1,200 (always popular)**

These "indoor printed billboards" are sure to attract the eye of participants as they walk through the registration area and entrance to the exhibit hall. They are 39" wide x 96" high, with a printable area of 39" wide x 90" high. There is a 6" tall base.

- Display Week produces, installs, and dismantles panels (*sponsor provides artwork; exact location to be determined by Display Week Show Management*).
- Artwork Deadline:** April 6, 2018.

## ESCALATOR CLING - ENTRANCE TO EXHIBIT LEVEL

**\$20,800 - entire right & left escalator - EXCLUSIVE**

**OPPORTUNITY! until 2/2**

**SOLD**

## ESCALATOR CLING - ENTRANCE TO EXHIBIT LEVEL

**\$10,400 - entire right escalator - after 2/2**

**\$10,400 - entire left escalator - after 2/2**

For maximum exposure, there's no safer bet than positioning your brand on the building escalators in the convention center! Showcase your company everywhere the attendees go at Display Week. **Artwork Deadline:** April 6, 2018.

- Escalator dimensions include 3 glass panel sections:
  - bottom 91 3/16" L x 33 3/8" H; center 223 5/8" L x 23 9/16" H; top 83 7/8" L x 29 1/4" H.
- 3 escalator sides are available for each sponsorship.
- 2 locations are available for the individual sponsorship.
- Exhibitor to create and provide all artwork.

## REGISTRATION/MAIN LEVEL FLOOR DECALS

**\$1,500 (5' x 5') multiple opportunities available**

These floor graphics will be placed in strategic locations of the main lobby areas and will be visible to all attendees and exhibitors as they move from the lobbies to the exhibits and conferences.

- Display Week produces and installs the floor decals (*sponsor provides artwork*).
- Each floor decal is 5' x 5'. **Artwork Deadline:** April 6, 2018.

## EXHIBIT HALL ENTRANCE FLOOR DECALS

**\$2,500 (5' x 5') 2 opportunities available**

These floor graphics will be placed in front of the exhibit hall entrance and will be visible to all attendees and exhibitors as they enter and exit the exhibit hall.

- Display Week produces and installs the floor decals (*sponsor provides artwork*).
- Each floor decal is 5' x 5'. **Artwork Deadline:** April 6, 2018.



Meter panel



Escalator cling



# Specialty Promotions at Display Week 2018

## PRINT & WEB ADVERTISEMENTS

### EXHIBIT GUIDE & SHOW DIRECTORY ADS (OFFICIAL SHOW DIRECTORY)

DW 18 Exhibitor Rate \$1,000 (full page) \$750 (half page)  
Non-Exhibitor Rate \$2,000 (full page) \$1,500 (half page)

Attendees consult Display Week's Exhibit Guide & Show Directory 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 in 4-color ads.

**Booking Confirmation deadline:** April 6, 2018

**Submission of electronic files:** April 20, 2018

### "LIVE" WEBSITE FLOOR PLAN BANNER ONLY \$200 (new opportunity for 2018)

Promote your company brand at the bottom of the Display Week website live floor plan. Your company brand can be viewed 24/7, in color.

### WEBSITE BANNER ADS (early ads run longer) \$2,000

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 descriptions, press releases, and exhibitor information. Your company message can appear every day on our website.

- Web banner ad on the 2018 Display Week website.
- Location of ad determined by Display Week Show Mgmt.
- Location subject to change and ad may be placed on a rotation schedule.

### EXHIBIT GUIDE POST-IT NOTE OR BELLY BAND- EXCLUSIVE OPPORTUNITY (OFFICIAL SHOW DIRECTORY) \$3,000

Take advantage of this opportunity to expose your brand to all Display Week attendees headed into the Display Week 2018 exhibition. A 3" x 5" Post-it note with your corporate identity will be on the cover of thousands of official Display Week 2018 exhibit guide. **Exclusive opportunity! Artwork Deadline: April 6, 2018.**

**ICDM**  
International Committee for Display Metrology  
\*\*Booth #1246\*\*

Display Measurements Standards → from SID

The ICDM booth will be staffed by members of the ICDM. ICDM is the SID standards organization that develops display metrology and related standards. Come by and visit us to see what we do and what we are all about. Give us your ideas and inputs, and see if we can provide answers to your questions or issues regarding display metrology and standards, as well as to give your input for items that might be needed to be standardized in SID.

Perhaps you even might wish to participate and help us develop this work, or be on our interest/observer email list to watch what is going on in the ICDM committee.

Version 1 of the ICDM standard (June 1, 2012) is over 500 pages of display metrology, methods, tutorials — almost like a textbook on displays, technology, and evaluation. It is available as a free PDF download on the ICDM site (<http://www.icdm.org>) or in printed full-color book for sale from the SID office (<https://www.sid.org/Publications/Bookstore/tabid/836/book>). Now, Version 2 of the standard (ICDM2) is coming, with release targeted within 1 to 2 years.

Some ICDM member companies who can be found on the exhibit floor of Display Week 2017

<b>LG Display</b> "Our Technology. Your Innovation!" The world's leading innovator of display technologies. **Booth #759**	<b>Nanosys</b> The Quantum Dot company enabling HDR displays with vivid color and better brightness. **Booth #821**	<b>Westar</b> Test and measurement systems, video electronics, and display measurement services. **Booth #1245**
<b>Elitum</b> Digital cameras, video photometers, colorimeters, and inspection systems for displays. **Booth #112**	<b>TechnoTeam</b> Imaging luminance and color measurement devices. **Booth #813**	<b>G&amp;H</b> A world leader in light measurement instrumentation and solutions. **Booth #1244**
<b>Westboro Photonics</b> High performance imaging colorimeters and imaging photometers. **Booth #1314**	<b>Photo Research</b> A trusted display measurement instrument brand for more than 70 years. **Booth #1309**	<b>Radiant Vision Systems</b> Integrated imaging systems to measure display quality. **Booth #1129**
<b>Instrument Systems</b> High-end display test solutions for all production and laboratory applications. **Booth #1130**	<b>E-Ink</b> World's leading innovator of digital signage and electronic paper display technology (E-PD). **Booth #829**	<b>SID</b> <b>ICDM</b>

### EXHIBIT GUIDE & "LIVE" FLOOR PLAN COMPANY LOGOS ONLY \$100 (2 for the price of 1)



Your black-and-white company logo can be added to your complimentary listing in the 2018 Display Week exhibit guide. For only \$100, make your listing stand out with your company's unique logo placed alongside the name, address, and description of your company in the exhibit guide. Your color company logo will be placed on the show website floor plan.

Society for Information Display **SID**  
**DISPLAY WEEK 2017**  
**EXHIBIT & PRODUCT SHOW GUIDE**  
The Official Directory for the 54th Annual Show  
May 23-25, 2017  
Los Angeles Convention Center  
Los Angeles, California

Exhibit Hall and I-Zone (Booth 244) Hours  
Tuesday, May 23 10:30 am – 6:30 pm  
Wednesday, May 24 9:00 am – 5:00 pm  
Thursday, May 25 9:00 am – 1:00 pm

**Your Ad Here!**

Visit the New...  
Scan QR code  
www.displayweek.org \$30



# Promote Your Brand at Display Week 2018

## ESCALATOR FLOOR DECALS (TOP AND/OR BOTTOM) CONVENTION CENTER ENTRANCE

\$1,500 (5' x 5') **4 opportunities available**

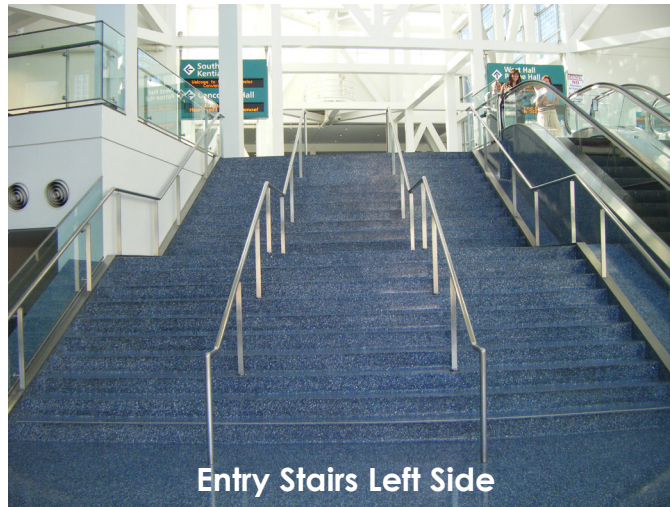
These floor graphics may be placed at the top and/or bottom of the escalators located at the main entrance. They will be visible to all attendees and exhibitors as they move from the main entrance of the convention center to the main lobby.

**SOLD**

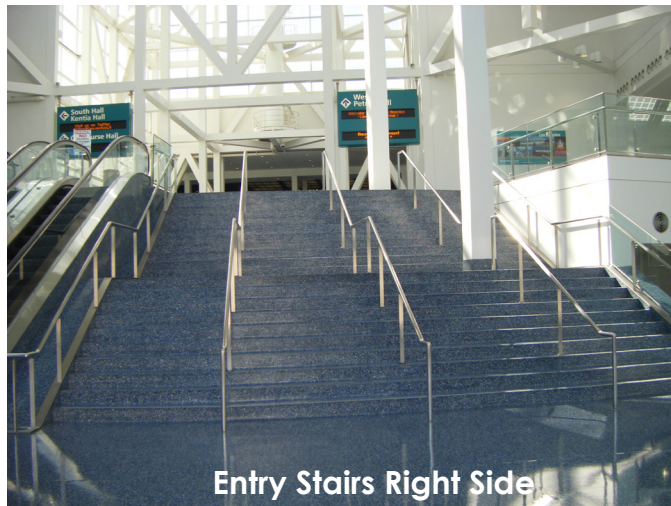
- Display Week produces and installs the floor decals (sponsor provides artwork).
- Each floor decal is 5' x 5'. **Artwork Deadline: April 6, 2018.**



Escalator floor decal



Entry Stairs Left Side



Entry Stairs Right Side

View of stair sponsorship locations without graphics



# Specialty Promotions at Display Week 2018

## SPECIALTY PROMOTIONS INDEX

<u>Specialty Promotion Name and Cost in Descending Order</u>	<u>Page</u>
Stair Graphics - \$24,000 left & right sides upper & lower (exclusive until 2/2)	12
Stair Graphics - \$12,400 right side upper & lower (exclusive after 2/2)	12
Stair Graphics - \$11,600 left side upper & lower (exclusive after 2/2)	12
Stair Graphics - \$6,200 right side upper (exclusive after 2/2)	12
Stair Graphics - \$6,200 right side lower (exclusive after 2/2)	12
Stair Graphics - \$5,800 left side upper (exclusive after 2/2)	12
Stair Graphics - \$5,800 left side lower (exclusive after 2/2)	12
Escalator Clings, 6 full sides - \$20,800 (exclusive until 2/2) - <b>SOLD (to Kolon)</b>	13
Escalator Clings, 3 full sides left - \$10,400 (exclusive after 2/2) - <b>SOLD</b>	13
Escalator Clings, 3 full sides right - \$10,400 (exclusive after 2/2) - <b>SOLD</b>	13
Post-it Note - \$3,000 (exclusive) - <b>SOLD (to Radiant Vision)</b>	14
Hanging Banner - \$2,500 (6 available) - <b>SOLD</b>	12
Exhibit Hall Entrance Floor Decals - \$2,500 (2 available) - <b>SOLD (to Visionox)</b>	13
Escalator Floor Decals - \$1,500 (4 available) - <b>SOLD</b>	15
Column Wraps - \$2,000 (4 available) - <b>SOLD (to Universal Display Corporation)</b>	12
Website Banner Ads - \$2,000	14
Registration/Main Level Floor Decals - \$1,500 (multiple available)	13
Two-Sided Meter Panel - \$1,200	12
Exhibit Guide Advertisement - \$1,000 (full page); \$750 (half page) - <b>deadline passed</b>	14
Tote Bag Novelty Item Insert - \$900 - <b>deadline passed</b>	13
Floor Plan Banner - \$200	14
Exhibit Guide "Live" Floorplan Company Logo - \$100	14

**Right of First Refusal Option** – All companies that have secured an "Exclusive" sponsorship or specialty promotion at DW 2018, will have the opportunity to secure this opportunity again at DW 2018 before it is offered to all other potential buyers. The sponsorship or specialty promotion should be secured online no later than Friday September 28, 2018. After this date the exclusive opportunity will become available to all potential buyers.





On the Exhibit Floor at Display Week

## Promotion Payment Online

To secure your promotion, please click on the Buy Now button below and follow the instructions to register online.





# On the Exhibit Floor at Display Week 2018

## MEETING ROOM RENTALS ON THE EXHIBIT FLOOR

### LARGE MEETING ROOM ON THE EXHIBIT FLOOR

Without a ceiling, \$8,000; with a sound-resistant ceiling and fan, \$10,500. After February 2, 2018, \$9,500 without a ceiling and \$12,000 with a sound-resistant ceiling and ceiling fan.

Every Large Meeting room (16' x 18') is conveniently located in the exhibit hall and comes complete with the following:

- wall to wall carpeting
- 10' high sound resistant walls
- Combination locking door
- 96" x 42" x 29" conference table
- 12 padded side chairs
- 10 amp electric
- 12" x 24" sign with company name and room number mounted next to the door
- Listing of the meeting room rental on the Display Week website
- Listing of the meeting room rental in the Official Show Directory if ordered by April 30th.

You may order catering, AV services and items from the general service contractor for your meeting room through the exhibitor service manual. Meeting room accessibility by show attendees will be the same as the official show hours.

### SMALLER MEETING ROOM ON THE EXHIBIT FLOOR

For only \$4,400 you can secure a meeting room that seats 4 people. Applicable to 10' x 10' and 10' x 20' exhibitors only.

The Small Meeting room (10' x 10') will include the following:

- Wall to wall carpeting, 8' high walls, Combination locking door, 48" round conference table, 4 padded side chairs, 12" x 12" sign with company name and room number mounted next to the door, Listing of the meeting room rental on the Display Week website, Listing of the meeting room rental in the Official Show Directory if ordered by April 30th.

### 4' x 8' MEETING ROOM SIGN

**\$600 - BIG & BOLD**

**ONLY \$600**

Each large meeting room comes with a complimentary 12" x 24" sign with company name and room number. An additional 4' W x 8' H sign may be purchased for \$600, with a unique message created by you. Both signs to be located on the same side as the entrance door.

**Artwork Deadline:** April 6, 2018.



Large Meeting Room



# On the Exhibit Floor at Display Week 2018

## ON THE EXHIBIT FLOOR INDEX

<u>On the Exhibit Floor Name and Cost</u>	<u>Page</u>
Meeting Room Rental - Starting at \$8,000 w/o ceiling to \$12,000 w/ceiling	18
Small Meeting Room - \$4,400	18
Meeting Room Sign - \$600	18

## Exhibit Hall Meeting Room Payment Online

To secure your exhibit hall meeting room, please click on the Buy Now button below and follow the instructions to register online.



**Right of First Refusal Option** – All companies that have secured an “Exclusive” sponsorship or specialty promotion at DW 2018, will have the opportunity to secure this opportunity again at DW 2018 before it is offered to all other potential buyers. The sponsorship or specialty promotion should be secured online no later than Friday September 29, 2018. After this date the exclusive opportunity will become available to all potential buyers.



# In the Convention Center Display Week 2018



## **Convention Center Meeting Rooms (off exhibit floor)**

### **Date:**

- Display Week 2018, Monday through Thursday, May 21-24, 2018

### **Location:**

- Los Angeles Convention Center, West

### **Meeting Room Program**

- Rental open to exhibitors and non-exhibitors.
- Rooms are for meetings only, not presentations or seminars.
- Rooms are available for two-hour (minimum) or (1) four-hour session per day.
- Four-hour daily session may be split into two separate two-hour sessions.
- Meeting rooms may not be rented for more than 2 show days
- Full day rentals are not available.
- Rooms can accommodate a maximum of twelve (12) people. Table and chairs are provided.
- Individuals who attend meetings may not be switched out for multiple meetings with different individuals during the 2 or 4 hour rental time.
- No food and beverage service is available or allowed in meeting rooms.
- No AV equipment service is available or allowed in meeting rooms.
- Standard wall plugs in room, additional electrical service not available.
- Meeting rooms available Monday through Thursday only.
- Before or during the show contact Jim Buckley at [jbuckley@pcm411.com](mailto:jbuckley@pcm411.com) or booth 1501, in the exhibit hall.
- At the show please come to booth 1501 in the exhibit hall (show floor) and ask for Jim or Danielle Rocco at [drocco@pcm411.com](mailto:drocco@pcm411.com)
- Rental of meeting rooms for all 3 show days are only available on the exhibit hall floor.
- Rental Cost: one 2 hour block - \$550 or either two 2 hour blocks or one 4 hour block - \$1,100.
- Days and times of available meeting room time slots (4 rooms will be part of this program):
  - Monday through Thursday
    - 9AM -11AM
    - 11AM – 1PM
    - 1PM – 3PM
    - 3PM – 5PM (Monday through Wednesday only)
    - 5PM – 7PM (Monday through Wednesday only)





# On the Exhibit Floor at Display Week 2018

## BENEFITS OF EXHIBITING FOR ALL DISPLAY WEEK EXHIBITORS

### PRE-SHOW

- SID conducts a comprehensive publicity campaign designed to drive traffic to the Display Week Exhibition. Advertising, public relations, direct mail, Web site links and logos, and broadcast e-mails are just some of the steps we take to promote the show and your booth.
- SID provides exhibitors with pre-show digital marketing tools for you to invite customers and prospects to visit your booth.
- Please email your pre-show publicity items to [lisathewriter@outlook.com](mailto:lisathewriter@outlook.com) so we can assist with your outbound publicity efforts
- You will receive a free listing on the official show website, as well as the opportunity to send an E-blast to show attendees both pre-show and post-show.
- Your company name, booth number, address and description on the show website.
- Your company website linked to your company information on the show website.
- Use of the Display Week logo in your Display Week related marketing and exhibition promotion to promote your participation at the event.
- Display Industry Awards: Awards in three categories, be sure to nominate your company for the awards by December 20, 2017.
  - Display of the Year
  - Display Application of the Year
  - Display Component of the Year

### DURING THE SHOW

The following opportunities are included with the exhibit space fee for all Display Week exhibitors:

- Free or discounted technical event participation:
  - 100-300 sq feet of boothspace: 1 complimentary Tuesday– Friday Symposium registration plus choice of (pick one): 1 complimentary registration for the Sunday Short Courses or the Monday Seminars, or a \$300 credit to the Business Conference, Market Focus Conference or the Investors' Conference.
  - 400-700 sq feet of boothspace: 3 complimentary Tuesday– Friday Symposium registrations plus choice of (pick one): 3 complimentary registrations for the Sunday Short Courses or the Monday Seminars, or a \$300 credit to the Business Conference or a Market Focus Conference or the Investors' Conference. (the three passes need not be for the same event, but each pass is only good for one of the events)
  - 800+ sq feet of boothspace: 5 complimentary Tuesday– Friday Symposium registrations plus choice of (pick one): 5 complimentary registrations for the Sunday Short Courses or the Monday Seminars, or a \$300 credit to the Business Conference or a Market Focus Conference or the Investors' Conference. (the five passes need not be for the same event, but each pass is only good for one of the events)

- Free listing in the Official Display Week Exhibit and contact information, booth number and a description of your products and services, provided by you. This guide is distributed to all show attendees.
- FREE Products on Display listing in the Show (May) issue of Information Display magazine, distributed to all Display Week attendees.
- Exhibitors' Forum: An exclusive opportunity to present your products and services to attendees in a format that allows more detail than is often available at your booth.
- Sponsorship Opportunities: By becoming an official Display Week sponsor, you ensure that attendees will remember your brand name long after the show is over. Sponsorships of all shapes and sizes are available: refreshment breaks, posters and banners throughout the convention center, Internet café, press breakfast/lunch, tote bags/novelty items, and hotel room drops, to name a few. In addition, we will work with you to create a sponsorship designed for maximum exposure and impact that is uniquely tailored to your needs.
- Access to Display Week Press Room for press conferences and media interviews
- Exhibitor video production services
- Best in Show Awards, awarded to exhibitors based on:
  - Timeliness and significance to the display industry of the products, prototypes, processes, and technologies exhibited
  - Creative use of audio, visual, or other effects to present and highlight the new material
- New Product Showcase entry participation included.
- Complimentary coffee and tea breaks available on the show floor, every day of the show.
- Hard wall panels (8' rear wall, 3' side walls), and company sign for all linear booths.
- Discounted products and services ordered pre-show from the general services contractor.
- Hotel rooms secured at special show block rates.
- Hospitality assistance from the Los Angeles Convention & Visitors Bureau.

### POST-SHOW

We understand that your work doesn't stop when the exhibition closes, that integrated marketing campaigns are ongoing year-round.

With technical tracks consisting of over 70 technical sessions including oral and poster presentations, Display Week provides unparalleled access to the best and brightest minds working in the electronic information display industry. Marketers want access to key engineering personnel, and Display Week is the place to find them. Business people want information on future trends, and Display Week is the place to see them. Similarly, systems integrators come to Display Week to find the hottest new technology.