



# SPONSORSHIPS & PROMOTIONS

## DISPLAY WEEK 2019 SAN JOSE

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

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

Display Week: May 12-17, 2019 • Exhibition: May 14-16, 2019 • San Jose Convention Center, San Jose, 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 2019 attendees and exhibitors.



# Become a Sponsor of Display Week 2019



## EXPOSITION SPONSORSHIP

Branded as the Display Week 2019 Co-Sponsor

Exclusive branding on the DW 2019 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 2019 Awards Luncheon

Dedicated press releases announcing participation of sponsor at DW 2019

Advertisement in DW 2019 Exhibit & Product Guide

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

Organization name and logo included in all Exhibition email promotion (1.4 million email IMPs)

Permission to secure meeting space in official show hotels

Logo in official Exhibit & Product Guide

Logo in official Program

Conference Registration (Technical Sessions)

1 Conference Tote 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 printed Exhibition promotional material

Logo placed on Display Week website

Logo placed in DW 2019 sponsor acknowledgment banner

Company listing in official DW 2019 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 \$30,000	PLATINUM \$25,000	GOLD ** \$20,000	SILVER ** \$15,000	BRONZE** \$10,000	PREMIER \$5,000	SUPPORTING \$2,500
Branded as the Display Week 2019 Co-Sponsor	Yes						
Exclusive branding on the DW 2019 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 2019 Awards Luncheon	Yes	Yes	Yes				
Dedicated press releases announcing participation of sponsor at DW 2019	Two announcements of Diamond Level participation	Two announcements of Platinum Level participation	One announcement of Gold Level participation				
Advertisement in DW 2019 Exhibit & Product Guide	Two-page spread, four color	Two-page spread, four color	Full page, four color				
Choice of exhibit 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'		
Organization name and logo included in all Exhibition email promotion (1.4 million email IMPs)	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Permission to secure meeting space in official show hotels	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo in official Exhibit & Product Guide	Front cover	Front cover	Page 1	Page 1	Page 1	Page 1	Page 1
Logo in official Program	Page 1	Page 1	Page 1	Page 1	Page 1	Page 1	Page 1
Conference Registration (Technical Sessions)	4	3	3	2	2	1	
1 Conference Tote 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 printed Exhibition promotional material	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo placed on Display Week website	Yes	Yes	Yes	Yes	Yes	Yes	
Logo placed in DW 2019 sponsor acknowledgment banner	Yes	Yes	Yes	Yes	Yes	Yes	
Company listing in official DW 2019 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	1 - 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		
<b>Cumulative value if sold separately</b>	<b>\$38,850</b>	<b>\$31,250</b>	<b>\$24,000</b>	<b>\$18,900</b>	<b>\$11,650</b>	<b>\$6,900</b>	<b>\$3,800</b>

<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 1/2" 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 2019

## 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 Exhibit & Product Guide and Program

Literature and Pamphlet Table for materials

Logo placed on Display Week website

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). Subject to availability

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 located at the entrance of 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\*\*

	<b>LEADER \$12,000</b>	<b>SUPERIOR \$9,000</b>	<b>PRESENTING \$6,000</b>	<b>SUPPORTING \$3,000</b>
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 Exhibit & Product Guide and Program	Yes	Yes	Yes	Yes
Literature and Pamphlet Table for materials	1 Literature Table	1 Literature Table	1 Literature Table	1 Literature Table
Logo placed on Display Week website	Yes	Yes	Yes	
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). Subject to availability	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 located at the entrance of 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			

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

\*\* Video presentation must be created in Mp4 format and delivered by April 26, 2019 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 2019

Here is a GREAT 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 2019 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

	LEADER \$15,000	SUPERIOR \$7,500
Organization name projected on meeting room screen with other sponsors	Yes	Yes
Organization name and logo included in all Exhibition email promotion	Yes	Yes
Organization name and logo on DW 2019 website with link to sponsor's website	Yes	Yes
4' x 6' Literature and Pamphlet Table outside for materials	1 Literature Table	1 Literature Table
Acknowledgment on the Display Week website	Yes	Yes
Acknowledgment in Display Week promotional material	Yes	Yes
Logo in the official Exhibit & Product Guide and conference program	Yes	Yes
Promotional materials may be placed on chairs or given to attendees as they enter or exit Women in Tech	Yes	Yes
Speaking opportunity scheduled as part of Women in Tech at end of the session	2 minutes	
Company information on 4' x 8' meter boards at the entrance to Women in Tech	1 - 2-sided	
Sponsor of the WIT cocktail reception	Yes	



# Become a Sponsor of Display Week 2019

Here is an ENGAGING 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 2019 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

Organization name and logo included in all Exhibition email promotion

Organization name and logo on DW 2019 website with link to sponsor's website

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

Acknowledgment on the Display Week website

Logo in Display Week promotional material

Logo in the official Exhibit & Product Guide and conference program

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

	<b>LEADER \$10,000</b>	<b>SUPERIOR \$6,000</b>	<b>PRESENTING \$3,000</b>
Organization name projected on meeting room screen with other sponsors	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Organization name and logo included in all Exhibition email promotion	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Organization name and logo on DW 2019 website with link to sponsor's website	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
4' x 6' Literature and Pamphlet Table outside for materials	1 Literature Table	1 Literature Table	1 Literature Table
Acknowledgment on the Display Week website	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Logo in Display Week promotional material	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Logo in the official Exhibit & Product Guide and conference program	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Promotional materials may be placed on chairs or given to attendees as they enter or exit C Level Panel Presentation	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Speaking opportunity scheduled as part of the C Level Panel at end of the session	2 minutes	1 minute	
Company information on 4' x 8' meter boards at the entrance to the C Level Panel	1 - 2-sided	1 - 2-sided	
Booth space in the Display Week Exhibit Hall	10' x 10'		



# Become a Sponsor of Display Week 2019

## THINK BEYOND THE BOOTH:

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

### BADGE LANYARDS - EXCLUSIVE OPPORTUNITY!

**\$12,500**

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.



### 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 a large area 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 the seating area, for a total of 4 meter panels. **Artwork Deadline:** April 1, 2019.

### OFFICIAL DISPLAY WEEK ATTENDEE TOTE BAG

**\$1,500 per sponsor logo (only 12 opportunities available)**

Always in high demand, the official Display Week Tote Bag is distributed to each of the 2,000+ registered conferees at the Display Week 2019 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 2019, both during the sessions and afterwards. **Artwork Deadline:** January 22, 2019.

- 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 1, 2019.

Tote bag



### REGISTRATION DESK PENS - EXCLUSIVE OPPORTUNITY

**\$2,000**

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.



# Become a Sponsor of Display Week 2019

## DURING DISPLAY WEEK:

Put Your Company at Events Where Attendees Will Notice You

**DISPLAY WEEK HOSPITALITY EVENT: THE FLOOR IS YOURS - \$25,000 - EXCLUSIVE OPPORTUNITY (until January 1, 2019) \$15,000 - limit of 2 sponsors (after January 1, 2019) Tuesday May 14, 5-6:30 PM**

**SOLD**

This year, SID is offering a completely new networking event that will be accessible to all attendees. The new Display Week Hospitality Event will take place **right on the show floor** on Tuesday evening from 5 to 6:30 pm. Beer, wine, and soft drinks will be provided at no charge to attendees, who will be happy to spend extra time socializing among the exhibits.

Become the exclusive sponsor or limited sponsor of this NEW event, which is bound to be a highlight of the week. Your company's sponsorship will be noticed with gratitude by Hospitality Event participants!

The Display Week Hospitality Event sponsor will receive:

- Recognition as sponsor, as announced in several press releases, on the Display Week website, and through other media such as e-mail blasts.
- Prominent signage at the event and throughout the San Jose Convention Center during Display Week.
- Opportunity for your staff to distribute literature and premiums (supplied by sponsor) to the attendees of event.
- Event sponsor will be recognized with their name and logo on the two meter panels next to the event bars.
- Event sponsor will be recognized with their name and logo on the two banners hanging in the main lobby.
- Event sponsor will have opportunity to speak after being welcomed / thanked by SID President as inaugural sponsor.
- Your company logo included with all other premium sponsors on the Sponsor Acknowledgement banner.

### ANNUAL AWARDS LUNCHEON- EXCLUSIVE OPPORTUNITY

**\$6,000 (great social networking opportunity)**

The Annual Awards Luncheon on Wednesday during the show is a major highlight of Display Week. The Display Industry Awards presented at the lunch honor the most important new commercially available display technology. In addition, a high-profile speaker (see speaker bio below) provides a short, entertaining presentation to conclude the luncheon. 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.

### WEDNESDAY ANNUAL AWARDS LUNCHEON SPEAKER



**Saran Diakité Kaba** is an industrial designer and a teacher specialised in interaction/interface design, global User eXperience & agile development methods. Since graduating from ENSCI Les Ateliers (the National French school of industrial design) at the beginning of the 2000's with a master degree, she has

worked in France and around the world as a specialist in User Centred Design. Her work has included projects for Orange, EDF, Fagorbrandt, Alcatel Lucent, Dassault Systems, Eiffage, Bouygues, Decathlon... and PSA Groupe since 2011 ! Often in a situation of driving change, new challenges with the agencies Plan Creatif (Babel), Absolute Design (BETC Design), 3e-Oeil Studio (Dassault Systèmes Design Studio) and PSA Groupe introduced her to the world of innovation strategy through user experience. Her projects which span automotive design to museum experience are frequently unusual and highly innovative in their attempt to imagine better designed futures with magical interactions and have included : visions for sustainable living in french biggest towns in 2030, interactive ways for young people to learn about all trades, re-imagining television or radio and leading HMI/ usages for the next generation of smart and autonomous cars which will exist in our public space completely differently to cars today.

Want to know more : <https://www.linkedin.com/in/uxsdk/>



# Become a Sponsor of Display Week 2019

## DURING DISPLAY WEEK:

Put Your Company at Events Where Attendees Will Notice You

### MEDIA BREAKFASTS AND MEDIA LUNCH

**\$4,000 (per breakfast) and \$4,000 (per lunch - SOLD)**

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 2019. 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 15 and 16; lunch sponsorship is available Tuesday, May 14.



### 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

**\$1,500**

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 \$1,500 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.

**Deadline:** April 1, 2019.





# Become a Sponsor of Display Week 2019

## AROUND THE EXHIBIT HALL:

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

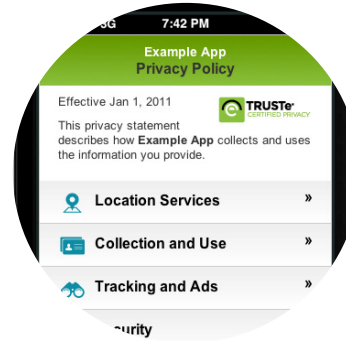
### INNOVATION ZONE (I-ZONE) - EXCLUSIVE OPPORTUNITY \$18,500 - 2 locations

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 (until 11/1) \$12,000 or shared for \$6,000 each

The 2019 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 14 - 17, 2019. Sponsor this essential event tool and your company logo and hyperlink will appear prominently whenever the app is used.



### HANGING AISLE SIGNS - EXCLUSIVE OPPORTUNITY \$9,000

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. 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 1, 2019.

- 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 1, 2019.





# Become a Sponsor of Display Week 2019

## THINK BEYOND THE BOOTH:

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

### COFFEE LOUNGE SPONSORSHIP - EXCLUSIVE OPPORTUNITY! \$7,500

Become the exclusive sponsor of the Display Week 2019 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 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.



### NEW – SPONSORSHIP OF THE DISPLAY WEEK 2019 JOB FAIR CONNECT WITH THE BRIGHT MINDS WHO ARE LOOKING FOR EXCITING CAREER OPPORTUNITIES AT DISPLAY WEEK 2019

The display industry is an exciting place where the best and brightest shape the future of the latest display technology. At the Display Week Job Fair, hundreds of companies are looking to meet with professionals who want to advance their careers.

*These are some of the key highlights for applicants at the Display Week Job Fair:*

- Meet with representatives of top companies and scope out job opportunities on the spot.
- Network with company representatives and learn how to contribute to the growth of our industry.
- Mingle with other professionals during the Display Week Job Fair, Wednesday, May 15th 8:30 a.m. to 3:00 p.m

*As the exclusive sponsor of the DW19 Job Fair, your company will receive the following:*

- Your company name/logo on all electronic promotion of the Display Week Job Fair that will be distributed before and during Display Week 2019
- Your company name/logo on prominent signage at the Job Fair
- Your company recognized as the sponsor of the Job Fair lunch at the \$12,000 level
- A sponsor's table where you can distribute literature and meet face to face with all participants of the Display Week Job Fair
- Your company name/logo in the Exhibit and Product Guide distributed to all attendees of Display Week 2019

*Exclusive sponsorship price \$12,000 with lunch only.*



# Become a Sponsor of Display Week 2019

## SPONSORSHIP INDEX

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**Right of First Refusal Option** – All companies that have secured an “Exclusive” sponsorship or specialty promotion at DW 2019, will have the opportunity to secure this opportunity again at DW 2019 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** websites social media graphic design promotion



Main Entrance Lobby



# Specialty Promotions at Display Week 2019

## THINK BEYOND THE BOOTH:

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

### HANGING BANNERS - DOUBLE SIDED EXHIBIT/REGISTRATION LEVEL

VERTICAL (10' H x 4' W) locations B210V-B223V

**\$2,800 - Only 9 opportunities remaining**

**B213V-B223V Available less those sold below.**

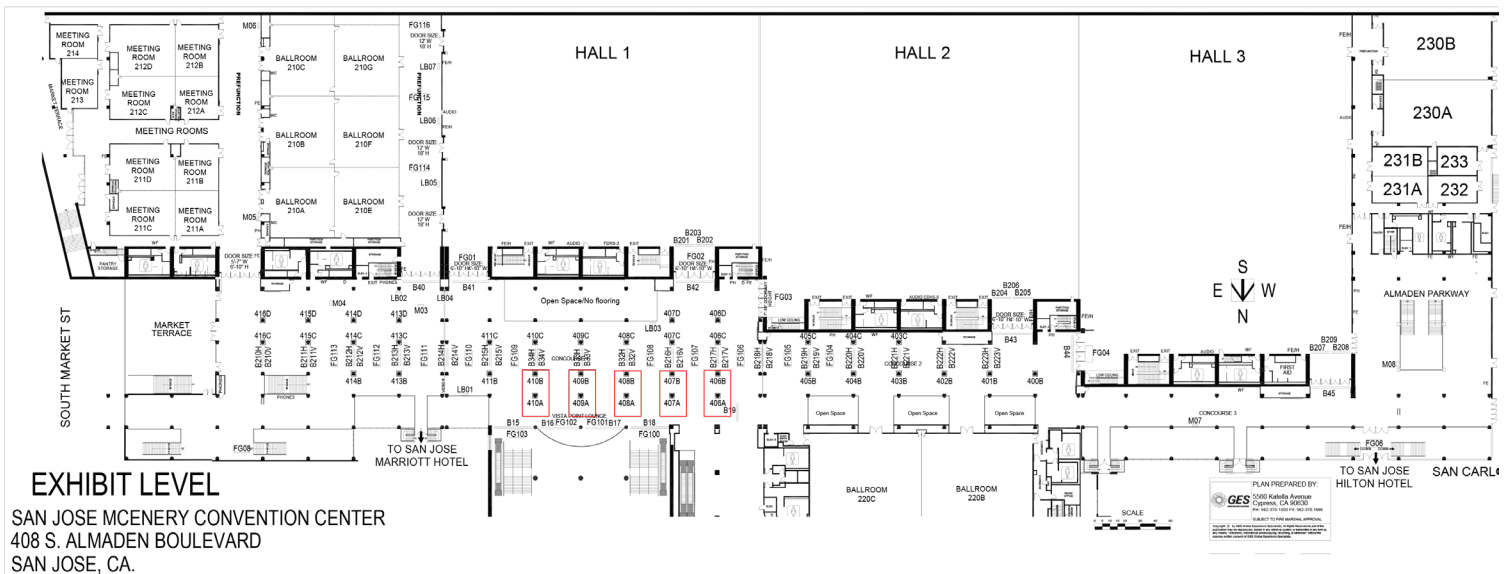
**These Banners SOLD: B214V, B217V, B218V, B32V, B33V, B34V & B406 - See map this page**

Put your message on a banner strategically placed in the exhibit/registration level of the San Jose Convention Center.

- Display Week handles the hanging and dismantling as part of the fee.
- All double-sided banners **must** be 10' H x 4' W **vertical** 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*



Concourse Registration Upper - Level - 1 Banner: 4'W x 10'H



**EXHIBIT LEVEL**  
 SAN JOSE MCENERY CONVENTION CENTER  
 408 S. ALMADEN BOULEVARD  
 SAN JOSE, CA.



# Specialty Promotions at Display Week 2019

## THINK BEYOND THE BOOTH:

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

### COLUMN WRAPS - MAIN LOBBY ENTRANCE

**\$2,500- single column; Only 3 available**

Your company graphics will be placed on one of the columns in the main 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 1, 2019.**

- Display Week will produce and install the column wrap (sponsor to provide artwork).
- Column A 9'5"W x 8'H  
Column B 9'5"W x 11'11"H  
Column C 9'5"W x 11'11"H



Column wrap

### COLUMN WRAPS - STREET LEVEL (RECTANGULAR)

**\$1,800 - single column; Only 4 available**

Your company graphics will be placed on one of the columns in the street level of the Convention Center, which will be seen by all attendees as they enter or leave the conference. This opportunity provides excellent exposure to attendees and exhibitors throughout the show. **Artwork Deadline: April 1, 2019.**

- Display Week will produce and install the column wrap (sponsor to provide artwork).
- Column A (4 sides) 5' 11.5"W x 6'9"H  
Column B (4 sides) 5' 11.5"W x 6'9"H  
Column C (4 sides) 4'4.5"W x 6'9"H  
Column D (4 sides) 4'4.5"W x 6'9"H



Rectangular Column Wraps

### COLUMN WRAPS - EXHIBIT/REGISTRATION LEVEL (RECTANGULAR)

**\$2,800 - single column; Limited availability**

**See map page 12. Only 9 Remaining**

Your company graphics will be placed on one of the columns in the exhibit/registration level of the Convention Center, which will be seen by all attendees and exhibitors as they enter or leave the exhibit hall. This opportunity provides excellent exposure to attendees and exhibitors throughout the show. **Artwork Deadline: April 1, 2019.**

- Display Week will produce and install the column wrap (sponsor to provide artwork).
- Column Wrap (4 sides) 48"W x 91.375"H

### STAIR GRAPHICS - ENTRANCE TO UPPER LEVEL

**\$9,600 - entire right & left staircase - EXCLUSIVE OPPORTUNITY! until 12/1 (see photos this page)**

### STAIR GRAPHICS - STAIRCASE

**\$4,800 - right staircase - after 12/1 - SOLD**

**\$4,800 - left staircase - after 12/1 one opportunity**

Your graphics will be placed on the main staircase from the main lobby to the exhibit/registration level. These are used by all attendees as they travel in and out of the convention center. This opportunity provides close-hand exposure to the audience throughout the show. **Artwork Deadline: April 1, 2019.**

- Display Week produces and installs the stair graphics (sponsor provides artwork).
- Right staircase graphic: 17' 10.5" W x 5" H.
- Left staircase graphic: 17' 10.5" W x 5" H.
- There are (2) opportunities available.



Left stair graphics



# Specialty Promotions at Display Week 2019

## 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 2019 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 3, 2019, 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 38 1/8" wide x 96" high, with a printable area of 38 1/8" 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 1, 2019.

## EXHIBIT/REGISTRATION LEVEL FLOOR DECALS

**\$2,500 - 5'W x 5'D multiple opportunities available**  
**FG104-FG113 - See map page 16**

These floor graphics will be placed in strategic locations of the exhibit/registration level area and will be visible to all attendees and exhibitors as they move from the exhibit/registration level to the exhibit hall and conferences.

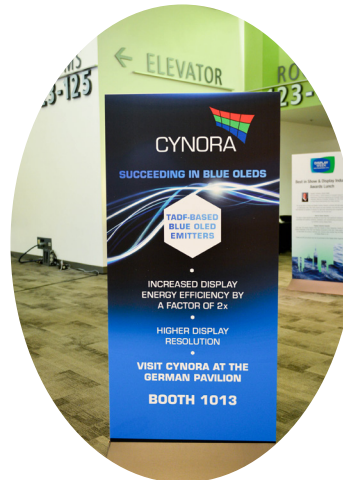
- Display Week produces and installs the floor decals (*sponsor provides artwork*).
  - Each floor decal is 5'W x 5'D.
- Artwork Deadline:** April 1, 2019.

## EXHIBIT HALL ENTRANCE FLOOR DECALS

**\$3,500 5'W x 5'D 4 opportunities available**  
**FG02, FG03, FG04A, FG04B See map page 16**

These floor graphics will be placed inside the entrance of the exhibit hall 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'W x 5'D.
- Artwork Deadline:** April 1, 2019.



Meter panel

# Specialty Promotions at Display Week 2019

## PRINT & WEB ADVERTISEMENTS

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

Rate \$1,900 (full page spread);  
\$1,000 (full page) \$750 (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:** March 15, 2019  
**Submission of electronic files:** March 25, 2019

### 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 2019 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 EXCLUSIVE OPPORTUNITY (OFFICIAL SHOW DIRECTORY) \$3,500

Take advantage of this opportunity to expose your brand to all Display Week attendees headed into the Display Week 2019 exhibition. A 3" x 5" Post-it note with your corporate identity will be on the cover of thousands of official Display Week 2019 exhibit guide. **Exclusive opportunity!**

Meet With Leading Companies Like These



### 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 2019 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.





# Promote Your Brand at Display Week 2019

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

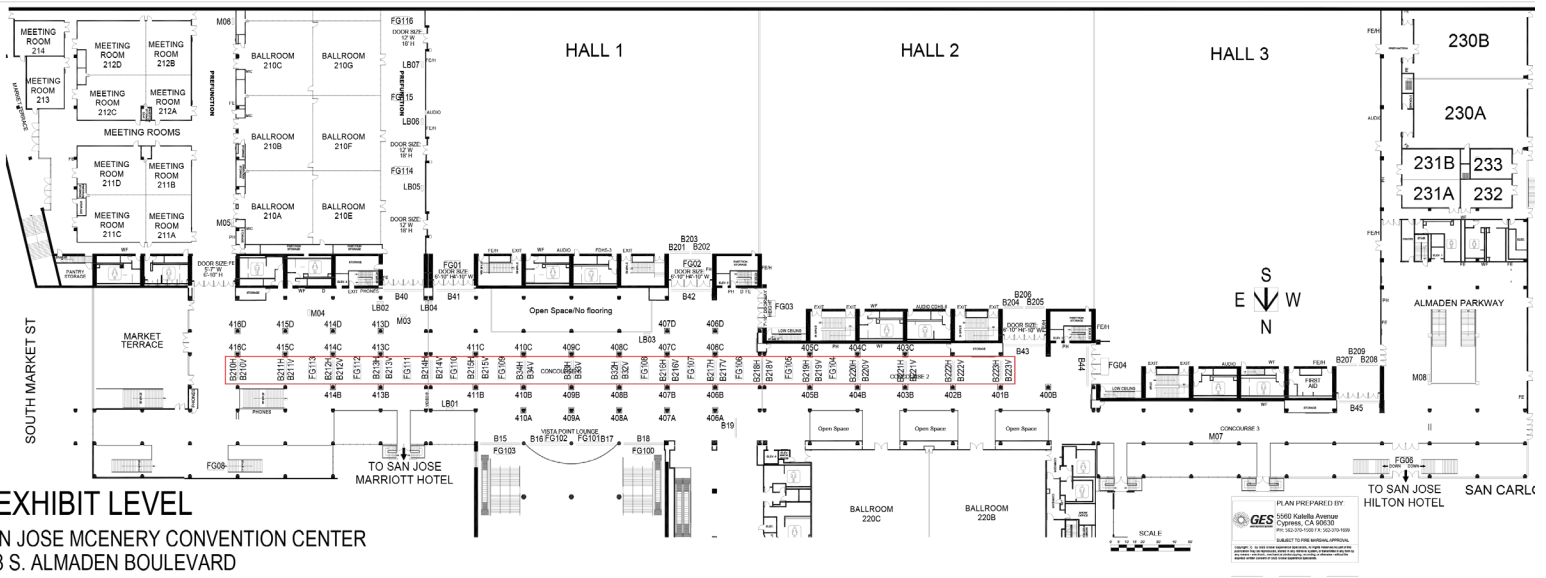
**\$2,500** 5'W x 5'D **4 opportunities total - 2 opportunities top and 2 opportunities bottom available. FG100, FG103 - See map this page**

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



Escalator floor decal

- Display Week produces and installs the floor decals (sponsor provides artwork).
- Each floor decal is 5'W x 5'D.  
**Artwork Deadline: April 1, 2019.**



## Registration - Exhibit Hall Level



# Specialty Promotions at Display Week 2019

## SPECIALTY PROMOTIONS INDEX

<u>Specialty Promotion Name and Cost in Descending Order</u>	<u>Page</u>
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Post-it Note - \$3,500 ( <b>exclusive</b> )	16
Floor Decals Exhibit Hall Entrance - \$3,500 ( <b>only 1 remaining</b> ) <b>FG02, FG03 &amp; FG04 SOLD</b>	15
Hanging Banner Registration Level - \$2,800 ( <b>11 available</b> )	13
Column Wraps Exhibit/Registration Level - \$2,800 ( <b>10 available, 9 remaining</b> )	14
Floor Decals Escalator-Stairs - \$2,500 <b>SOLD</b>	17
Floor Decals Exhibit/Registration Level - \$2,500 ( <b>multiple available</b> )	15
Column Wraps Main Lobby Level - \$2,500 ( <b>3 available</b> ) <b>SOLD - Universal Display Corp.</b>	13
Website Banner Ads - \$2,000	16
Exhibit Guide Advertisement - \$1,900 (full pg spread) \$1,000 (full pg); \$750 (half pg) <b>SOLD</b>	16
Column Wraps Street Level - \$1,800 ( <b>4 available</b> )	14
Two-Sided Meter Panel - \$1,200	15
Tote Bag Novelty Item Insert - \$900	15
Exhibit Guide "Live" Floorplan Company Logo - \$100	16

**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 2019 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 2019

## MEETING ROOM RENTALS ON THE EXHIBIT FLOOR

### LARGE MEETING ROOM ON THE EXHIBIT FLOOR

Without a ceiling, \$8,500; with a sound-resistant ceiling and fan, \$11,000. After February 2, 2019, \$10,000 without a ceiling and \$12,500 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 1, 2019.



Large Meeting Room



# On the Exhibit Floor at Display Week 2019

## ON THE EXHIBIT FLOOR INDEX

<u>On the Exhibit Floor Name and Cost</u>	<u>Page</u>
Meeting Room Rental - Starting at \$8,500 w/o ceiling to \$12,500 w/ceiling <b>SOLD</b>	20
Small Meeting Room - \$4,400 <b>SOLD</b>	20
Meeting Room Sign - \$600	20

## 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 2019, will have the opportunity to secure this opportunity again at DW 2019 before it is offered to all other potential buyers. The sponsorship or specialty promotion should be secured online no later than Friday September 29, 2019. After this date the exclusive opportunity will become available to all potential buyers.



# In the Convention Center Display Week 2019



## Convention Center Meeting Rooms (off exhibit floor)

### Date:

- Display Week 2019, Monday through Thursday, May 13-16, 2019

### Location:

- San Jose Convention Center

### Meeting Room Program

- Rental open to exhibitors and non-exhibitors.
- Room is for meetings only, not presentations or seminars.
- Room is 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 room may not be rented for more than 2 show days
- Full day rentals are not available.
- Room 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 room.
- No AV equipment service is available or allowed in meeting room.
- Standard wall plugs in room, additional electrical service not available.
- Meeting room available Monday through Thursday only.
- Before or during the show contact Jim Buckley at [jbuckley@pcm411.com](mailto:jbuckley@pcm411.com).
- Rental of meeting room 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 (1 room 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)





# Display Week Hotel Promotion Program

## CONDUCT BUSINESS IN YOUR OWN PRIVATE SUITE, MEETING SPACE, OR HOSPITALITY LOUNGE

Do you need a temporary headquarters for your company during Display Week 2019? Would you like Display Week to help promote the location of your hotel suite, meeting space, or hospitality lounge? These kinds of spaces are ideal for conducting private business meetings and small receptions. When you use our promotional services to place your hotel meeting areas under the umbrella of the official Display Week program, your company gains visibility and prestige as a result.

Here's how the promotional program works:

1. Secure your suite, meeting space, or hospitality lounge at a Display Week-approved hotel using Par Avion. (You are responsible for all fees for rooms, food, and beverages).
2. We promote the location, dates, and times that you wish to host Display Week participants as follows:
  - o On the Display Week **official website**
  - o In a pre-show **eblast** sent to all registered attendees two weeks before the show
  - o In the printed **Display Week Exhibit and Product Guide** distributed at the show to all participants (deadline for this opportunity is March 12, 2019).
  - o In the official Display Week **Mobile App**
  - o On a **meter board sign** located in the registration area (deadline for this opportunity is April 1, 2019).

This cost of the above promotional efforts and multiplatform branding opportunities is only \$2,500 for exhibitors and \$4,000 for non-exhibitors.

In addition, we offer a customized approach to inviting attendees to your space. We can manage who attends, how many people attend, and also create a special invitation for you. Contact your sales representative for pricing if you are interested in this special option.

Make sure you take advantage of this great meeting space promotional opportunity for Display Week 2019, and **contact Jim (203-502-8283) or Sue (408-489-9596) for details now.**



# On the Exhibit Floor at Display Week 2019

## BENEFITS OF EXHIBITING FOR ALL DISPLAY WEEK EXHIBITORS

### PRE-SHOW MARKETING SUPPORT (COMPLIMENTS OF SID)

- SID conducts a comprehensive publicity campaign designed to drive traffic to the Display Week Exhibition. Advertising, public relations, direct mail, website 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.
- Email your pre-show publicity items to [lisathewriter@outlook.com](mailto:lisathewriter@outlook.com) so we can assist with your outbound publicity efforts
- 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 21, 2018.
  - Display of the Year
  - Display Application of the Year
  - Display Component of the Year

### AT-SHOW MARKETING SUPPORT (COMPLIMENTS OF SID)

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 Product

Guide with your booth number and a description of your products and services, provided by you. This guide is distributed to all show attendees.

- 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 and Promotions 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. Be sure to nominate your company by May 1.
  - Creative use of audio, visual, or other effects to present and highlight the new material
- Compliments of SID 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 San Jose Convention & Visitors Bureau.

### WORKING WITH SID YEAR-ROUND

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.