



SPONSORSHIPS & PROMOTIONS DISPLAY WEEK 2020 SAN FRANCISCO

Sponsorship Opportunities
Specialty Promotions
Meeting Space
Benefits of Exhibiting

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Add Power to Your Display Week Exhibit with a Brand Opportunity

Display Week: June 7-12, 2020 • Exhibition: June 9-11, 2020 • Moscone Convention Center, San Francisco, 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 2020

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.
- 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 2020 attendees and exhibitors.



Become a Sponsor of Display Week 2020



EVENT SPONSORS

Branded as the Display Week Co-Sponsor

Exclusive branding on the Display Week website splash page. Includes sponsor "vanity" password which will be printed within various pages of the DW Exhibit & Product Guide

Acknowledgment of the Diamond and Ruby Sponsors by President of SID during his opening Address

Invited to cut ribbon at the opening ceremony

One table for 10 at Display Week Awards Luncheon

Dedicated press releases announcing participation of sponsor at Display Week

Advertisement in Display Week 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)³

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

Sponsorship acknowledgment in exhibition promotional material

Logo placed on Display Week website

Logo placed in Display Week sponsor acknowledgment banner

Company listing in official Display Week Exhibit & Product Guide

4' x 8' meter boards will be placed in attendee high traffic areas throughout the Exhibition²

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

	DIAMOND \$25,000	RUBY \$22,000	EMERALD \$16,000	SAPPHIRE \$12,000	OPAL \$8,000	TOPAZ \$4,000	ONYX \$2,000
Branded as the Display Week Co-Sponsor	Yes						
Exclusive branding on the Display Week website splash page. Includes sponsor "vanity" password which will be printed within various pages of the DW Exhibit & Product Guide	Yes						
Acknowledgment of the Diamond and Ruby Sponsors by President of SID during his opening Address	Yes	Yes					
Invited to cut ribbon at the opening ceremony	Yes	Yes					
One table for 10 at Display Week Awards Luncheon	Yes	Yes	Yes				
Dedicated press releases announcing participation of sponsor at Display Week	Two announcements of Diamond Level participation	Two announcements of Ruby Level participation	One announcement of Emerald Level participation				
Advertisement in Display Week 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) ³	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
Logo placed on Display Week website	Yes	Yes	Yes	Yes	Yes	Yes	
Logo placed in Display Week sponsor acknowledgment banner	Yes	Yes	Yes	Yes	Yes	Yes	
Company listing in official Display Week 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 ²	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		
Cumulative value if sold separately	\$38,850	\$31,250	\$24,000	\$18,900	\$11,650	\$6,900	\$3,800

¹ Provided by you.

² DW produces this signage from your graphics.

* Bi-monthly timing may change, no substitutions.

** Does not include business conferences.

³ 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.



Become a Sponsor of Display Week 2020

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)^{1,3}

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 room²

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

	LEADER \$10,000	SUPERIOR \$7,500	PRESENTING \$5,000	SUPPORTING \$2,500
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) ^{1,3}	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 ²	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 registration for the business conference.

** Video presentation must be created in Mp4 format and delivered by April 24, 2020 for review and approval

¹ Provided by you.

² DW produces this signage from your graphics.

³ 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.



Become a Sponsor of Display Week 2020

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.

The Women in Tech panel, now in its fourth year, draws many senior level attendees to hear what is 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	PRESENTING \$5,000
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 logo on Display Week website	Yes	Yes	Yes
4' x 6' Literature and Pamphlet Table outside for materials	1 Literature Table	1 Literature Table	Yes
Acknowledgement on the Display Week website	Yes	Yes	Yes
Included on the Display Week acknowledgement banner	Yes	Yes	
Logo in the official Exhibit & Product Guide and conference program	Yes	Yes	Yes
Promotional materials may be placed on chairs or given to attendees as they enter or exit Women in Tech	Yes	Yes	Yes
Speaking opportunity scheduled as part of Women in Tech at beginning or end of the session	2 minutes		
Company information on 4' x 8' meter boards at the entrance to Women in Tech	12-sided		
Sponsor of the WIT cocktail reception	Yes		



Become a Sponsor of Display Week 2020

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.

The very successful CEO Level Panel Presentation draws many senior level attendees to hear what is 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 logo included in all Exhibition email promotion
- Organization name and logo on Display Week website
- 4' x 6' Literature and Pamphlet Table outside for materials
- Acknowledgment on the Display Week website
- Logo on Display Week acknowledgement banner
- 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 beginning or 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

	LEADER \$10,000	SUPERIOR \$6,000	PRESENTING \$3,000
Organization name projected on meeting room screen with other sponsors	Yes	Yes	Yes
Organization logo included in all Exhibition email promotion	Yes	Yes	Yes
Organization name and logo on Display Week website	Yes	Yes	Yes
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	Yes	Yes	Yes
Logo on Display Week acknowledgement banner	Yes	Yes	Yes
Logo in the official Exhibit & Product Guide and Conference Program	Yes	Yes	Yes
Promotional materials may be placed on chairs or given to attendees as they enter or exit C Level Panel Presentation	Yes	Yes	Yes
Speaking opportunity scheduled as part of the C Level Panel at beginning or 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 2020

There are two sections to this brochure. The first section starting on page 2, is titled **Sponsorships** – show items that your company may sponsor. The second section starting on page 13, is titled **Specialty Promotions** – individual items that help promote your company brand and messaging. For your convenience look through the **Index** of items at the beginning of each section, ordered by price (highest to lowest) to determine which items may be of interest to you. In-depth descriptions of each item can be found throughout the brochure.

SPONSORSHIP INDEX

<u>Sponsorship Name and Cost in Descending Order</u>	<u>Page</u>
Event Sponsors - \$2,000 - \$25,000	2
Hospitality Event: The floor is yours - \$25,000 (exclusive) or \$15,000 each for 2 sponsors	9
Innovation Zone - \$18,500 (exclusive) - SOLD	11
Wayfinder - \$15,000 (exclusive) until January 3, 2020 - NEW	12
Women in Tech - \$7,500 - \$15,000	4
Badge Lanyards - \$13,000 (exclusive) - SOLD	8
Job Fair - \$10,000 with lunch (exclusive)	12
Mobile App - \$10,000 (premier) or push notifications for \$2,500 each	11
Conference Sponsorship - \$2,500 - \$10,000	3
CEO-Level Panel Sponsorship - \$3,000 - \$10,000	5
Lobby Networking Lounge - \$10,000 (exclusive) Artwork Deadline: April 24, 2020	8
Internet Center and Charging Station - \$9,000 Artwork Deadline: April 24, 2020 - SOLD	8
Hanging Aisle Signs - \$9,000 (exclusive) Artwork Deadline: April 24, 2020 - SOLD	11
Wayfinder - \$8,500 - (shared by 2 sponsors) after January 3, 2020 - NEW	12
Annual Awards Luncheon - \$8,000 (exclusive)	9
Coffee Lounge - \$7,500 (exclusive)	12
Media Breakfast - \$4,000 (two available)	10
Media Lunch - \$4,000 (exclusive)	10
Registration Desk Pens - \$2,500 (exclusive) - SOLD	8
Notepad Organizer - \$2,000 (exclusive) - SOLD	10
Tote Bag Logo Single Item - \$1,500 Purchase Deadline: February 10, 2020 - SOLD	8
Bag Tag Sponsorship - \$1,000 Artwork Deadline: April 24, 2020	10
Park Bench - \$800 Artwork Deadline: April 24, 2020	11

Sponsorship Payment Online

To secure your sponsorship, please go to the Display Week website.



Specialty Promotions at Display Week 2020

SPECIALTY PROMOTIONS INDEX

<u>Specialty Promotion Name and Cost in Descending Order</u>	<u>Page</u>
Stair Graphics - \$15,000 (all 3 sections - upper/middle/lower) Artwork Deadline: April 24, 2020	14
Stair Graphics - \$5,000 (single section) Artwork Deadline: April 6, 2020 - Unique to San Francisco	14
Registration Kick Panel Signage - \$10,000 (exclusive) until January 3, 2020 - NEW	13
Escalator Clings (facing stairs 1 & 2), 2 full side - \$8,500 (1 available) Artwork Deadline: April 24, 2020	17
Escalator Clings, 2 full sides (facing in 1-8)- \$7,000 (4 available) Artwork Deadline: April 24, 2020	17
Attendee Promotion - 4 Exclusive Ads - \$6,500 - NEW	18
Registration Kick Panel Signage - \$6,000 each (shared by 2 sponsors) after January 3, 2020	13
Post-it Note - \$3,500 (exclusive) Artwork Deadline: April 24, 2020	16
Floor Decals Exhibit Hall Entrance - \$3,500 Artwork Deadline: April 24, 2020 - SOLD	15
Hanging Banners Exhibit Level - B40- SOLD ; B41-\$2,600; B42-\$2,500; B46- SOLD ; B46B- SOLD Artwork Deadline: April 24, 2020 - Unique to San Francisco	13
Column Wraps Exhibit/Registration Level - \$2,800 (1 left) Artwork Deadline: April 24, 2020	14
Four-Sided Sign Main Lobby Level - \$2,800 (2 left) Artwork Deadline: April 24, 2020 - NEW	14
Four-Sided Sign Exhibit Level - \$2,800 (4 available) Artwork Deadline: April 24, 2020 - NEW	14
Floor Decals Escalator - \$2,500 Artwork Deadline: April 24, 2020 - SOLD	17
Floor Decals Registration Level - \$2,500 Artwork Deadline: April 24, 2020	15
Website Banner Ads - \$2,000	16
Exhibit Guide Advertisement - \$1,900 (full pg spread) \$1,000 (full pg); \$750 (half pg) Booking Confirmation deadline: March 20, 2020 Submission of electronic files: March 30, 2020	16
Two-Sided Meter Panel - \$1,200 Artwork Deadline: April 24, 2020	15
Tote Bag Novelty Item Insert - \$900	15
Attendee Promotion - Company Logos - \$500 - NEW	18
Exhibit Guide "Live" Floorplan and Printed Company Logo - \$100	16

Right of First Refusal Option – All companies that have secured an "Exclusive" sponsorship or specialty promotion at Display Week 2019, will have the opportunity to secure this opportunity again at Display Week 2020 before it is offered to all other potential buyers. The sponsorship or specialty promotion should be secured online no later than Friday January 1, 2020. After this date the exclusive opportunity will become available to all potential buyers.



Become a Sponsor of Display Week 2020

THINK BEYOND THE BOOTH:

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

BADGE LANYARDS - SOLD

Let Display Week exhibitors and attendees do the advertising for you. Display Week will produce approximately 8,000 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 - SOLD (only 5 opportunities left)

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

- 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 - SOLD

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 conduct other online business. 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!

LOBBY NETWORKING LOUNGE - EXCLUSIVE OPPORTUNITY *Premium location at the bottom of the escalators and near the entrance to exhibit hall*

Promote your presence by helping enhance everyone's networking experience. The Lobby Networking Lounge will be fully carpeted and furnished with tables, chairs, and sofas for attendees to sit and relax, as well as network and conduct business.

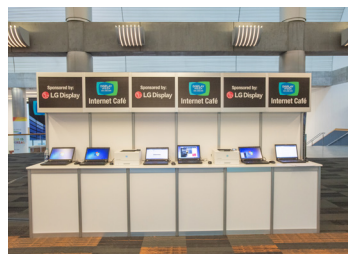
- Your company name and logo will be located on 2 two-sided meter panels strategically placed near the seating area, for a total of 4 meter panels.
- Carpet tile with your company logo.
- Opportunity to display promotional material.
- Recognition in the exhibitor and product guide.
- Recognition on the DW 2020 website.
- Includes 10' x 10' booth on the exhibit floor



REGISTRATION DESK PENS - SOLD

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 2020

DURING DISPLAY WEEK:

Put Your Company at Events Where Attendees Will Notice You

DISPLAY WEEK HOSPITALITY EVENT: THE FLOOR IS YOURS - EXCLUSIVE OPPORTUNITY (until January 1, 2020)
limit of 2 sponsors (after January 1, 2020)
Tuesday June 9, 5-6:30 PM

SID is again offering a networking event that will be accessible to all attendees. The 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 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 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 sponsor.
- Your company logo included with all other premium sponsors on the Sponsor Acknowledgement banner.

ANNUAL AWARDS LUNCHEON- EXCLUSIVE OPPORTUNITY (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 provides a short, entertaining presentation to conclude the luncheon. The Awards Luncheon sponsor will receive the following:

- Includes 10' x 10' booth on the exhibit floor
- 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.
- Complimentary table (one) reserved for your company.
- Prominent signage placed in the luncheon room to recognize the sponsoring company.



Become a Sponsor of Display Week 2020

DURING DISPLAY WEEK:

Put Your Company at Events Where Attendees Will Notice You

MEDIA BREAKFAST AND MEDIA 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. 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 sponsorship is available Wednesday June 10; lunch sponsorship is available Tuesday, June 9.



NOTEPAD ORGANIZER - SOLD

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

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. 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 (below) for details.





Become a Sponsor of Display Week 2020

AROUND THE EXHIBIT HALL:

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

INNOVATION ZONE (I-ZONE) - SOLD

Two (2) locations on the exhibit floor

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 PREMIER OPPORTUNITY AND PUSH NOTIFICATION

The Display Week mobile app has become an indispensable tool for anyone participating in Display Week. Since the mobile app debuted in 2015, the number of people downloading and using it has more than tripled: last year nearly 50% of attendees downloaded the app, and we expect higher numbers for 2020. Be a part of the app that places everything Display Week at attendees' fingertips — technical sessions, event schedules, floor plan, and more. It's free to all smartphone users attending Display Week June 7 - 12, 2020. Sponsor this essential event tool and your company logo and hyperlink will appear prominently whenever and wherever anyone uses the app.

- Mobile App Premier Sponsor - \$10,000 includes 2 push notifications
- Mobile App Push Notification - \$2,500 each*

*One-Push Notification is a one-time message sent out to all registered Mobile App users. Each company is permitted only one push.

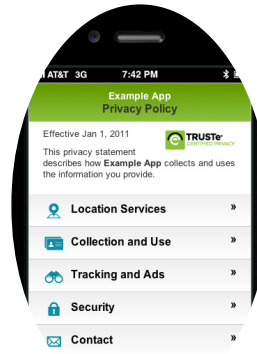
HANGING AISLE SIGNS - SOLD

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.

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

PARK BENCH ADVERTISING (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.





Become a Sponsor of Display Week 2020

THINK BEYOND THE BOOTH:

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

COFFEE LOUNGE SPONSORSHIP - EXCLUSIVE OPPORTUNITY!

Become the exclusive sponsor of the Display Week 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.

PROFESSIONALS AT THE JOB FAIR CONNECT WITH BRIGHT MINDS WHO ARE LOOKING FOR EXCITING CAREER OPPORTUNITIES AT DISPLAY WEEK

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, June 10th 8:30 a.m. to 3:00 p.m

As the exclusive sponsor of the Display Week Job Fair, your company will receive the following:

- 10' x 10' booth on the exhibit floor
- Your company name/logo on all electronic promotion of the Display Week Job Fair that will be distributed before and during Display Week
- Your company name/logo on prominent signage at the Job Fair
- 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 & Product Guide distributed to all attendees of Display Week

WAYFINDER- EXCLUSIVE OPPORTUNITY! until January 3, 2020

How to find anything at Display Week 2020. Your exhibitor directory and floor plan situated exactly where attendees need them — in the lobby areas. These convenient touch screen stand-alone or internet connected units provide one more way to make sure that attendees can connect with exhibitors they want to see.

Features Include:

- Attendees can search for exhibitors, products or booths and locate symposium sessions and other Display Week events
- 'Here-to-There' navigation for easy booth location
- Sponsor's name and logo placed on the outside of the wayfinder and on electronic screens to be seen by all users
- Four wayfinder towers will be strategically located in the high-traffic lobby areas



Specialty Promotions at Display Week 2020

THINK BEYOND THE BOOTH:

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

REGISTRATION KICK PANEL SIGNAGE AT COUNTERS- EXCLUSIVE OPPORTUNITY! until January 3, 2020

Dimensions - see counter sizes in graphics below, 25 panels total.

Build positive associations by making your company's message one of the very first things people see at Display Week 2020. As they approach registration, Display Week participants will see your brand on customized kick panels mounted on the bottom panel of every counter in the main registration area of the upper lobby.

- 13 self-manned kick panels
- 8 laptop kick panels
- 4 manned kick panels



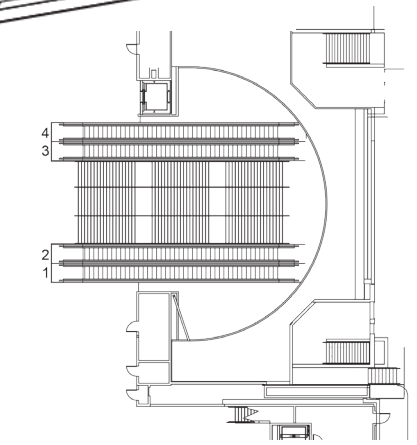
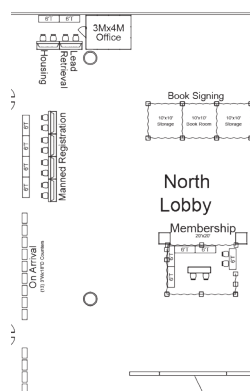
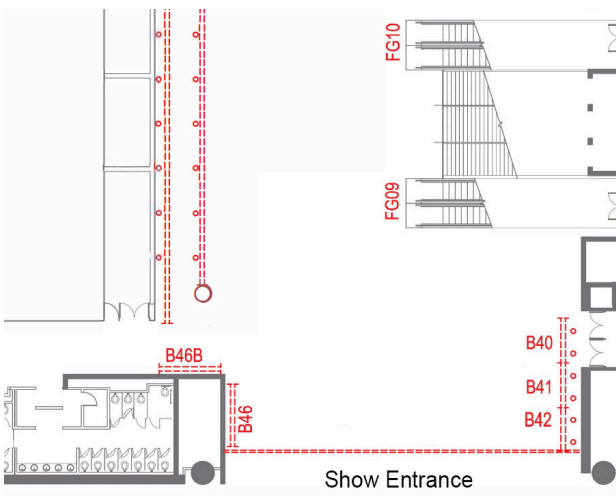
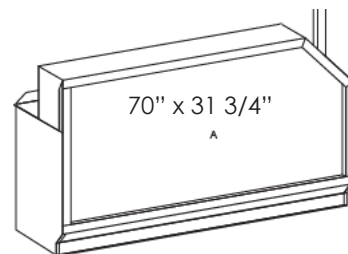
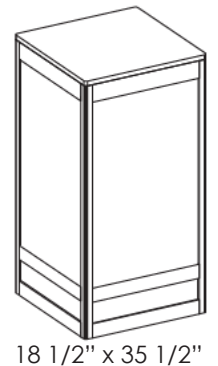
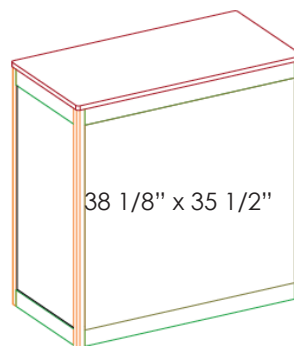
HANGING BANNERS - SINGLE-SIDED EXHIBIT LEVEL

Multiple sizes and locations

B40 (8' x 14') SOLD, **B41 (8' x 10')**, **B42 (8' x 8')**, **B46 (15' x 5')** SOLD, **46B (12' x 5')** SOLD, See map this page

Put your message on a banner strategically placed in the exhibit level near the show entrance.

- Display Week handles the hanging and dismantling as part of the fee.
- Additional cost if you want banner to be produced by Show Management.





Specialty Promotions at Display Week 2020

THINK BEYOND THE BOOTH:

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

ROUND COLUMN WRAPS - MAIN LOBBY REGISTRATION LEVEL

Single column; 1 left

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.

- Display Week will produce and install the column wrap (sponsor to provide artwork).
- Column 38 1/8"W x 96"H



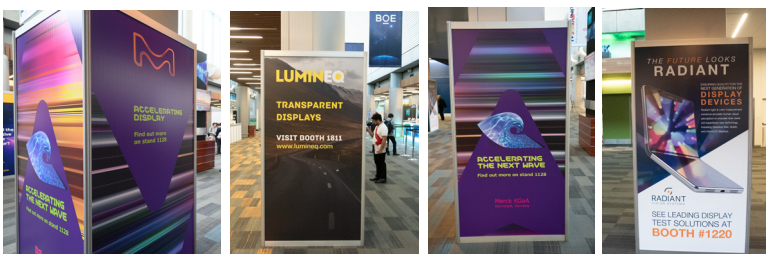
Column wrap

FOUR-SIDED SIGN - EXHIBIT LEVEL (RECTANGULAR)

Your company graphics will be placed on one of these 4-sided signs on the main lobby registration level or the exhibit 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.

- Display Week will produce and install the 4-sided sign (sponsor to provide artwork).
- Sign (4 sides) 48"W x 91.375"H

Rectangular Column Wraps

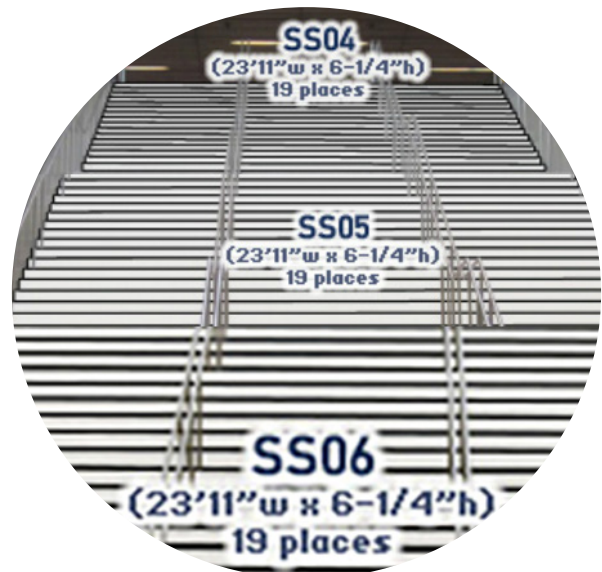


STAIR GRAPHICS - LOBBY LEVEL TO EXHIBIT LEVEL ENTRANCE

\$15,000 - entire staircase - **EXCLUSIVE OPPORTUNITY! Until 1/1 \$5,000 each** - 3 vertical locations available - **Beginning 1/1/20**

Your graphics will be placed on the main staircase from the lobby level to the exhibit 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.

- Display Week produces and installs the stair graphics (sponsor provides artwork).
- One section of the staircase graphic is 19 steps 23' 11" W x 6 1/4" H.
- The complete staircase. 57 steps x 23' 11" x 6 1/4", **until 1/1/20.**
- There are (3) horizontal opportunities available **after 1/1/20.**





Specialty Promotions at Display Week 2020

TOTE BAG NOVELTY ITEM INSERT

To ensure that your corporate identity has staying power, sponsor a novelty item that will be placed in the official Display Week 2020 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.

TWO-SIDED ADVERTISING (METER) PANELS (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).

REGISTRATION LEVEL AND EXHIBIT LEVEL FLOOR DECALS Multiple opportunities available

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

- Display Week produces and installs the floor decals (sponsor provides artwork).
- Each floor decal is 5' H x 5' W.

EXHIBIT HALL ENTRANCE FLOOR DECALS - SOLD

These floor graphics will be placed inside the entrance 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' H x 10' W.

Floor decals



Meter panel





Specialty Promotions at Display Week 2020

PRINT & WEB ADVERTISEMENTS

EXHIBIT GUIDE & SHOW DIRECTORY ADS (OFFICIAL SHOW DIRECTORY)

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.

YOU'RE INVITED TO THE VEHICLE-TO-HUMAN INTERFACE FUTURE

VEHICLE DISPLAYS DETROIT

TOO IMPORTANT TO MISS SEPT 24-25

Register Today www.VehicleDisplay.org

DETROIT'S MOST IMPORTANT TECHNICAL SYMPOSIUM & EXPO FOR THE VEHICLE DISPLAY, INTERFACES & AUTO OEM COMMUNITIES

You're invited to attend the 26th annual SID Vehicle Displays & Interfaces Symposium and Expo Detroit, September 24-25, 2019, presented by the Detroit Chapter of the Society for Information Display in the center of U.S. automotive excellence. It's Too Important To Miss.

THE TECHNICAL SYMPOSIUM:
Hear the latest peer-reviewed technical presentations from the industry's brightest. Stay current on emerging electronic display and visual information technologies for vehicles from concept to market.

Get a first-look at the industry's next-gen innovations and tech 'magic' destined to shape tomorrow's immersive HMI vehicle-to-human experiences and buyer preferences in the evolving trillion-dollar global OEM vehicle marketplace.

THE SOLUTIONS EXHIBITION:
Experience hands-on demos, source, collaborate and conduct problem solving with expert tech reps from dozens of the world's leading display technology product, service and supply chain solution providers.

Exhibitors & Sponsors:
Contact Joe Nemchek at [jнемchek@pcm411.com](mailto:jnemchek@pcm411.com), Or call (203) 502-8338
Reserve Your Space Today at www.VehicleDisplay.org

Meet With Leading Companies Like These

The Detroit Chapter of Society for Information Display (SID) presents Vehicle Displays & Interfaces in Detroit to support vehicle display development from concept to market. It attracts scientists, designers, engineers, R&D and business leaders from the electronic display and visual information technologies, photonics, vehicle systems, academic and OEM communities.

EXHIBIT GUIDE & "LIVE" FLOOR PLAN COMPANY LOGOS (2 for the price of 1)

Your black-and-white company logo can be added to your complimentary listing in the 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.



WEBSITE BANNER ADS (early ads run longer)

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 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)

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

Display Week Returns to Silicon Valley

DISPLAY WEEK 2019 EXHIBIT & PRODUCT SHOW GUIDE

THE OFFICIAL DIRECTORY FOR THE 56TH ANNUAL SHOW

WHAT'S INSIDE:

- EXHIBITOR FLOOR PLAN
- SUMMIT LISTINGS
- WHERE TO FIND IT
- CONVENTION CEN

Your Ad Here!

The Many Ways to San Jose

Download the DW 2019 Mobile App www.displayweek.org \$50



Promote Your Brand at Display Week 2020

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

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

- Display Week produces and installs the floor decals (sponsor provides artwork).
- Each floor decal is 5' H x 10' W.

ESCALATOR CLING FOR 2 FULL ESCALATOR SIDES 4 opportunities available

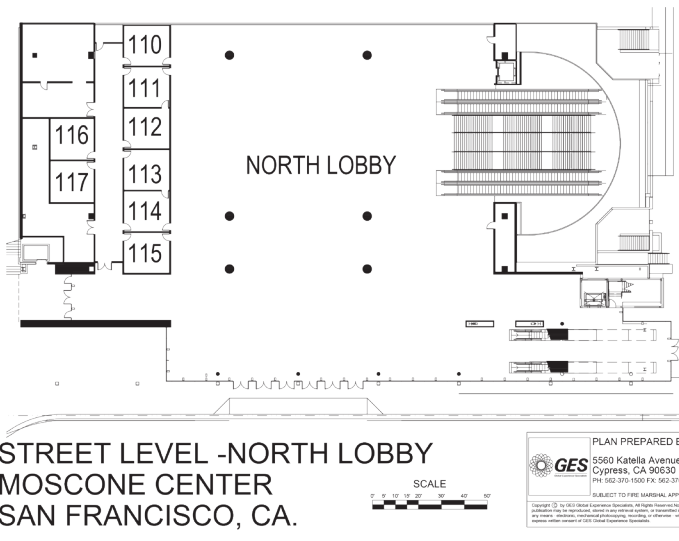
With lots of ups and downs, escalators that is, here is a great way to promote your brand. For maximum exposure, there's no safer bet than positioning your brand on the building escalators in the convention center! Showcase your company everywhere the attendees go at Display Week.

- Escalator dimensions are 708 3/4" W x 26" H.
- 4 escalator sides are available for the exclusive sponsorship.
- Exhibitor to create and provide all advertisements.

Escalator floor decal



Escalator cling



STREET LEVEL - NORTH LOBBY
 MOSCONE CENTER
 SAN FRANCISCO, CA.

Registration - Exhibit Hall Level



Specialty Promotions at Display Week 2020

Sponsorship – email Exhibitor Ad and Logo in SID/Display Week 2020 Attendee Email Campaign

NEW

ATTENTION DISPLAY WEEK EXHIBITORS

NEW

**Two New Ways to Show the Global Display Industry Your Company
Is Exhibiting at Display Week 2020 in San Francisco in June**

For 2020, SID/Display Week offers your company two new high-awareness sponsorship opportunities:

1. Four (4) exhibitors will have a high-frequency semi-exclusive branding opportunity as part of Display Week’s 2020 **1.5 million impression (IMP)** attendee email campaign, with two (2) digital “come-to-show” ads that link to registration scheduled each month leading up to the show.
2. All exhibitors will have a high-frequency branding opportunity by including their company’s logo in the Sponsor section of every attendee email leading up to the show.

Here are advertising and branding program details:

ADVERTISING OPPORTUNITY

- Only 4 positions available (*First-come-first-served*)
- Duration – 1st week of February – 1st week of June
- Frequency – two (2) exclusive ads per month that link to registration February-May, with two (2) ads 1st week of June.
- Large static digital ad size – 350W x 250H, 300 dpi (*sorry no animation or scrolling*)
- Ad will rotate randomly through each of four (4) positions each month for four (4) months
- All four (4) Sponsor ads to appear together 1st week of June in two (2) emails

Creative Messaging Suggestion

Give your advertising a “come-to-show” feel and focus that encourages attendees to visit your booth to see what’s new and exciting. (One copy update permitted for 1st week of June ads, if desired)

PARTICIPATION COSTS

1. Advertising Sponsorship: \$6,500 for 10 placements
2. Company Branding Logo: \$500 for all attendee emails

DEADLINES

Advertising Sponsorships: Insertion order must be received no later than **January 10**, with ad materials no later than Wednesday **January 22**. June ad materials by Wednesday **May 27**.

Company Branding Logo Sponsorships: Logos received by PCM the Thursday prior to placement and will appear the following week in alpha order. To be in the first attendee email, PCM must receive your company’s logo no later than COB **Thursday January 30, 2020**.

For Orders or Questions – contact Jim Buckley at jbuckley@pcm411.com or 203-502-8283 or Sue Chung at schung@sid.org or 408-489-9596 to secure either of these opportunities or to learn more.



On the Exhibit Floor at Display Week 2020

ON THE EXHIBIT FLOOR INDEX

<u>On the Exhibit Floor Name and Cost</u>	<u>Page</u>
Meeting Room Rental - Starting at \$8,850 w/o ceiling to \$11,850 w/ceiling	19
Small Meeting Room - \$4,750 - \$5,250	19
Meeting Room Sign - \$600	19

Exhibit Hall Meeting Room Payment Online

To secure your exhibit hall meeting room,
please go to www.displayweek.org.

Right of First Refusal Option – All companies that have secured an “Exclusive” sponsorship or specialty promotion at Display Week 2019, will have the opportunity to secure this opportunity again at Display Week 2020 before it is offered to all other potential buyers. The sponsorship or specialty promotion should be secured online no later than Friday January 1, 2020. After this date the exclusive opportunity will become available to all potential buyers.



On the Exhibit Floor at Display Week 2020

MEETING ROOM RENTALS ON THE EXHIBIT FLOOR

LARGE MEETING ROOM ON THE EXHIBIT FLOOR

Large meeting room without ceiling

- At 2019 show - \$8,350
- After 2019 show and before 2/3/20 - \$8,850
- After 2/3/20 - \$9,350

Large meeting room with ceiling

- At 2019 Show - \$10,850
- After 2019 show and before 2/3/20 - \$11,350
- After 2/3/20 - \$11,850

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

- At 2019 Show - \$4,500
 - After 2019 show and before 2/3/20 - \$4,750
 - After 2/3/20 - \$5,000.
- 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.

GO BIG BILLBOARD - BIG & BIGGER

ONLY \$3,500

Cover an entire side of your meeting room with your company branding and graphics – 16' x 10' sign for only \$3,500. Attendees will not be able to miss your company message with this sign!

After May 5, price increases to \$4,300.

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.



Large Meeting Room



In the Convention Center Display Week 2020



Convention Center Meeting Rooms (off floor)

Date:

- Display Week 20, Monday through Thursday, June 8-11, 2020

Location:

- Moscone 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.
- Rental of meeting room for all 3 show days is 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 ROOM OR BALLROOM AT AN OFFICAL DISPLAY WEEK HOTEL.

Do you need a temporary headquarters, private meeting space or a spot to hold a function for your company during Display Week? Would you like Display Week to help promote the location of your hotel suite, meeting space or ballroom? There are multiple types of spaces available for conducting private business meetings, small receptions or a function of your design. 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. SID Show Management team will secure your suite, meeting space, or ballroom at a Display Week approved hotel using the DW official housing vendor - 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 (Or you may prefer to have a private event that does not require any or some of these promotional opportunities. These promotional opportunities are optional based on your desire to utilize them or not):
 - On the Display Week official website.
 - In a pre-show e-blast sent to all registered attendees two weeks before the show.
 - In the printed Display Week Exhibit & Product Guide distributed at the show to all participants (deadline for this opportunity is March 13, 2020).
 - In the official Display Week Mobile App.
 - On a meter board sign located in the registration area (deadline for this opportunity is April 1, 2020).

For a Hotel Suite, the cost of the above promotional efforts and multi-platform branding opportunities is \$3,000 for current DW exhibitors and \$5,000 for non-exhibitors. All companies need to be registered as attendees at Display Week 2020.

For a Meeting Space, the cost of the above promotional efforts and multi-platform branding opportunities is \$10,000 for current DW exhibitors and \$12,000 for non-exhibitors. All companies need to be registered as attendees at Display Week 2020.

For a Ballroom Space, the cost of the above promotional efforts and multi-platform branding opportunities is \$25,000 for current DW exhibitors and \$30,000 for non-exhibitors. All companies need to be registered as attendees at Display Week 2020.

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.

This Hotel opportunity may be the perfect way to connect with your customers at Display Week. **Please contact Jim (203-502-8283) jbuckley@pcm411.com or Sue (408-489-9596) schung@sid.org for details today.**



On the Exhibit Floor at Display Week 2020

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 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 January 10, 2020.
 - 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 Conferences,
 - 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 Conferences (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 (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 & 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.
- 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 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
- People's Choice Awards
 - Attendees and exhibitors vote for their favorite exhibits and products on the show floor.
 - Best New Display Technology** (a panel, module, or finished product)
 - Best New Display Component** (this might be a film, glass, touch element, or other component)
 - Best Technology Demonstration** (the way the product or technology is shown on the floor)
 - Best Small Booth, Medium Booth, Best Large Booth**
- 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 Moscone Convention & Visitors Bureau.
- Carpet is required and not included.

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.



Sponsorship and Promotion Photos

