

Display Week 2014

Exhibitor Marketing Guide

June 1-6, 2014

San Diego Convention Center

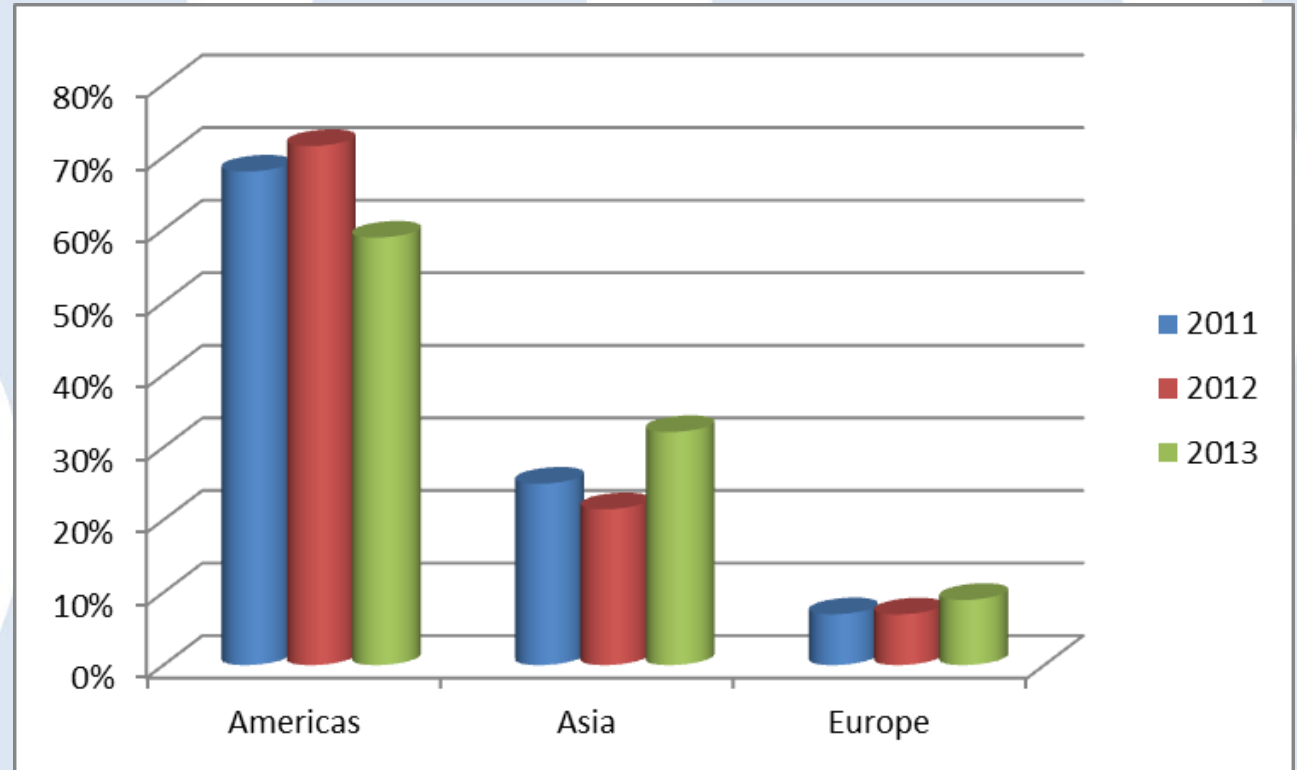
SOCIETY FOR INFORMATION DISPLAY

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Attendance by Region

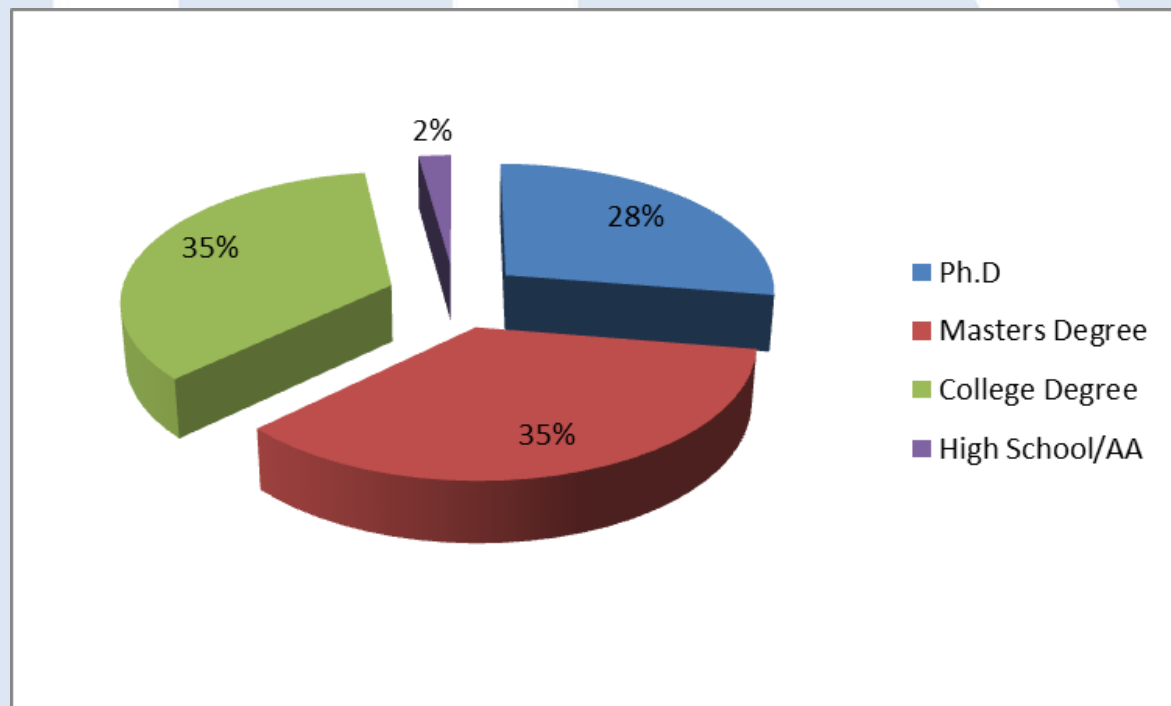
- Asia participation was up for 2013
- Americas % was lower in 2013 since many US attendees were not able to travel to Canada



63% of Attendees Have Advanced Degrees

This data shows SID's Display Week is principally attended by senior-level personnel.

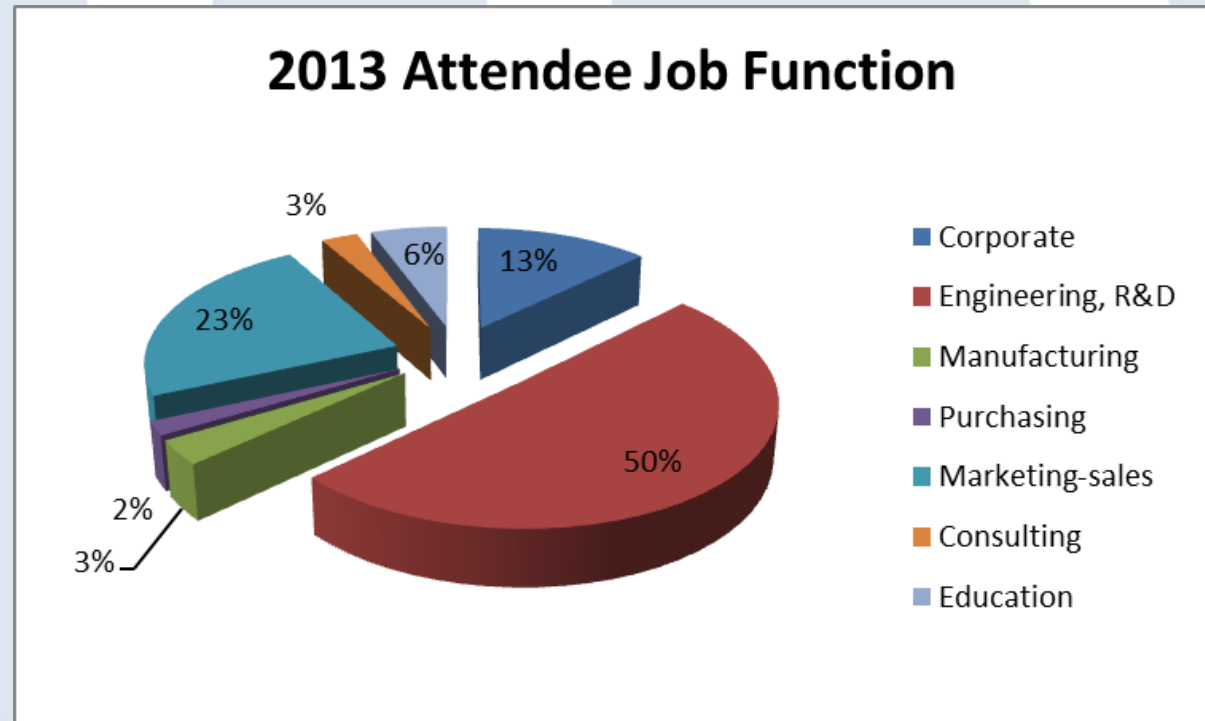
This is important for exhibitors since it allows them to focus their time and money on influential personnel, improving their market impact compared to other shows with less prestigious and influential attendees.



Attendee Job Function

Roughly 50% engineering, 40% business

This data shows that SID's attendee base is heavily focused on engineering and R&D.

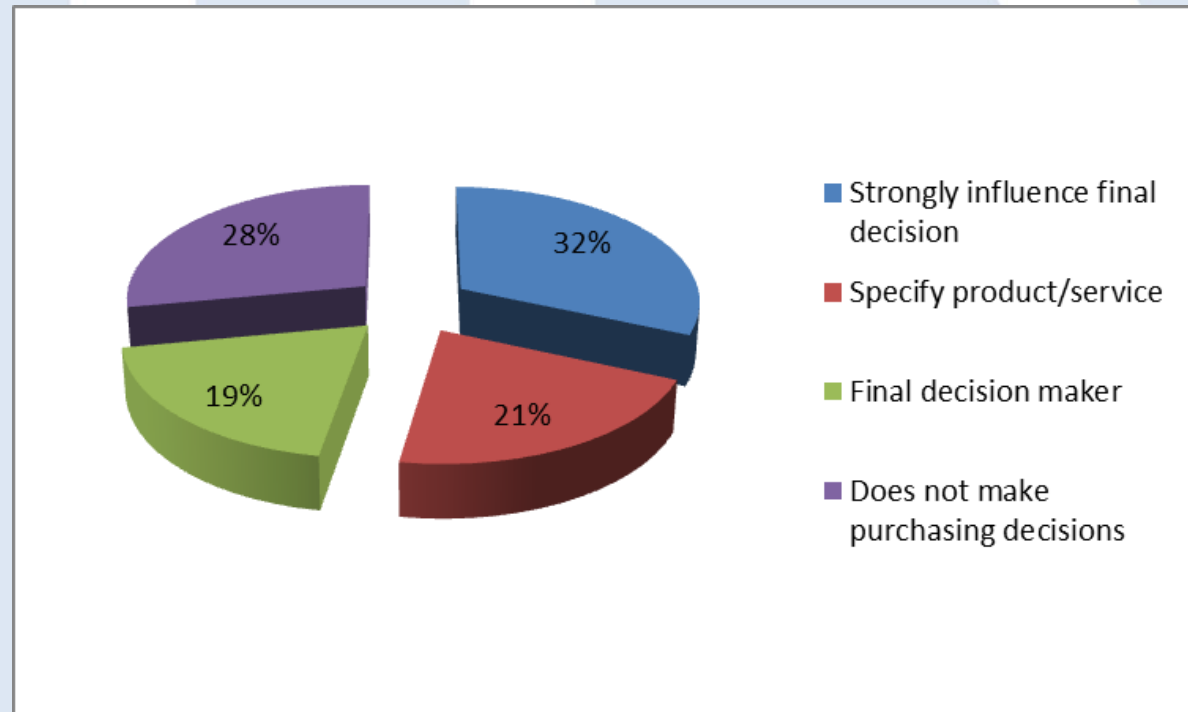


72% of Attendees Influence Purchasing Decisions

1/3 of attendees directly use displays or are integrating them into products.

Counted together, Apple and Amazon alone sent over 100 attendees to Display Week 2013.

There's no better place to exhibit in order to reach top systems integrators!



Exhibitor Testimonials

CMI: *“2,100 visitors in two days”*

Tactus: Display Week was a *“non-stop flood of people...150 articles were written about us, more than 2.5 million people read the news about us, and more than 1 million people watched our product video.”*

- Nate Saal, VP Business Development

Westar Display Technologies: *“Display Week is the only place where we exhibit our latest solutions from all our product areas. Year after year, the SID show provides the opportunity to meet display technologists from both emerging companies and well-established companies. It’s simply a ‘can’t miss’ event for us.”*

— Dave Heiligenstein President

3M Optical Systems: *“3M Optical Systems always participates in SID Display Week, because it enables us to meet many current and prospective customers in one place. In addition, the conference provides a good forum for learning about the latest technical developments.”*

— Stephanie Haack, Marketing Manager

Booth Configuration & Cost

- Booth space is available in peninsula, island, and/or in-line configurations. Space rental does not include utilities, furnishings, labor, or other services. Booth space is allocated on a first-come, first-served basis in ~10' x 10' sized spaces.
- Cost per square foot of booth space: \$38/foot or \$3800/space (\$42, \$4200/space starting in November)
- SID corporate (sustaining) members receive a 10% discount on rental space, the amount of space determined by level of corporate membership. Please check with SID HQ at (408) 879-3901, or e-mail office@sid.org if you need to confirm that your company is a current sustaining member.
 - If you are not yet a SID Sustaining member, you can [join now!](#) Sustaining membership categories are as follows, with a discount on more booth space (and more marketing benefits) for the higher levels of membership:
 - Gold membership: \$7,500, Silver: \$3,000, Basic: \$1,000

Exhibitor Benefits

- With each 100 square feet of booth space purchased: 1 complimentary Technical Symposium Registration (Tuesday – Thursday) and 1 complimentary registration for one other program held in conjunction with DisplayWeek.
- A listing in the Official Exhibit and Product Guide
- Free Products on Display Listing in the Show (May) issue of Information Display magazine, distributed to all Display Week attendees.
- An opportunity to participate in the Exhibitor Forum
- Sponsorship Opportunity: Please see the list later in this presentation
- Access to the DisplayWeek Press Room for press conferences and media interviews.
- Obtain final list of attendees as well as a free listing in the Information Display magazine's Industry Directory.
- Free SID YouTube channel video interview from the show floor, opportunity will be provided to many exhibitors, especially large exhibitors
- Show floor interviews will be posted on SID.org for Display Industry Award and Best in Show award winners

Sponsorships

2014 list TBD, 2013 list shown below
(internet ads that go into email blasts are currently available)

- Aisle Signs
- I-Zone:
- Carpet Stickers
- D-Zone: Attendee Lounge
- Mobile App
- “You Are Here” Map Kiosks
- FPD Rotating Digital Banners
- Media Breakfast
- Media Lunch
- Huge Interior Building Banners
- Escalator landing floor stickers (about 3.5 x 1 meter in size)
- Escalator side rail graphics: \$varies
- Between-escalator graphics: \$varies
- Stair graphics:
- Column logo wrap
- Half column wraps
- Lanyards (badge cord)
- Annual awards luncheon
- Special event party
- Exhibit guide wrap
- Exhibit guide directory ad
- Web banner ad, now til DisplayWeek, includes email blasts: \$3,000
- Official Display Week Tote Bag Logo
- Tote bag novelty item
- Notepads
- Registration desk pens
- Two-sided meter panels
- Internet café
- Charging station

Nobody wants to have the competition buy up all the best sponsorships, leaving them with a weaker brand image. Purchase your sponsorship today!

Publicity Announcements

- You can increase the impact of your announcements by releasing them 2-3 weeks prior to Display Week (instead of just before or at the show with everyone else)
 - Since there are less announcements early on, you will get more customer ‘news real estate’ or attention, and they will remember your brand and product better
 - Be sure to copy MCA on your press releases, so they can publicize your company to the media in their sales pitches: DisplayWeekPR@mcapr.com

Other Publicity

- In addition to press release support and sponsorships, other publicity opportunities include:
 - Access to registered media & analysts list up to two months in advance of the show; allows you to set up one:one media interviews with the 125+ global media outlets/market researcher expected to attend*
 - Access to exclusive press room to meet with media for interviews if booth does not allow*
 - Inclusion of company/show highlights at annual SID press & analyst breakfast, which kicks off the day of the exhibition*
 - Free interview videos shot on the show floor by SID's PR firm MCA; be sure to be ready to be interviewed if they stop by---interviews are posted on SID's YouTube channel with interviewee permission and for your respective website/promotional purposes
 - Display Industry Awards & Best in Show awards: be sure to nominate your firm!
 - Rental signage /FPD screens (check exhibitors' manual)
 - Exhibitors Forum
 - Free Information Display exhibitors' listing
 - Virtual Press Office—allows you to distribute your press releases / post your press kit via PR Newswire at a discounted rate*

*Additional details included in the media opportunities section of the exhibitors manual

Technical & Business Program

- Symposium of 70 technical sessions with roughly 400 oral and poster technical paper presentations
- Business Conference
- Investors Conference
- Sunday Short Courses, great for new employee training
- Monday Seminars on display technology
- I-Zone (innovation zone, runs two days showing pre-commercialization prototypes only)
- Market Focus Conferences, looking at the upcoming challenges in a given market segment
- Networking Events for business discussions: Awards Lunch, Awards Dinner, Special Networking Event, and receptions for the Business Conference, Investors Conference, and Market Focus conferences

Don't delay—contact SID to secure your 2014 Display Week booth today!

Exhibit Booth Sales & Sponsorships: Americas & Europe	Exhibit Booth Sales & Sponsorships: Asia
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