

SID DISPLAY WEEK '14

SAN DIEGO



Get ready to do business at Display Week, SID's annual showcase for the display industry.

No other display event in the world offers this combination of qualified attendees and exhibitors, networking and educational opportunities, vital trade information, and state-of-the-art symposium presentations.



3M attends the Society for Information Display's Display Week for a variety of reasons. First, it is the premier event for display technology in the consumer electronics industry. Second, it's a chance to enhance our relationships with new and current customers. Finally, we get the chance to showcase our newest and most exciting technologies. At Display Week, we always reach the right people in the right way." — Mary Auvin, 3M

June 1-6 2014
San Diego, California
San Diego Convention Center
www.displayweek.org

The official show of The Society for Information Display (SID)

DON'T MISS WHAT'S COMING UP: DISPLAY WEEK

More display innovations are introduced year after year at Display Week than at any other display event in the world. That's what draws the display industry's most influential businesspeople and technologists to the show. **Make your company a part of their future** – make sure you are seen on the exhibit hall floor.

ATTENDEE STATISTICS

74% influence purchasing decisions

50% operate in an engineering or scientific capacity

75% have a technical background

There is no better way to meet so many qualified prospects and potential partners face-to-face under one roof than by exhibiting at Display Week.

SHOW STATISTICS

Previous Display Week Averages (2001-2012)

6,500 Attendees

245 Exhibitors

47,600 Square feet

Display Week's West Coast locations historically draw large numbers of attendees, with substantial participation from Asia for both attendees and exhibitors.

CUTTING-EDGE TECHNOLOGY

Display Week 2014 will cover the hottest technologies in the display marketplace, including:

- 3D
- Touch and Interactivity
- Lighting
- Oxide TFT
- OLED TV
- 4K x 2K TV
- Digital Signage
- Display Manufacturing
- Flexible Displays and e-Paper
- HDTV
- LCD
- Films and Coatings
- Plasma
- Projection
- Display Metrology
- Display Components, Electronics and more!



Tactus chose [Display Week] as the venue to launch our company....The buzz just grew from there. Within the week, there were more than 150 articles written, more than 2.5 million people who read the news about us, and more than 1 million people who watched our product video."

— Tactus Technology's VP of Business Development

DELIVERS THE DISPLAY INDUSTRY TO YOU

The Display Week exhibition takes place Tuesday through Thursday, June 3-5. **In three days, you'll meet a large variety of potential customers and partners**, ranging from major Asian-based suppliers and buyers to numerous North American and European-based companies who use SID's Display Week as their primary portal into the display industry.

SPECIAL OPPORTUNITIES FOR DISPLAY WEEK EXHIBITORS

- Exhibitors' Forum: Take the stage to share information about your products.
- Best in Show: Nominate your company's exhibited products and prototypes.

NEW: MEETING ROOM PROGRAM FOR EXHIBITING COMPANIES

- Sound-proofed walls
- 16 x 18 feet
- Furnished, with electricity included
- Prices range from \$4,500 for a 1-day rental to \$14,000 for a 3-day rental

SPONSORSHIPS

The Center for Exhibition Industry Research (CEIR) reports that trade show booth efficiency increases by 104% when sponsorship is included in the exhibit plan. Maximize your exposure and increase your exhibiting ROI. Some 2014 sponsorships include:

- Banners
- Stair graphics
- Lanyards
- Tote bags
- Media breakfasts and lunches
- Aisle signs
- Special events



We've had such a great turnout, with nearly 2,100 visitors to the booth in the first two days."

— Innolux Corporation

SID SUSTAINING MEMBERSHIPS

Become more involved with the Society for Information Display and receive great benefits by becoming a sustaining member.

GOLD MEMBERSHIP: \$7,500 annual fee includes 10 complimentary individual memberships; 10% discount on 5 booths; 14 points toward your standing in the 2014 booth selection for Display Week 2015; complimentary half-page ad in 4 issues of Information Display during the membership period; company name and link on sid.org; listing in email blasts to over 20,000 display industry contacts; and more.

SILVER MEMBERSHIP: \$3,000 annual fee includes 5 complimentary individual memberships; 10% discount on up to 3 exhibit booths; 7 points toward standing in the 2014 booth selection for Display Week 2015; complimentary half-page ad in one issue of Information Display during membership period; company name and link on sid.org; listing in email blasts to over 20,000 display industry contacts; and more.

SUSTAINING MEMBERSHIP: \$1,000 annual fee includes 3 complimentary individual memberships; 10% discount on 1 exhibit booth; 1 point toward standing in the 2014 booth selection for Display Week 2015; company name and link on sid.org; listing in email blasts to over 20,000 display industry contacts; and more.



LOOKING AHEAD: THE BIG PICTURE



In addition to its three-day exhibition, Display Week includes the following programs that draw **qualified attendees** to the show, year after year. These programs also represent valuable networking and educational possibilities for your company personnel:

- SID's renowned Symposium, with hundreds of presentations, including state-of-the-art research from industry experts
- Business Track: Business Conference, Market Focus Conferences, and Investors Conference. Business developers and purchasing decision makers attend these conferences, which are scheduled to allow ample time for visiting the exhibition as well.
- Four-hour short courses and 90-minute seminars on specific and timely areas of display technology
- Awards luncheon for Best in Show and Display Industry Awards
- I-Zone exhibit area for prototypes and cutting-edge research, an exclusive Display Week event designed to showcase emerging technology

“Display Week is a great way for our company to reach a very specific market. We make excellent contacts at this show and look forward to each year's event.”

— Denise Lavoie,
Henkel Adhesive
Technologies

Reserve your space today by contacting a Display Week sales representative:

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Get started building a better future for your company NOW: www.displayweek.org

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