



# SPONSORSHIP AND BRANDING AT DISPLAY WEEK 2015

**Sponsorships and Advertising Opportunities  
Meeting Rooms and Complimentary Branding**

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## **Add Power to Your Display Week Exhibit with a Show Sponsorship**

Display Week: May 31-June 5, 2015 • Exhibition: June 2-4, 2015 • 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.*

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# Become a Sponsor of Display Week 2015

## THINK BEYOND THE BOOTH:

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

### MAIN LOBBY HANGING BANNERS - TWO SIDED \$3,000 - Only 6 available

Put your message on a banner strategically placed in the lobby of the San Jose Convention Center.

- Display Week handles the hanging and dismantling as part of the fee. There is a limit of 6 opportunities.
- All banners **must** be 5' W x 10' H **double sided 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 by Show Management. **Artwork Deadline:** April 24, 2015.*

### STAIR GRAPHICS - STREET LEVEL TO EXHIBIT LEVEL ENTRANCE \$8,000 - Only 2 available - NEW THIS YEAR

Your graphics will be placed on one of the two staircases from the street 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).
- Each stair graphic is 24 x 215" W x 5 1/4" H.
- There are two (2) opportunities available.

### MAIN LOBBY COLUMN WRAPS - EXHIBIT LEVEL \$3,000 - single column; \$8,500 double column (includes space between columns)

Your company graphics will be placed on one of the columns in the lobby of the Convention Center, which will be seen by all attendees and exhibitors as they enter. 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).
- 102" H x 96" W banner column wraps.
- First come first served for premium locations.

### BADGE LANYARDS - EXCLUSIVE OPPORTUNITY \$15,000

Let Display Week exhibitors and attendees do the advertising for you. Display Week will produce approximately 7,000 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 \$995 per sponsor logo (only 12 opportunities available) Exclusive sponsorship is \$15,000

Always in high demand, the official Display Week Tote Bag is distributed to each of the 2,000+ expected attendees at the Display Week 2015 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 2015, both during the conference and afterwards. **Artwork Deadline:** February 13, 2015.

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

### LOBBY NETWORKING LOUNGE - EXCLUSIVE OPPORTUNITY \$5,000 - NEW THIS YEAR

The Lobby Networking Lounge is a 20' x 90' carpeted area with chairs and round 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 all four sides of the lounge on two-sided meter panels. **Artwork Deadline:** April 24, 2015.





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## TOTE BAG NOVELTY ITEM INSERT \$1,500 per item

To ensure that your corporate identity has staying power, sponsor a novelty item that will be placed in the official Display Week 2015 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 16, 2015, in the GES warehouse.

## NOTEPAD ORGANIZER - EXCLUSIVE OPPORTUNITY \$10,500

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.
- Display Week will produce the notepads with a one-color logo.

## REGISTRATION DESK PENS - EXCLUSIVE OPPORTUNITY \$3,500

Every attendee gets a pen, uses it every day at the show, then takes it home and carries it around as a constant reminder of your company all year long. This is the "take-away" that you will WANT people to steal!

- Sponsor to provide pens with logos.
- Pens will be placed in the registration area for all attendees and exhibitors, as well as in the technical session rooms and at all information counters.

## DIGITAL BILLBOARDS \$2,250 PER BILLBOARD OR \$12,000 FOR 8 BILLBOARDS - EXCLUSIVE OPPORTUNITY - NEW THIS YEAR

For maximum exposure, there's no safer bet than positioning your brand on the building monitors throughout the convention center! Showcase your company everywhere the attendees go at Display Week.

- Monitors are 55 inches.
- 8 monitors available for the sponsorship.
- Programming includes company advertising on each monitor.
- Exhibitor to create and provide all advertisements.

## INTERNET CENTER & CHARGING STATION (NEW COMBO 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!

## TWO-SIDED ADVERTISING (METER) PANELS \$1,350 (always popular)

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

- Display Week produces, installs, and dismantles panels (sponsor provides artwork; exact location to be determined by Display Week Show Management).  
**Artwork Deadline:** April 24, 2015.







# Become a Sponsor of Display Week 2015

## AROUND THE EXHIBIT HALL:

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

### HANGING AISLE SIGNS - EXCLUSIVE OPPORTUNITY \$10,000

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, for a total of 18 signs. This is one of the most visible sponsorships we offer. Attendees and exhibitors will see your logo in a prominent location all day long.  
**Artwork Deadline:** April 24, 2015.

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

### INNOVATION ZONE (I-ZONE) - EXCLUSIVE OPPORTUNITY \$15,000

The Innovation Zone (I-Zone) is a forum for live demonstrations of emerging information display technologies. The I-Zone is a separate area in the main exhibit hall, which is set off by an I-Zone banner overhead that will bear your company's logo, and draped rails. 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.

### MAIN ENTRANCE CARPET DECALS (eye-catching) \$2,500

These carpet stickers will be placed inside the two main entrances of the exhibit hall and will be visible to all attendees and exhibitors as they enter the 2015 exhibit hall.

- Display Week produces and installs the carpet stickers (sponsor provides artwork).
- Each floor decal is 5' x 5'. **Artwork Deadline:** April 24, 2015.

### PARK BENCH ADVERTISING \$1,295 for 2 park benches, or \$6,000 for 10 park benches as an exclusive sponsorship - NEW THIS YEAR

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 24, 2015

## DURING DISPLAY WEEK:

Put Your Company at Events Where Attendees Will Notice You

### MEDIA BREAKFASTS AND MEDIA LUNCHES \$6,500 (per breakfast) and \$6,500 (per lunch)

Your company can get its message out to a captive (and hungry) media audience by sponsoring one of the media breakfasts or lunches in the Press Room at Display Week 2015. During your sponsored function, your company can make a 30-minute presentation regarding new products or anything else you wish to discuss with the media. We will help you promote your sponsorship of media meals via our media distribution list. Breakfast sponsorships are available Wednesday and Thursday, June 3 and 4; lunch sponsorships are available Tuesday and Wednesday, June 2 and 3.

### ANNUAL AWARDS LUNCHEON- EXCLUSIVE OPPORTUNITY \$10,000 (great social networking opportunity)

The Annual Awards Luncheon on Wednesday during the show is one of the major highlights of Display Week. The Display Industry Awards honor the most important new commercially available display technology. The Best in Show



Awards pay tribute to the most exciting exhibits at the show, and the Best Prototype Award is given to the most outstanding technology in the Innovation Zone. The Awards Luncheon sponsor will receive recognition from the President of SID and will have the opportunity to place literature on the chairs of all luncheon attendees. A banner will be prominently placed in the luncheon room to recognize the sponsoring company.



# Become a Sponsor of Display Week 2015

## SPECIAL NETWORKING EVENT - EXCLUSIVE OPPORTUNITY Starting at \$27,500 (Please call show management to customize a Special Event party for your company)

Become an exclusive sponsor of the Display Week 2015 Special Networking Event. The Special Networking Event is a highlight of every Display Week. **Your company** will be recognized as the sponsor of a fun, high-profile, off-site event where hundreds of Display Week's most enthusiastic and influential attendees will be socializing and in a positive frame of mind.

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

- Recognition as sole sponsor, as announced in a press release, Display Week website, and through other media such as e-mail blasts.
- Prominent signage at the event.
- Opportunity to make a short presentation to the attendees of the event.
- 50 free tickets for employees and customers.

- Recognition wherever the event is promoted.
- A table to promote your company, and to distribute literature or premiums (supplied by sponsor).



## PRINT & WEB ADVERTISEMENTS

### EXHIBIT GUIDE POST-IT NOTE- EXCLUSIVE OPPORTUNITY (OFFICIAL SHOW DIRECTORY) \$5,000

Take advantage of this opportunity to expose your brand to all SID attendees as they head into the Display Week 2015 exhibition. A 3" x 5" Post-it note with your corporate identity will be on the cover of the official Display Week 2015 Show Directory. Exclusive opportunity!

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

**DW15 Exhibitor Rate \$995 (full page) \$750 (half page)**  
**Non-Exhibitor Rate \$2,800 (full page) \$1,800 (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.

### WEBSITE BANNER ADS (early ads, run longer) \$3,000

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 2015 Display Week website.
- Location of the ad to be determined by Display Week Show Management.
- Location subject to change and ad may be placed on a rotation schedule.

### EXHIBIT GUIDE COMPANY LOGO \$225



Your black-and-white company logo can be added to your complimentary listing in the 2015 Display Week exhibit guide. For only \$225, 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.

### SMARTER MOBILE APP - EXCLUSIVE OPPORTUNITY \$15,000 (new app for 2015)

The 2015 Display Week mobile app will place 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 31 - June 5, 2015. Sponsor this essential event tool and your company logo and hyperlink will appear prominently whenever the app is used. Available to attendees March through June.





# Promote Your Brand at Display Week 2015

## MEETING ROOM RENTAL

### BEFORE FEBRUARY 5, 2015

Without a ceiling, \$8,000, with a sound resistant ceiling and ceiling fan, \$10,500

### AFTER FEBRUARY 5, 2015

Without a ceiling \$9,500, with a sound resistant ceiling and ceiling fan, \$12,000

A meeting room provides a quiet and secure location to conduct meetings and discuss business.

Every meeting room is conveniently located on the exhibit floor and comes complete with the following:

- wall to wall carpeting
- 10' high sound resistant walls
- Combination locking door
- 96" x 42" by 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.

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.

### 4' x 8' Meeting Room Sign \$600 - NEW THIS YEAR

Each meeting room comes with a complimentary 1' x 2' sign with company name and room number. An additional 4' x 8' 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 24, 2015.**

## COMPLIMENTARY BRANDING OFFERED TO DISPLAY WEEK EXHIBITORS

### IN PRINT PROMOTION

- VIP customer show invitations to send to your top customers, inviting them to visit your booth in the exhibit hall at no charge, for all three show days.
- Your company listing in the Exhibit & Product Guide (Official Show Directory).
- Products on Display in the show issue of **Information Display** magazine, distributed to all Display Week attendees.

### ELECTRONIC PROMOTION

- 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 to promote your participation at the event.

### AT DISPLAY WEEK

- Speaking opportunity at the **Exhibitors Forum**, to all the attendees at Display Week.
- Complimentary or discounted technical event participation; see the show website for details.
- Access to the Display Week press room for press conferences and media interviews.
- Best in Show Award with a special mention in the post-show issue of ID magazine.
- Display of the Year Award with special mention in the show issue of ID magazine.
- Complimentary coffee and tea breaks available on the show floor, every day of the show.
- Pipe & drape and company sign for all linear booths.
- Discounted products and services ordered pre-show from the general services contractor.
- Secured hotel rates within the show hotel block of rooms.
- Hospitality assistance from the San Jose convention & visitors bureau.

# Complimentary Branding