

# Exhibitor Prospectus 2018

**DISPLAY  
WEEK**  
LOS ANGELES 2018



## EXHIBIT

**WHERE THE WORLD'S  
DISPLAY INDUSTRY MEETS**

**BOOK  
YOUR SPACE  
NOW!**

**55th ANNUAL INTERNATIONAL DISPLAY WEEK  
SYMPOSIUM & SEMINAR DATES:**

MAY 20-25

**EXHIBITION DATES:**

MAY 22-24

Display Week | May 20-25, 2018 | Los Angeles Convention Center | CA | [www.DisplayWeek.org](http://www.DisplayWeek.org)



# CONNECT... COMMERCIALIZE... CONDUCT BUSINESS

## Why Exhibit At Display Week

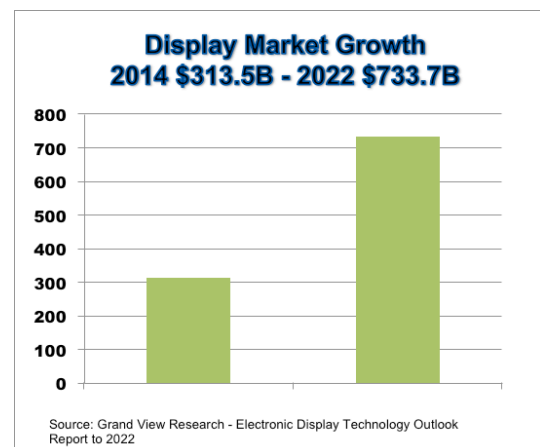
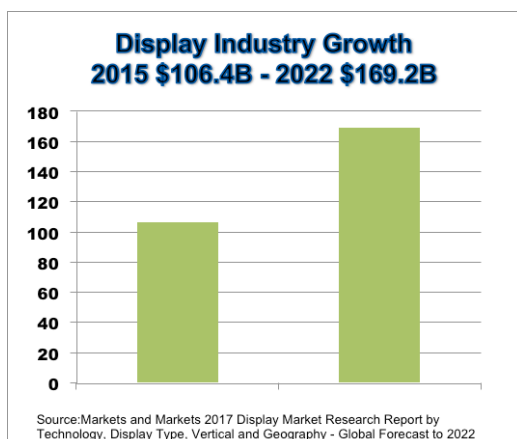
When the world looks for the latest advances in electronic display technology ... the world turns to Display Week, the largest technical symposium, business conference and exhibition in the Americas focused on emerging technologies, original value creation and commercialization in the electronic display industry.

And when value-add suppliers and solution providers look for ground-floor growth and sustainable business opportunities with qualified buyers and decision-makers ... they turn to Display Week. For more than 50 years Display Week has helped enterprises of all sizes build their brands and business.

**Display Week gives you what you want:** more customers, prospects, contacts, new user-bases, support and opportunities for success.

## The Display Industry And Display Markets Are Growing

Display industry growth is outpacing the economy at a 7.5% CAGR and is forecast to reach \$169.2 billion by 2022, while the \$313.5 billion display market is expected to more than double to \$733.7 billion by 2022. Growth will be fueled by the major electronic display end-user markets, including but not limited to aerospace, automotive, consumer electronics, commercial, education, entertainment, financial, government, industrial, marine, medical, military, retail and transportation.



# Meet The Display Industry Value Chain

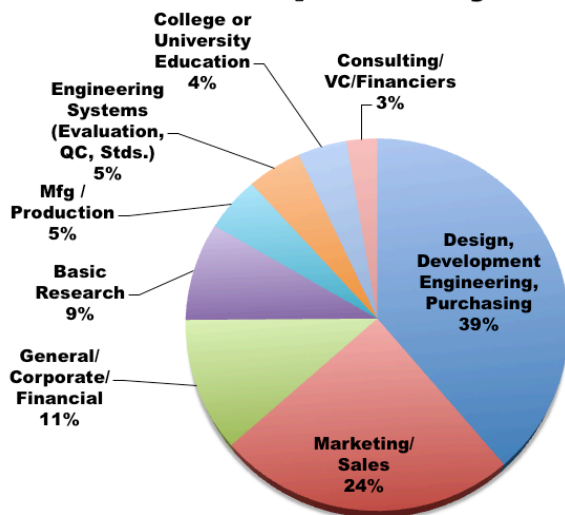
Display Week gives your company unparalleled opportunities to get in front of thousands of purchase influencers and decision-makers across the entire display value chain at a world-class international destination venue.

## Meet Your Next Customer

Display Week is the ideal place to brand and market your company's capabilities and expertise. It's the perfect place to meet current customers, your next customer, or your new partner.

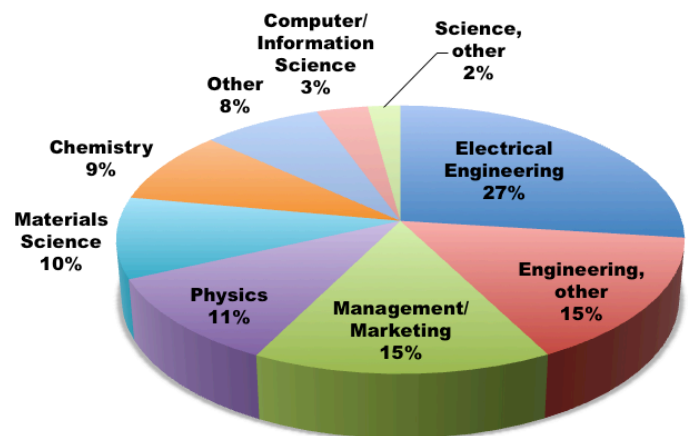
## VISITOR PROFILE: 7,000 Display Professionals and Executives From Managers, Directors and VPs to C-level Executives and End-User Decision-Makers

**Job Responsibility**



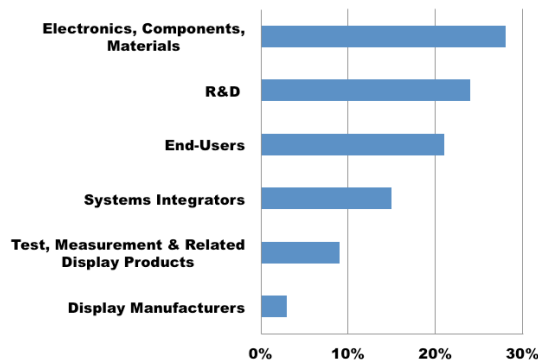
Source: Display Week Registration Data

**Subject of Highest Degree**



Source: Display Week Registration Data

**Attendee Organization's Primary Product or Service**



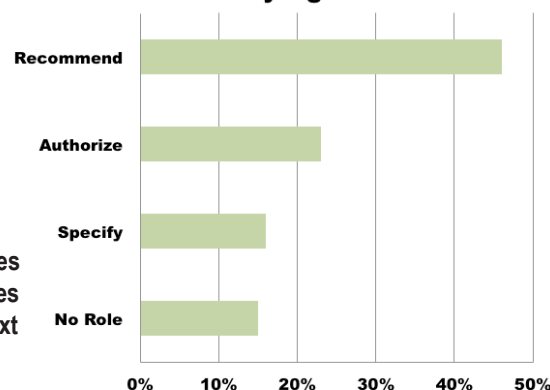
Source: Display Week Registration Data





# ENGAGE THE BUYING TEAM

**85%** of Display Week Attendees  
Have Buying Influence



**8 of 10** believe attending  
the Display Week exhibition influences  
their recommendations and purchases  
of products and services over the next  
12 months.

Source: Display Week Attendee Survey 2017

Source: Display Week Attendee Survey 2017

## MAJOR ATTENDEE PRODUCT BUYING CATEGORIES

1. Backlights
2. Coatings/Films
3. Displays
4. Equipment/Systems
5. Input Interfaces
6. Parts/Components
7. Services/Solutions
8. Software
9. System Integration
10. Test/Masurement Equipment

## Attendee Buying Sub-Product Categories

3-D Displays  
Adhesives  
AMOLED Displays  
Anti Bacterial Filters  
Anti Glare Filters  
Anti-Reflections Screens  
Anti-Reflections Filters  
Automated Test Equipment  
Backlight Systems & Design  
Backlights  
Cables  
CCFL Inverters  
CCFLs  
Chemical Suppliers  
Coating Equipment  
Color Calibration System  
Color Filters  
Color Matching Systems  
Color Meters  
Conductive Films  
Connectors  
Consultants  
Contrast Enhancement Filters  
Converters (D/A & A/D)  
CRT  
CRT Displays  
Deposition Equipment/Services  
Design/Optimization Software  
Dev. and Licensing of Display Tech.  
Digital Video Systems  
Display Drivers and Controllers  
Display Enhancement Services  
Display Housing  
Display Measurement  
Display Simulation and Modeling Systems  
Display Subsystems  
Display System Integrators  
Electroluminescent Displays

Electrophoretic Displays  
Ellipsometers  
EMI Shielding  
Film Lamination Machines  
Flat-Panel Displays  
Flexible Circuits  
Flexible Displays  
Glass Cutting/Scribing Equipment  
Glass for Displays  
Gonioreflectometers  
Graphics Boards /Processors  
Graphics Systems Software  
Head-Mounted Displays  
ICs (video, graphics, and display)  
Image Processing Software  
Indicator Lights  
Industrial LCD Monitors  
IR Cut Filters  
Joysticks  
Keyboards  
Lamps  
Laser Inspection Systems  
LCDs: Active Matrix  
LCDs: Passive Matrix  
LDCs: Ferroelectric  
LDCs: Passive, Active Addressing  
LDCs: Resized LCDs  
LED Drivers  
LED Packaging & Interconnect  
LED Test Equipment  
LEDs  
Light Diffuser Sheets  
Light Diffusers  
Light Guide Panels  
Light Management  
Light Measurement  
Magnetic Shielding  
Manufacturing Equipment

Market Researchers/Publishers  
Marketing Comm./Public Relations  
Materials  
Materials Handling  
MEMs  
MEMs Displays  
Mice/Trackballs  
Microdisplays  
Microscopes  
Military Displays  
Neutral Density Filters  
NIR Filters  
OLED Displays  
OLEDs, AMOLEDs  
Optical Analytics/Design Software  
Optical Bonding Displays  
Optical Coatings  
Optical Components  
Optical Design Services  
Optical Filters  
Optical Grade Plastic  
Optical Testing Laboratories  
Other Technologies  
PC-Based Test Equipment  
Phosphors  
Photolithography Equipment  
Photometers  
Plasma Displays  
Plastic Moldings  
Polarizers  
Polymer Films  
Portable Displays  
Power Converters  
Power Supplies  
Projected Capacitive Touch Screens  
Projection Displays: CRT  
Projection Displays: DLP/DMD & LCOS  
Projection Displays: MEMS

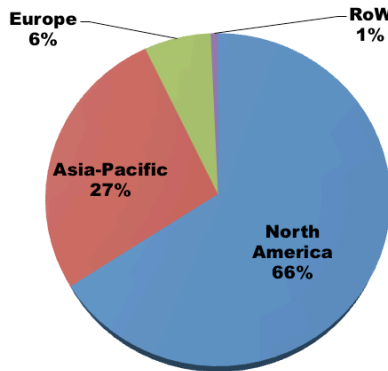
Protective Films/Papers  
Quantum Dots  
Radiometers  
Reader Displays  
Rear Projection Screens  
Reflective & Bi-Stable LCDs  
Reflective Displays  
Repair and Maintenance Services  
Resistive Touch Screens  
Resized Displays  
Rollable Displays  
Scratch Resistant Filters  
Scribers  
Sealants  
Semiconducting Materials  
Signal Processing Software  
Spectrometers  
System Integration  
Switches  
Thermal Management Components  
Thin Films  
Touch Displays  
Touch Screen Stylus  
Touch Screens  
Transparent Displays  
Transparent Heaters  
UV Block Filters  
UV Pass Filters  
Vacuum Equipment  
Vacuum Fluorescent Displays  
VCSEL  
Video Generators  
Video Interfaces  
Video Oscilloscopes  
Video Walls  
Viewing Angle Measurement  
Virtual-Reality Displays  
Windshield Displays  
Wire

# The Ideal Place To Launch Your Business Into International Markets

Visitors From **55** Countries

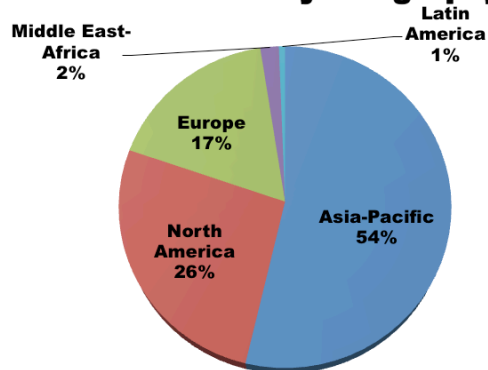
**162** Universities Attended

**Attendance By Geography**



Source: Display Week Registration Data

**University and High-Tech Institutions In Attendance by Geography**



Source: Display Week Registration Data

## Display Week Brings The World's Decision-Makers To You

### Qualified Prospects Recommend, Specify and Authorize Purchase

(PARTIAL TITLE LIST)

Advanced Engineering Group Leader  
Advanced Manufacturing Business Manager  
Application Engineering Director  
Automotive Business Manager  
Business & Product Development Manager  
Business Dev. Manager Display Solutions  
Business Dev. Manager/Strategic Sourcing  
Business Director OLED & Photochromics  
Business Unit Manager  
CEO  
CFO  
Chief Design Officer  
Chief Engineer  
Chief of R&D Center  
Chief Supply Chain Officer  
Chief Technology Officer  
CMO and VP Marketing and Product Strategy  
COO  
Department General Manager  
Design Manager  
Director Advanced Development  
Director Concept Prototyping  
Director Electrical Engineering  
Director Marketing & Strategic Planning  
Director of Asian Operations  
Director of Display Development  
Director of Displays  
Director Marketing & Strategic Planning  
Director of Global Business Development  
Director of Licensing & Strategic Planning  
Director of Operations  
Director of Product Engineering  
Director of Strategic Partnerships  
Director of Technology & Research  
Director R&D  
Director Strategic Marketing  
Director Strategic Planning & Global Projects

Display and Optics Lead  
Display Chief Architect  
Display Senior Buyer  
Distribution Manager  
Engineering & Sourcing Manager  
Engineering Manager  
EVP  
EVP of Global Supply Chain & Operations  
EVP Technology & Strategic Business Development  
Executive Officer and Division Manager  
Founder  
General Manager Consumer Wearables  
General Manager Sales & Marketing  
Global Business Director Display Technologies  
Global Market Application Engineer  
Global Market Segment Manager Automotive  
Global Procurement Director  
Global Sourcing Director  
Hardware Development Manager  
Hardware Team Manager, Engineering & R&D  
Head Digital Signage  
Head of Display Lab  
Head of Global External Innovation  
Head of Partnerships Research  
Head of Wearable Computing Technologies  
Head Global Product Development Display  
Image Quality Display Technical Lead  
Incubator and VAP Technical Manager  
Lab Manager  
Lead Display Engineer  
Lead Hardware Engineer  
LGD Laboratory Director/OLED Research Division  
Manager Acquisition Operations  
Manager Business Building and New Ventures  
Manager Displays and Control Systems  
Manager of Optical Engineering  
Manager Product Development  
Market Development Manager  
Member of the Board, CTO  
OLED Product Manager  
Operations Manager  
Optics R&D Lab Manager

Owner and Founder  
President & CEO  
Principal Designer  
Principal Hardware Engineer  
Principal Mechanical Engineer  
Principal Optical Engineer  
Principal Scientist  
Process Engineering Manager  
Procurement & Quality Manager  
Procurement Director  
Product Commercialization Director  
Product Development Manager Display Segment  
Purchasing  
R&D Custom Solutions Director  
R&D Director Electronics & Engineering  
R&D Group Leader  
R&D Mechanical Design Group Manager  
R&D Strategic Technology Director  
SBU Director  
Sr. Color Imaging Engineer  
Sr. Device Engineer  
Sr. Hardware Development Engineer  
Sr. Manager Digital Signage  
Sr. Optical Engineer  
Sr. Panel Design Engineer  
Sr. Vision Scientist  
Sr. Director Automotive  
Strategic Sourcing Business Partnerships  
Strategy and Marketing Planning Team  
Supply Chain R&D Engineer  
Technology Customer Engagement Manager  
Unit Manager  
VP Advanced Materials  
VP Engineering & Operations  
VP Engineering and Technology  
VP GM OLED Lighting and Custom Displays  
VP Hardware Engineering  
VP of Product Creation  
VP Product Development  
VP Technology Commercialization  
VP Technology Market Intelligence  
Wireless Architecture Lead



## Meet End-Users Who Will Fuel Market Growth And Growth For Your Company

When you exhibit at Display Week you'll be seen by thousands who can influence the purchase of your company's products and services, including scores of representatives from more than 150 of the world's most valuable end-user and commercial sector companies with USD revenues in excess of \$1 billion. These public companies consistently employ electronic display gateway technologies to achieve competitive advantage and grow shareholder value in a digital world. As they scale you scale.



**Display Week focuses on commercializing next-generation gateway technologies destined to deliver incredible user experiences and competitive advantage for end-user companies for years to come.**

### “What Exhibitors Have To Say”

#### Displays & Display Technology

*“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  
3M Optical Systems Division

*“Our booth and conference room were occupied constantly, by customers, suppliers, potential employees, board members, various friends & colleagues in the industry. It was overwhelming, we had to turn away new requests for meetings, we were so mad at SID for doing this to us that we retaliated by being among the first to purchase a booth, conference room and sponsorship package for next year.”*

- Frank Christiaens  
Chairman & CEO  
CLEARink Displays

*“SID Display week is a great way to engage a diverse audience of current customers and prospects incorporating our exhibit presence and technical papers. E Ink feels it is important to support emerging technologies and have been proud to sponsor the I-Zone in the past few years.”*

- Harit Doshi  
Senior Director of Digital Signage  
E Ink

*“Once again, Display Week was the occasion to showcase our technology in front of key industry players. The show is a one-stop shop for our business development effort.”*

- David Fattal  
Founder & CEO  
LEIA

#### Contract Manufacturing

*“Display Week has and continues to provide a great venue for Carestream Contract Manufacturing to discuss our precision coating services for optical and display films with a wide variety of customers, prospective customers and potential partners. We look forward to exhibiting again at Display Week 2018!”*

- Dave Davenport  
Director of Custom Coating  
Carestream

#### Materials

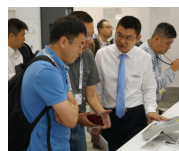
*“Display Week 2017 introduced our technology and products to the world. It has brought new customers and business partners to us. We look forward to participating in Display Week 2018!”*

- Haoyue Ma  
Department Manager  
Tianjin Zhonghuan Quantum Tech

#### Test & Measurement Equipment

*“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.”*

- David Heligenstein  
President  
Westar Display Technologies





# Expand Your End-User Base

## Leading Companies Attending Display Week With USD Revenues In Excess of \$1 Billion

### AEROSPACE & DEFENSE

American Panel Corp.\*  
BAE Systems  
Boeing  
General Dynamics  
Gentex  
L-3 Communications  
Lockheed Martin  
Northrop Grumman  
Raytheon  
Rockwell Collins  
Thales Electron

### AUTO COMPONENTS & PARTS

Continental  
Delphi Automotive  
Denso  
Futaba †  
Sumitomo Electric  
Toyoda-Gosei

### AUTOMOTIVE MANUFACTURERS

BMW Group  
Daimler  
Ford Motor  
General Motors  
Harley-Davidson  
Honda Motor  
Hyundai Motor  
Nissan Motor  
Tesla  
Volkswagen Group  
Volvo

### BEVERAGES

PepsiCo

### BUSINESS PRODUCTS

Richo  
Seiko Epson

### BUSINESS SERVICES

Gartner  
IHS Markit

### CHEMICALS

Dow Chemical  
DuPont  
Eastman Chemical  
Evonik  
Mitsubishi Chemical  
Mitsui Chemicals  
Nagase †  
PPG Industries †

Sumitomo Chemical  
Toray Industries †  
Tosoh Corporation  
Wacker Chemical

### COMMUNICATIONS EQUIPMENT

Cisco Systems  
Ericsson  
Harris

### COMPUTER HARDWARE

Advantech  
Dell Technologies  
Fujitsu †  
Hewlett-Packard Enterprise  
NCR

### COMPUTER SERVICES

HP  
IBM

### COMPUTER SOFTWARE

Autodesk

### CONSUMER ELECTRONICS

Apple  
Canon  
Eastman Kodak  
Fujifilm  
Garmin  
GoPro  
Harman (Samsung)  
HTC  
Huawei\*  
Innolux  
Konica Minolta †  
Lenovo Group  
LG Electronics †  
Microsoft  
Motorola Solutions  
Nikon  
Nokia  
Panasonic  
Samsung Electronics †  
Sharp  
Sony  
TCL  
Vestel

### ELECTRONICS & ELECTRICAL EQUIPMENT

Arrow Electronics  
AU Optronics †  
Avnet

BOE Technology Group †  
Danaher  
Emerson Electric  
Hitachi  
Honeywell International  
Hon Hai/Foxconn  
Hoya  
IGT  
Jabil Circuit  
Japan Display Inc. †  
JCDecaux  
Kyocera †  
Lexmark  
LG Display  
Mitsubishi Electric  
National Instruments  
NEC  
Omron  
PerkinElmer  
Philips Healthcare  
Robert Bosch\*  
Rockwell Automation  
TDK  
Tianma †  
Topcon Technologies  
Toshiba

### FINANCIALS

Allianz  
Bank of America  
Barclays  
BlackRock  
BMO Capital Markets  
Credit Suisse Group  
Deutsche Bank  
Fidelity Investments  
Goldman Sachs Group  
Nomura  
Wells Fargo

### FOOD RETAIL

Kroger

### INDUSTRIALS

General Electric  
Kawasaki Heavy Industry  
Parker Hannifin  
Siemens  
Tatsuta Electric Wire & Cable  
Teledyne Technologies

### INTERNET SERVICES

Alphabet  
Amazon.com

Facebook  
Netflix

### MATERIALS

3M †  
Applied Materials  
Asahi Glass †  
Avery Dennison  
BASF  
Corning †  
Daikin Industries  
Henkel  
Iwatani Corporation †  
Kolon Industries  
Merck KGaA †

### MEDICAL EQUIPMENT

Intuitive Surgical  
Stryker

### OFFICE EQUIPMENT

Steelcase

### OIL & GAS OPERATIONS

Chevron

### SEMICONDUCTORS

Advanced Micro Devices  
Analog Devices  
ASML Holding  
Broadcom  
Intel  
Microchip Technology  
NVIDIA  
Qualcomm  
Taiwan Semiconductor  
Texas Instruments  
Tokyo Electron  
Truly Semiconductor \*

### TELECOMMUNICATIONS

Deutsche Telekom  
Verizon

### TRADING COMPANIES

Itochu  
Mitsubishi Corporation

\*Private Company

† Exhibitor

NOTE: Exhibiting companies also send full teams to learn and do business

Source: Display Week registration data; Publicly available company documents





## **Your Investment Comes With High Value Opportunities To Engage Buyers Before, During And After The Show**

### **Pre-Show**

- Use of the Display Week logo to promote your participation and Show presence.
- Opportunity to offer your customers and prospects VIP Show Invitations to visit your booth in the exhibit hall for Free all three days of the Show.
- Free listing in the Show issue of Information Display magazine, distributed to all Display Week attendees.
- Your company name, booth #, address and description on the Show website.
- Your company website linked to your company information on the Show website.
- Opportunity to be listed or quoted in Display Week press releases.

### **At-Show**

- Free or discounted admission to the Technical Symposium and Business Conferences.
- Free listing in the Official Display Week Exhibit and Product Guide, Products on Display.
- Free Products on Display listing in the Show (May) issue of Information Display magazine distributed to all Display Week attendees.
- Opportunity to post pre-show press releases to the Display Week website.
- Opportunity to book a Meeting Room right on the Show floor. (Contact Sales)
- Opportunity to book high visibility Sponsorships and Promotions and gain branding impact with a customized multi-channel package (Contact Sales)
- Opportunity to schedule a promoted speaking opportunity at the Exhibitors Forum to reach all attendees at Display Week.
- Opportunity to host a press conference and media interviews in the Display Week Press Room.
- Eligibility for Best-in-Show Award, which earns on-site recognition and special mention in the post-show issue of Information Display magazine.
- Eligibility for the Display Industry Awards with special mention in the Show issue of Information Display magazine.
- 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 Los Angeles Convention & Visitors Bureau.

### **Post-Show**

Opportunity to extend your digital marketing campaign with an E-blast to all Show attendees. (Contact Sales)

## **BOOK YOUR SPACE NOW**

### **Exhibit Space Pricing**

Before Feb. 2, 2018

### **Cost/Sq. Ft.**

\$42

After Feb. 2, 2018

\$44

For corner booths add \$95/corner

(Contact sales for special discounted member rates for Gold, Silver and Corporate Members.)

### **Americas & Europe:**

### **Booth Sales & Sponsorships**

**Jim Buckley**

Tel: (203) 502-8283

Email: [jbuckley@pcm411.com](mailto:jbuckley@pcm411.com)

### **Asia:**

### **Booth Sales & Sponsorships**

**Sue Chung**

Tel: (408) 389-9596

Email: [schung@sid.org](mailto:schung@sid.org)

**The 55th Display Week is presented by SID and managed by Palisades Convention Management**  
The Society for Information Display (SID) is the only professional organization focused on the display industry and the advancement of electronic display technology. The organization's members are professionals in the technical and business disciplines that relate to display research, design, manufacturing, applications, marketing and sales.