



THE SOCIETY FOR INFORMATION DISPLAY'S 54th ANNUAL SYMPOSIUM, SEMINAR AND EXHIBITION

Los Angeles, CA

SID's Display Week is the premier global event for the electronic display industry. Display Week attendees and exhibitors represent the top display engineering talent from all over the world, as well as leadership from both the commercial and consumer markets. Display Week 2017 in Los Angeles will offer:

- 3-day exhibition with the most influential companies in the business of displays
- 5-day world-renowned technical symposium, plus short courses and seminars
- Business, investors, and market focus conferences
- A variety of unique professional networking events held both on- and off-site, some by invitation only
- Signature functions: CMO Forum, Ribbon-cutting ceremony, New Product Showcase, Innovation Zone, and more

www.displayweek.org • *The official show of the Society for Information Display*



SYMPOSIUM AND SEMINAR DATES: MAY 21 - 26
EXHIBITION DATES: MAY 23 - 25
LOS ANGELES CONVENTION CENTER, LOS ANGELES, CA



The Society for Information Display was formed in 1962 to promote display technology. Its members are the top scientists, engineers, corporate researchers, and business people of the display industry, which is valued at over US\$100 billion annually.

Why Exhibit at Display Week 2017?

- More display innovations are introduced at Display Week than at any other display event in the world. Discover the cutting edge in the following areas:

Oxide TFT • Wearable Displays • OLED Displays • UHD and 8K TV • LTPS TFTs • Augmented and Virtual Reality • Haptics • Quantum Dots • Digital Signage • Display Manufacturing • Flexible Displays and e-Paper • Light-Field Technology • Advanced LCDs • 3D • Touch and Interactivity • Lighting • Films and Coatings • Projection • Display Metrology • Display Components and Electronics • Vehicle Displays



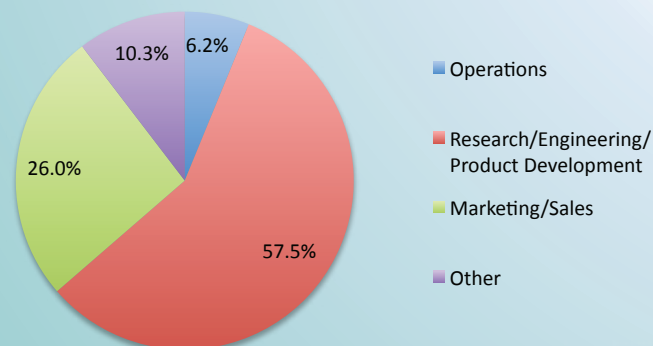
- More than 80% of Display Week attendees recommend, evaluate, specify, or approve the purchase of display-related technology, and roughly the same percent said that **their attendance at Display Week 2016 will influence their evaluation, recommendation, or purchasing of display technology over the next 12 months.** You simply won't find a more qualified attendee base at any show, anywhere.

Year	Host City	Exhibitors	Attendees
2014	San Diego	190	6,021
2015	San Jose	185	6,571
2016	San Francisco	190+	7,000+

- In recent surveys, Display Week exhibitors and attendees indicated they wanted the event to remain on the West Coast. Accordingly, we have hosted successful shows in San Diego, San Jose, and San Francisco. Display Week 2017 will take place in Los Angeles.
- Our show serves an amazing number of markets -- among the top ones addressed by our exhibitors are: Automotive, Aviation, Consumer, Entertainment, Industrial, Marine, Measurement, Medical, Military, and OEM.
- Display Week's unique blend of technical programs and networking opportunities means your exhibition investment gets you not only visibility but key contacts with future clients, partners, and the best possible employers and employees. The recent addition of special conference tracks such as Augmented and Virtual Reality, Vehicle Displays, and Lighting has attracted new segments of display industry participants and partners to the show.

- Your exhibit investment is supported by complimentary advertising, press coverage, coffee and tea breaks, and more. (see page 4)

What best describes your area with your organization?



Breakdown of attendee business areas from Display Week 2016 in San Francisco.

See pages 3 and 5 of this brochure for details about pricing and deadlines for booth and meeting room space.

DISPLAY WEEK EXHIBITION: 2017

The Display Week exhibition takes place Tuesday through Thursday, May 23-25. In three days, you'll meet a huge variety of potential customers and partners who use SID's Display Week as their primary portal to the display industry.

EXHIBIT SPACE PRICING	Cost per Square Foot
NEW: On-site Rate (best) May 24-26 at Display Week 2016	\$40
Early Bird Rate May 27, 2016, to Feb 3, 2017	\$42
Regular Rate After Feb. 3, 2017	\$44

Corner booths are charged an additional \$75 per corner



NOTE: For the 2017 event, SID has arranged with GES to discount material handling and standard furnishings fees for both repeat and new exhibitors. We are also pleased to offer substantial transportation discounts.

EXHIBIT SPACE INCLUDES THE FOLLOWING COMPLIMENTARY FEATURES AND BENEFITS:

IN-PRINT PROMOTION

- Your company listing in the Exhibit & Product Show Guide (official show directory).
- Products on Display in the show issue of Information Display magazine, distributed to all Display Week attendees.

ELECTRONIC PROMOTION

- VIP 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 name, booth number, address and description on the show website and mobile app.
- Your company website linked to your company information on the show website and mobile app.
- Use of the official Display Week logo to promote your participation in the event on your website or on other promotional material.



To view the live floor plan and available exhibit space in blue, please click on this link: <http://www.expocadweb.com/17sid/ec/forms/attendee/indexTab.aspx>

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AT DISPLAY WEEK

- Optional presentation to attendees by participating in the Exhibitors Forum.
- Complimentary or discounted technical event participation; see the show website for details.
- Access to the Display Week and “Award Luncheon” photo press room for press conferences and media interviews.
- Opportunity to win Best in Show Award with a special mention in the post-show issue of ID magazine.
- Chance to show your latest and hottest products in the New Product Showcase at no additional charge.
- Availability of large or small meeting rooms for private use right on the exhibit floor.
- 8-foot hard wall backdrop, 3-foot side walls 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 Los Angeles Convention & Visitors Bureau.
- Exclusive permission to book suites at official Display Week hotels in the host city.



In addition, your participation at Display Week is supported through a wide array of services year-round, including pre-show attendee marketing, public relations support, on-site show management and exposition services, and a dedicated housing company.

MEETING ROOMS

Exhibitor meeting room options for Display Week 2017

A meeting room at Display Week offers exhibitors a quiet, private and secure area for meeting with customers. Every meeting room is conveniently located on the exhibit floor. **Large meeting room** - All exhibitors have the opportunity to secure a full-size 16- x 18-foot meeting room that comes with all the features listed here.

- Wall to wall carpeting
- 10-foot-high sound resistant walls
- Combination locking door
- 96-in. x 42-in. x 29-in. conference table
- 12 padded side chairs
- 10-amp electricity
- 12-in. x 24-in. sign with company name and room number mounted next to the door
- Listing of the meeting room rental on the Display Week website and mobile app
- Listing of the meeting room rental in the official show directory



“From the exhibit floor to the conferences, technical sessions, and networking events, Display Week is by far the best place to launch and showcase your product.”

— Francois Jeanneau
President and CEO
Novasentis, Inc.

LARGE MEETING ROOM PRICING

BEFORE	PRICE	AFTER	PRICE
February 3, 2017 <i>Without a ceiling</i>	\$8,000	February 3, 2017 <i>Without a ceiling</i>	\$9,500
February 3, 2017 <i>With a sound-resistant ceiling and ceiling fan</i>	\$9,500	February 3, 2017 <i>With a sound-resistant ceiling and ceiling fan</i>	\$12,000

10 x 10 Small Meeting Room - This option is available only to exhibitors who secure between 100-300 square feet of exhibit space. The cost is \$4,400 for all three show days. This meeting room will have one table, four chairs, carpet, locking door and company sign. 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. All F&B must be purchased through the conference center.

SPONSORSHIP AND BRANDING OPPORTUNITIES

Display Week offers the perfect opportunity to place your product and brand message in front of prospective buyers. Sponsorship opportunities exist for companies of all sizes and budgets, whether you are looking to increase brand recognition, reinforce your reputation as an industry leader, or generate new business.

Branding opportunities include your company's logo on the official show tote bag, banners and special signage, stair graphics, media breakfast sponsorships, and much more. You can even sponsor Display Week's signature networking event held on Wednesday evening during the show. Our sponsorship brochure lists many of the possibilities.

4-foot x 8-foot Meeting Room Sign \$600 for large meeting rooms only — Each meeting room comes with a complimentary 1- x 2-foot sign with company name and room number. For \$600, you may add an additional 4-foot x 8-foot sign with a unique message created to your specifications. Both signs will be located on the same side as the entrance door.

“E Ink has been exhibiting at SID’s Display Week for decades, and sponsoring the I-Zone since its inception. E Ink believes this is the ideal place to showcase new technologies in front of the brightest minds in the world and launch successful products on a global stage.”

— Johnson Lee
President,
E Ink



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PRELIMINARY DISPLAY WEEK 2017 SCHEDULE AT A GLANCE

Sunday

May 21

Move-in starts for exhibitors
Short courses

Monday

May 22

Seminars
Business conference
Honors and Awards banquet

Tuesday

May 23

Keynote speeches
Exhibition opens
Technical symposium
Market focus conference
I-Zone
Investors conference

Wednesday

May 24

CMO Forum
Exhibition
Technical symposium
I-Zone
Market Focus conference
Luncheon for Best in Show, Display Industry Awards (DIAs), and I-Zone Evening Special Networking Event

Thursday

May 25

Exhibition (move-out begins at noon)
Technical symposium
I-Zone
Poster session
Move-out ends for exhibitors

Friday

May 26

Technical symposium

SID CORPORATE MEMBERSHIPS

Many exhibitors choose to become a corporate member of the Society for Information Display. Annual fees for different levels of membership include individual memberships for team members, booth discounts, advertisements in Information Display magazine, and more.

For information about a corporate membership, visit SID's Corporate Membership page at www.sid.org/CorporateMembers.aspx.



See you in Los Angeles!

Display Week 2017 is produced and owned by the Society for Information Display (www.sid.org) and managed by Palisades Convention Management (www.pcm411.com)

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