



THE SOCIETY FOR INFORMATION DISPLAY'S 53rd ANNUAL SYMPOSIUM, SEMINAR AND EXHIBITION San Francisco, CA

At SID's Display Week, the premier worldwide event for the electronic display industry, breakthrough technology and developing trends are more sharply defined and thoroughly examined than anywhere else. Display Week offers synergies unparalleled by any other event, with attendees and exhibitors representing the top display engineering talent from all over the world, as well as leadership from both the commercial and consumer markets.

Display Week 2016 in San Francisco offers the best professional opportunities in the industry:

- 3-day exhibition featuring the world's most influential companies involved in the business of displays (includes 3 days of Innovation Zone — new for 2016)
- 5-day world-class technical symposium
- Business, investor and market focus conferences
- Short courses and seminars
- Professional networking opportunities



SYMPOSIUM AND SEMINAR DATES: MAY 22 - 27
EXHIBITION DATES: MAY 24 - 26
LOCATION: MOSCONE CENTER, SAN FRANCISCO, 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.

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

IMPORTANT DATES

6/2/2015

First Call for Exhibit Space

2/5/2016

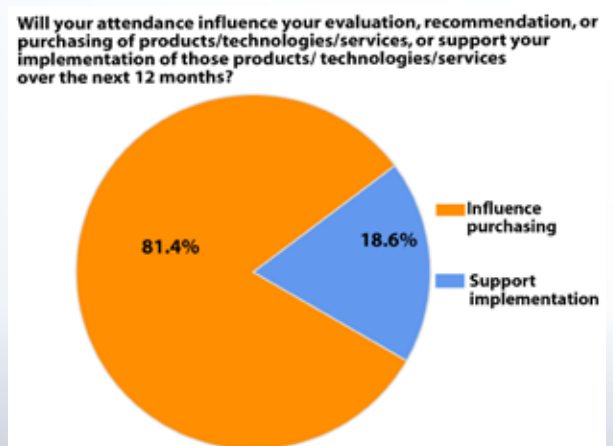
Last Call for Early Bird Rate on Exhibit Space

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

Why Exhibit at Display Week 2016?

- More display innovations are introduced at Display Week than at any other display event in the world.
- The show's reputation draws influential technologists and business leaders year after year. 75% have a technical background.
- 81% of attendees influence display-related purchasing decisions.
- Display Week is a growing show: exhibit floor space increased 10% in 2015 over 2014. In addition, Display Week has seen an attendance growth of 28% since the show relocated to its current home in Silicon Valley, and the latest attendance figures indicate a continuing upward trend.
- 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.
- Display Week is constantly evolving its programs in order to feature the latest display technologies. The recent addition of special conference tracks such as Imaging, Vehicle Displays, and Lighting (in conjunction with the Illuminating Engineering Society) 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)
- Display Week is where exhibitors and attendees alike discover the cutting edge in the following areas:

Oxide TFT • Wearable Displays • OLED Displays • HD and 4K TV • LTPS TFTs • ITO Replacement Haptics • Quantum Dots • Digital Signage • Display Manufacturing • Flexible Displays and e-Paper • HDTV • Advanced LCDs • 3D • Touch and Interactivity • Lighting • Films and Coatings • Plasma Projection • Display Metrology • Display Components and Electronics • Projection • Vehicle Displays



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DISPLAY WEEK EXHIBITION: 2016

The Display Week exhibition takes place Tuesday through Thursday, May 24-26. 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.

Highly Competitive

EXHIBIT SPACE PRICING

BEFORE	PRICE	AFTER	PRICE
February 5, 2016	\$40 per sq. ft.	February 5, 2016	\$44 per sq. ft.

For exhibit space with corners, there is a \$50 charge for each corner. Corner charges apply to all booths with corners regardless of size and amount of corners.



NOTE: For the 2016 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. More information here.

EXHIBIT SPACE INCLUDES THE FOLLOWING COMPLIMENTARY FEATURES AND BENEFITS:

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 Show 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 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.pcm411.com/sid16/ec/forms/attendee/indexTab.aspx>

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AT DISPLAY WEEK

- Give a presentation to attendees at Display Week by participating in the Exhibitors Forum.
- 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.
- Opportunity to win Best in Show Award with a special mention in the post-show issue of ID magazine.
- Complimentary coffee and tea breaks available on the show floor, every day of the show.
- 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 San Francisco Convention & Visitors Bureau.
- Exclusive permission to book suites at official Display Week hotels in the host city.

MEETING ROOMS

Exhibitor meeting room options for Display Week 2016

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 complete 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
- Listing of the meeting room rental in the official show directory

“*Hosting Display Week in the Silicon Valley is perfect. San Francisco is easy to access for international visitors and one of the best tech hubs in the world.*”

— Raghu Das,
CEO
IDTechEx



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MEETING ROOM PRICING

BEFORE	PRICE	AFTER	PRICE
February 5, 2016 <i>Without a ceiling</i>	\$,8000	February 5, 2016 <i>Without a ceiling</i>	\$9,500
February 5, 2016 <i>With a sound-resistant ceiling and ceiling fan</i>	\$10,500	February 5, 2016 <i>With a sound-resistant ceiling and ceiling fan</i>	\$12,000

10 x 10 Small meeting room - Exhibitors who secure between 100-300 square feet of exhibit space may rent a smaller meeting room (10- x 10-foot) for all three show days at \$4,400. 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 Moscone.

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.



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. **Artwork Deadline:** April 24, 2016.

“The user-interface technology you choose can make or break your product, and advancements are happening so rapidly that it’s hard to keep up. SID brings the latest and greatest in user-interface technologies together under one roof at Display Week, making it easy for you to stay on the cutting edge.”

— Mus Chagal
Chairman of the Board
UICO

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.

PRELIMINARY SCHEDULE AT A GLANCE

Saturday	May 21 Move-in starts for exhibitors	Wednesday	May 25 Exhibition Technical symposium I-Zone Market Focus conference Luncheon for Best in Show, Display Industry Awards (DIAs), and I-Zone Evening Special Networking Event
Sunday	May 22 Short courses		
Monday	May 23 Seminars Business conference Honors and Awards banquet	Thursday	May 26 Exhibition Technical symposium I-Zone Market Focus conference Poster sessions
Tuesday	May 24 Keynote speeches Exhibition opens Longevity awards Technical symposium I-Zone Investors conference	Friday	May 27 Technical symposium Move-out ends for exhibitors

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.



See you in San Francisco!

Display Week 2016 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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