

Dear Display Week 2020 exhibitor,

As in previous communications, due to COVID-19 and its unprecedented and unanticipated effect on all of our lives, Display Week 2020, August 3-7, has been reformatted as a virtual event.

The Society for Information Display moved swiftly to negotiate and secure an option to move the physical event to San Jose Convention Center in August, 2020, but given the circumstances, this was no longer an option. To date, the Society for Information Display has achieved the following in regards to transitioning Display Week 2020 to a virtual event:

1. Evaluated almost a dozen online platforms for best fit with the trade show needs of our industry
2. Selected a suite of vendors to build Display Week 2020
3. Began work on exhibitor education webinars for training exhibitors on the selected platform
4. Prepared digital sponsorship offerings available to current exhibitors who elect to continue exhibiting at Display Week 2020

Although the virtual event allows you the exhibitor more time flexibility in planning your digital booth, we understand the need for a clearer picture of upcoming events related to the digital experience. As a rough guideline, here are some upcoming milestones:

Mid-June: An exhibitor webinar will be hosted where the Society for Information Display will present the online platform that will be used for Display Week 2020. Note: this is to demonstrate the platform for exhibitors and so it may feature another show as a demo, as the actual Display Week 2020 platform is still being constructed.

End of June: Exhibitors can confirm digital booth and sponsorship opportunities in collaboration with your sales representative.

Early July: Exhibitors will have the ability to log into the Virtual Display Week platform to begin uploading assets (graphics, videos, etc.) that will be used for any sponsorship opportunities and booth materials.

End of July: All assets must be uploaded in the portal.

This new virtual format will provide exhibitors with many financial benefits over the physical show, such as the elimination of travel expenses including lodging and airfare. More importantly, as the content of Display Week 2020 is scheduled to remain online for multiple months after the week of August 3rd, the digital booths and sponsorships will be seen and engaged with by attendees of Display Week 2020 for much longer than normally possible.

Although we are trying our best to relay clear and concise information about the virtual show, we understand that not all of your questions have yet been answered. Don't hesitate to contact your Display Week salespeople should you have any further questions; however, the Society for Information Display will continue to be as transparent as possible throughout this transition process and will communicate on a weekly basis with updates and changes as they happen in near real time. Thank you for your support.



Harit Doshi
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