

# Display Week 2013

May 19-24, 2013

Vancouver Convention Center

Vancouver, Canada

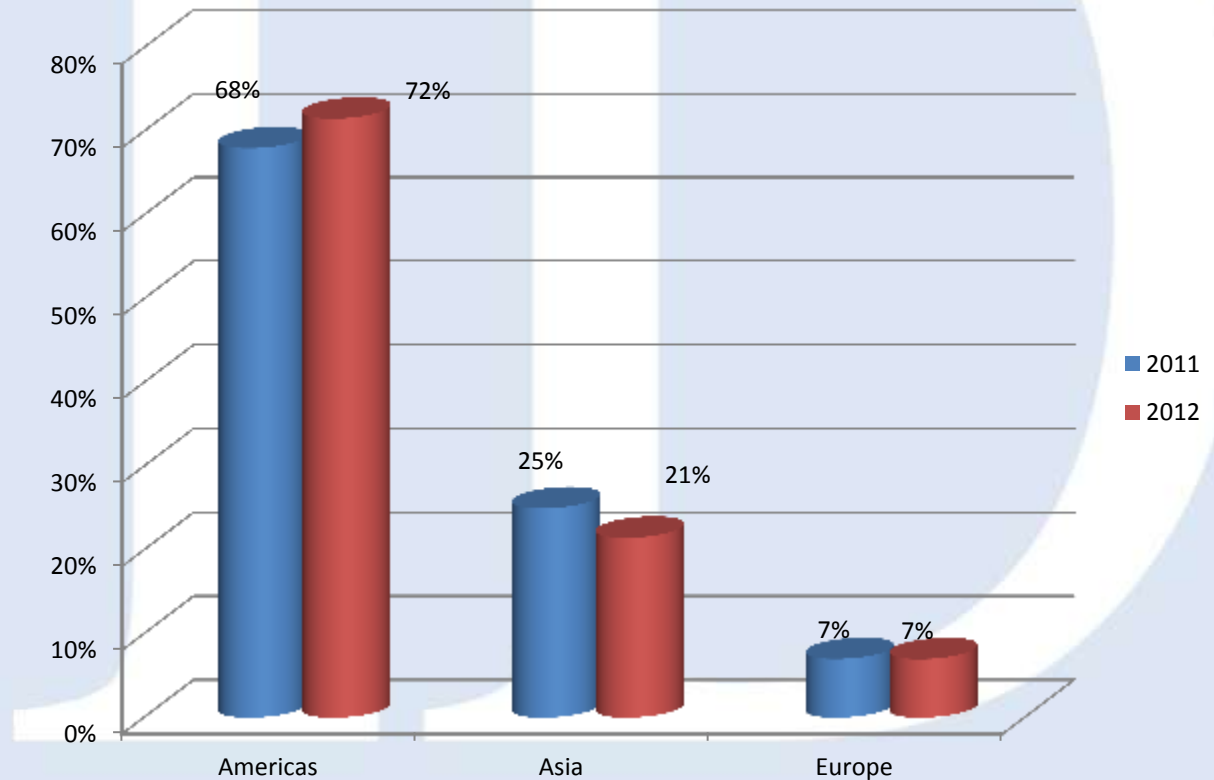
SOCIETY FOR INFORMATION DISPLAY

# Contents

- 2012 Review
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  - Show features

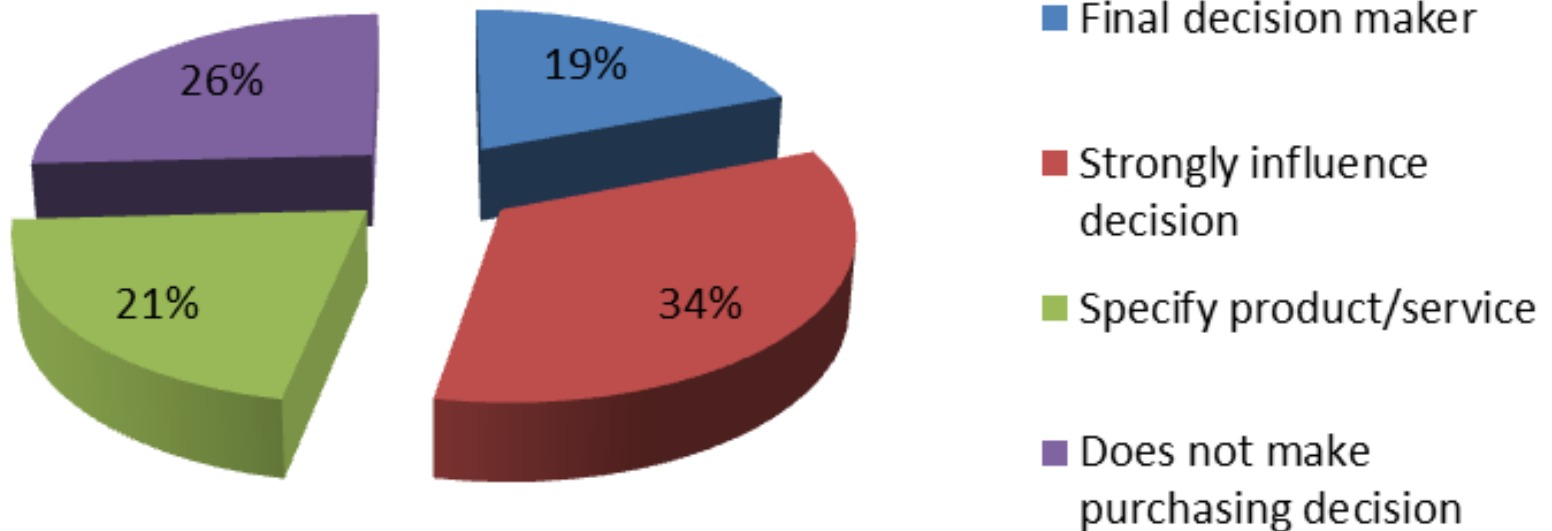
# Attendance by Region

- Asia participation is stronger for West Coast shows
- SID is scheduling all future shows on the West Coast



# 74% of Attendees Influence Purchasing Decisions

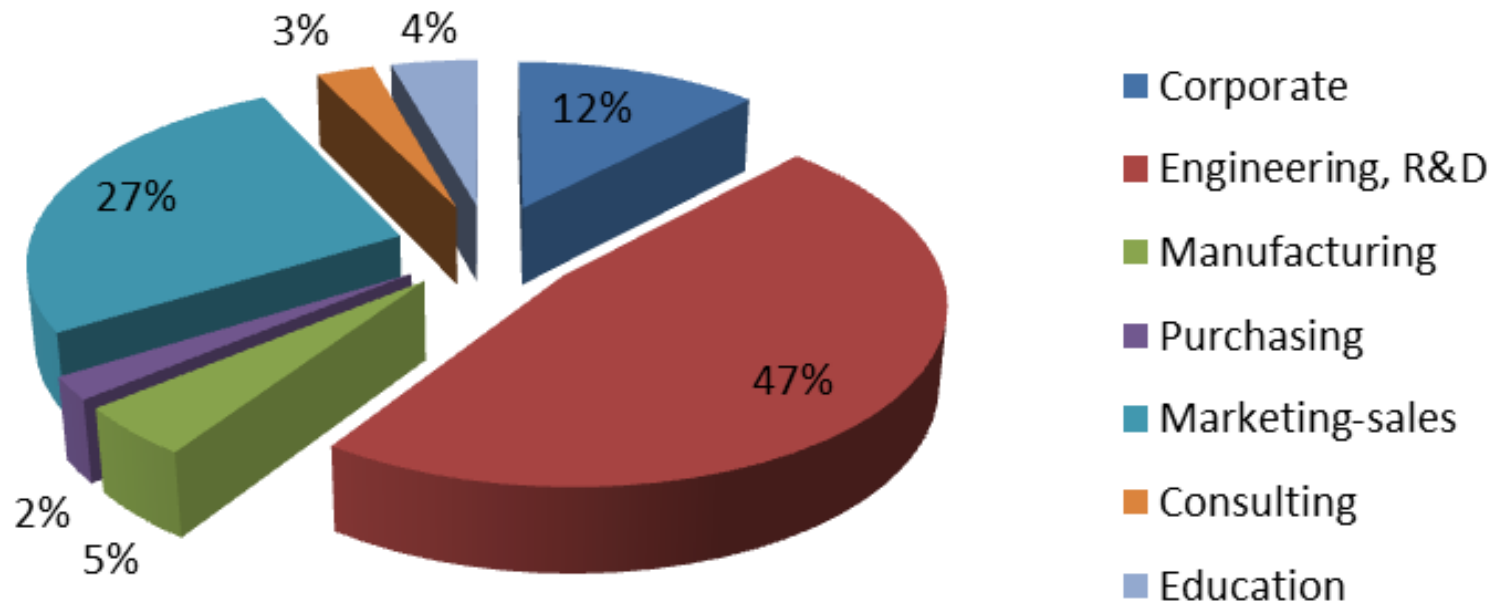
## 2012 Attendee Purchasing Influence



# Attendee Job Functions

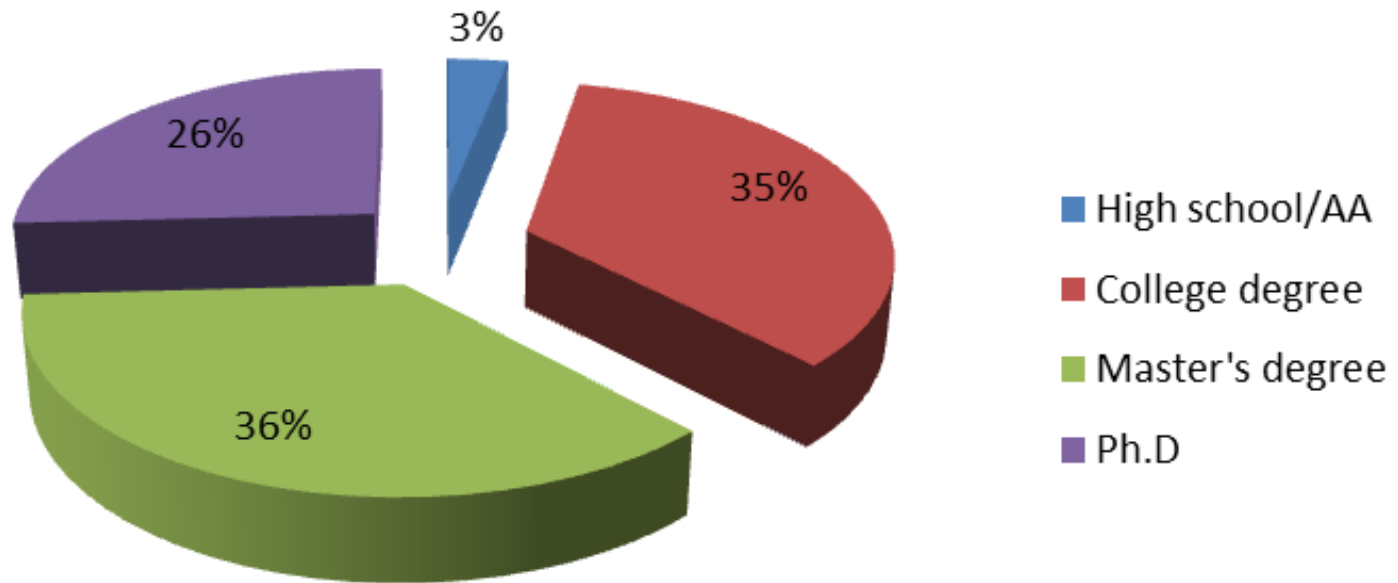
Roughly 50% engineering, 40% business

## 2012 Attendee Job Function



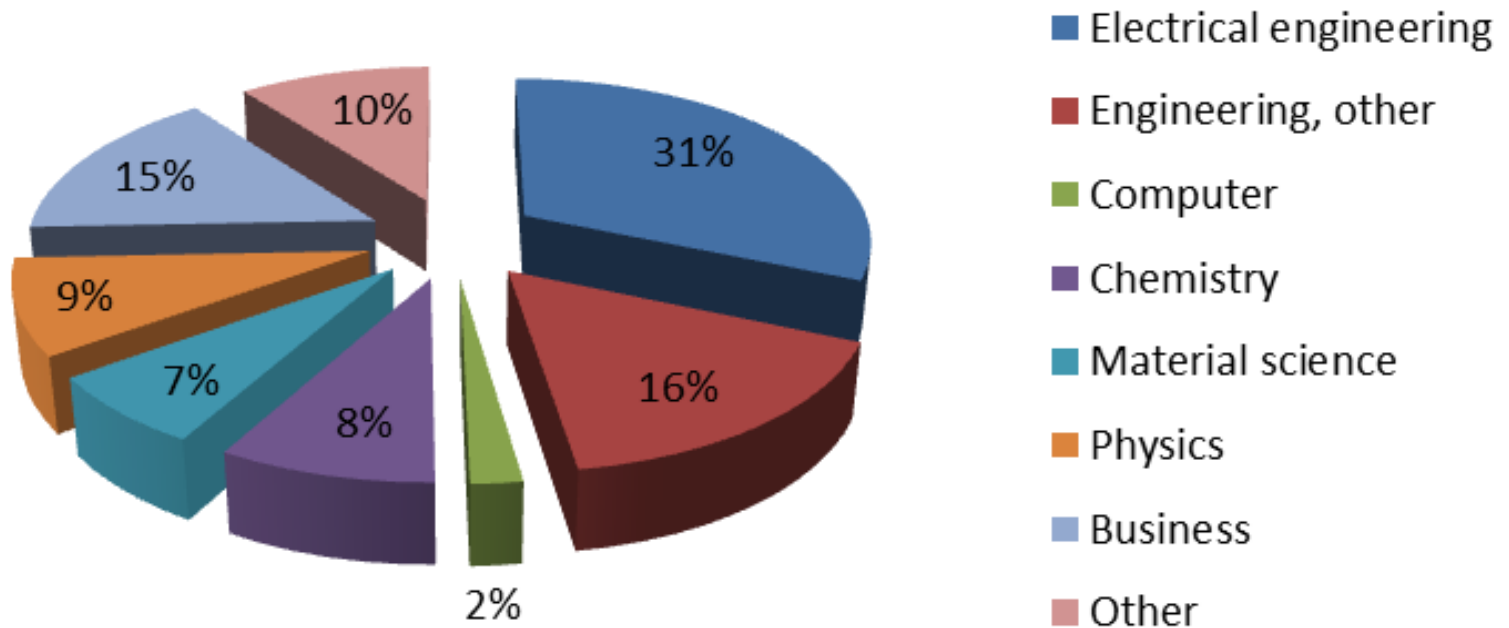
# Over 60% of Attendees Have Advanced Degrees

## 2012 Attendee Education Levels



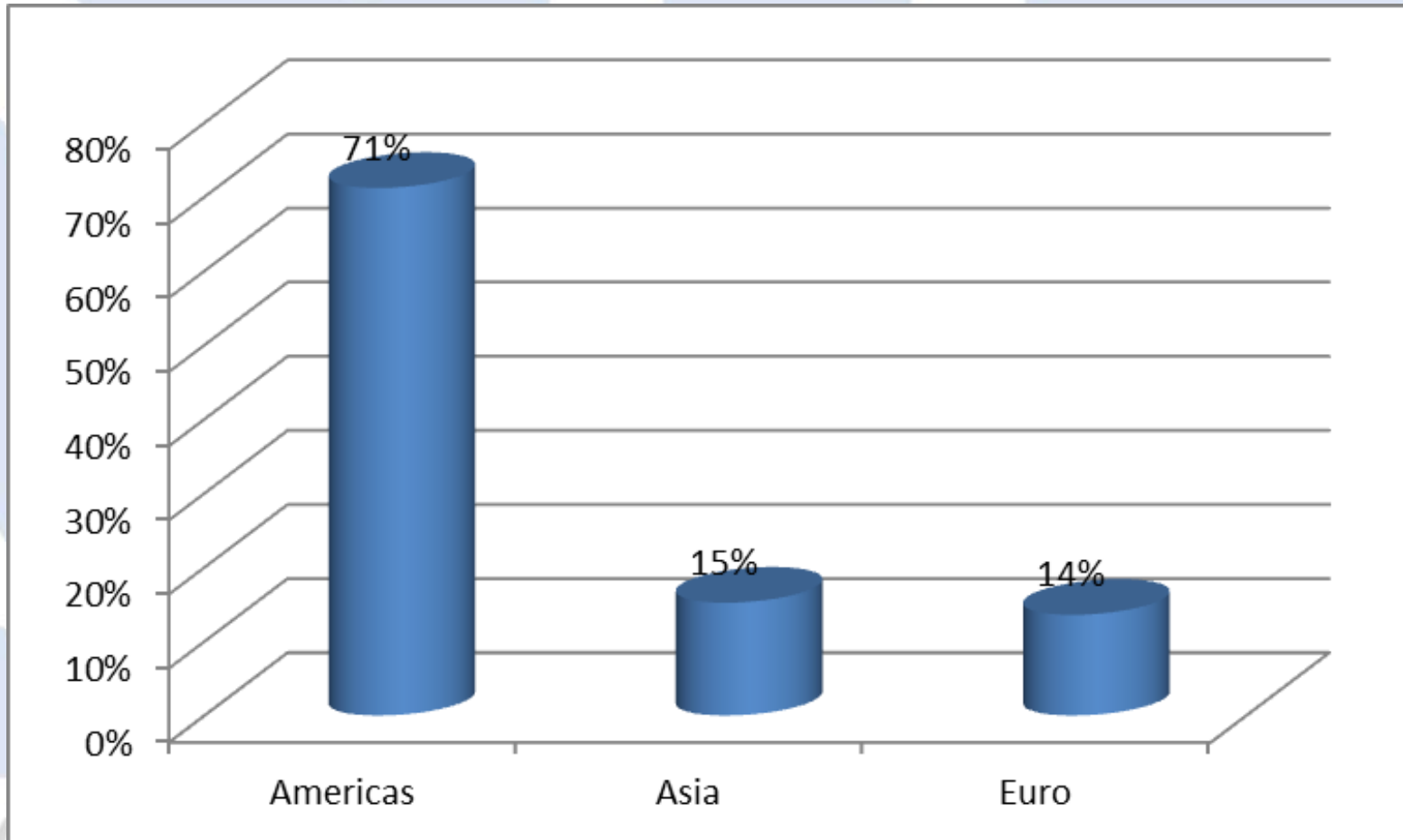
# Educational Breakdown Data Indicates Most of the 40% Business Visitors have Tech Degrees

## 2012 Attendee Highest Education Subject



# Exhibitors by Region:

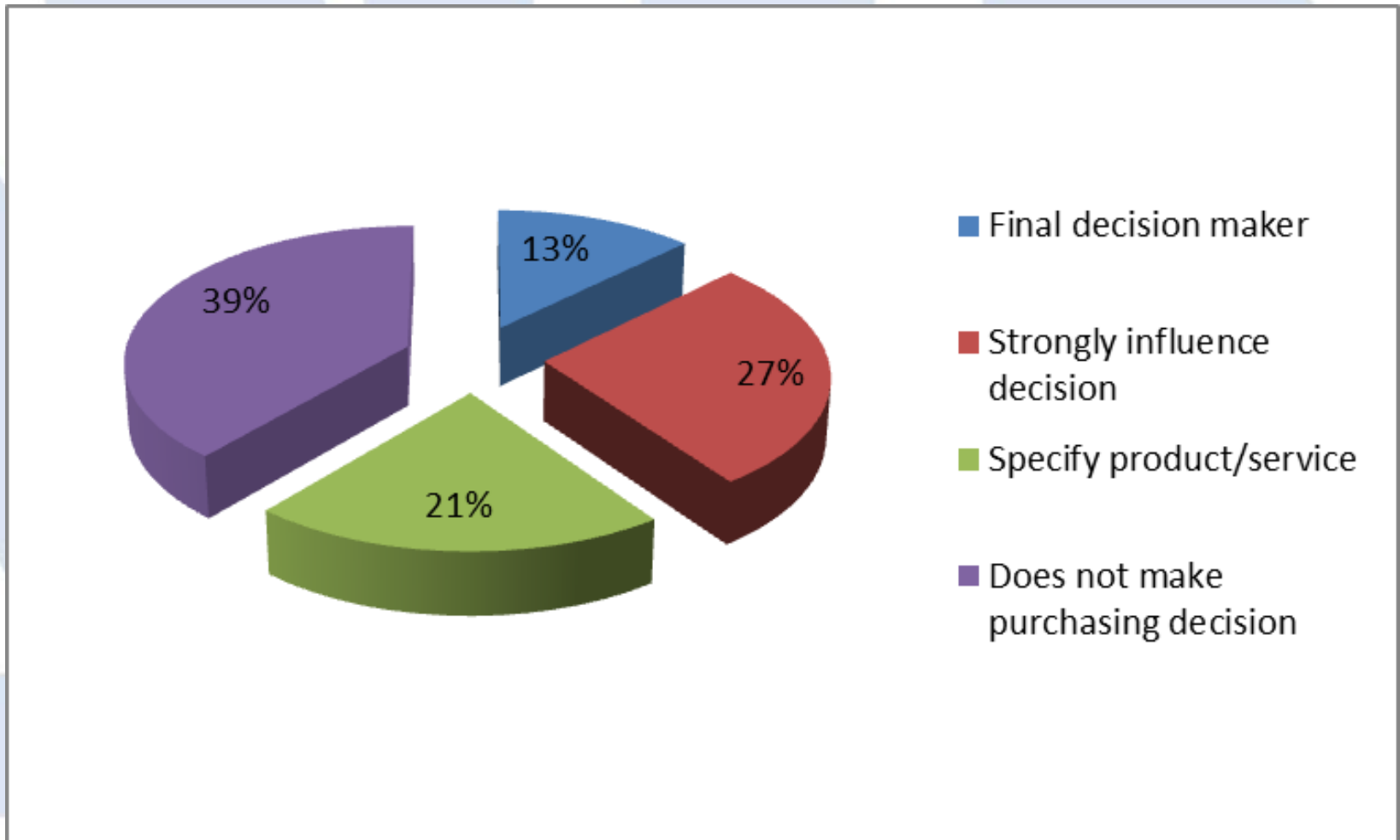
Higher % share for Europe in exhibits (14%) than attendees (7%), though for Asia there is a higher % in attendees (21%) than exhibits (15%).



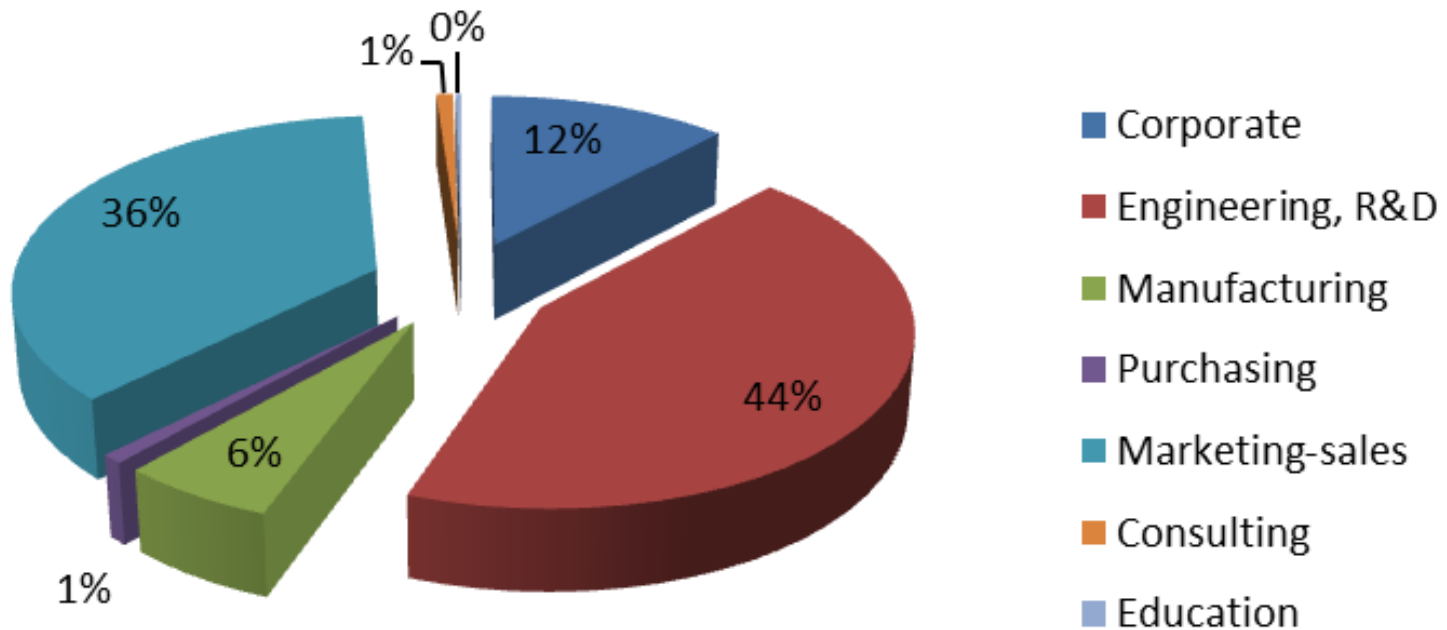


# Exhibitor Personnel Purchasing Influence:

61% involved in purchasing decision, less than attendees due to salespeople in booth

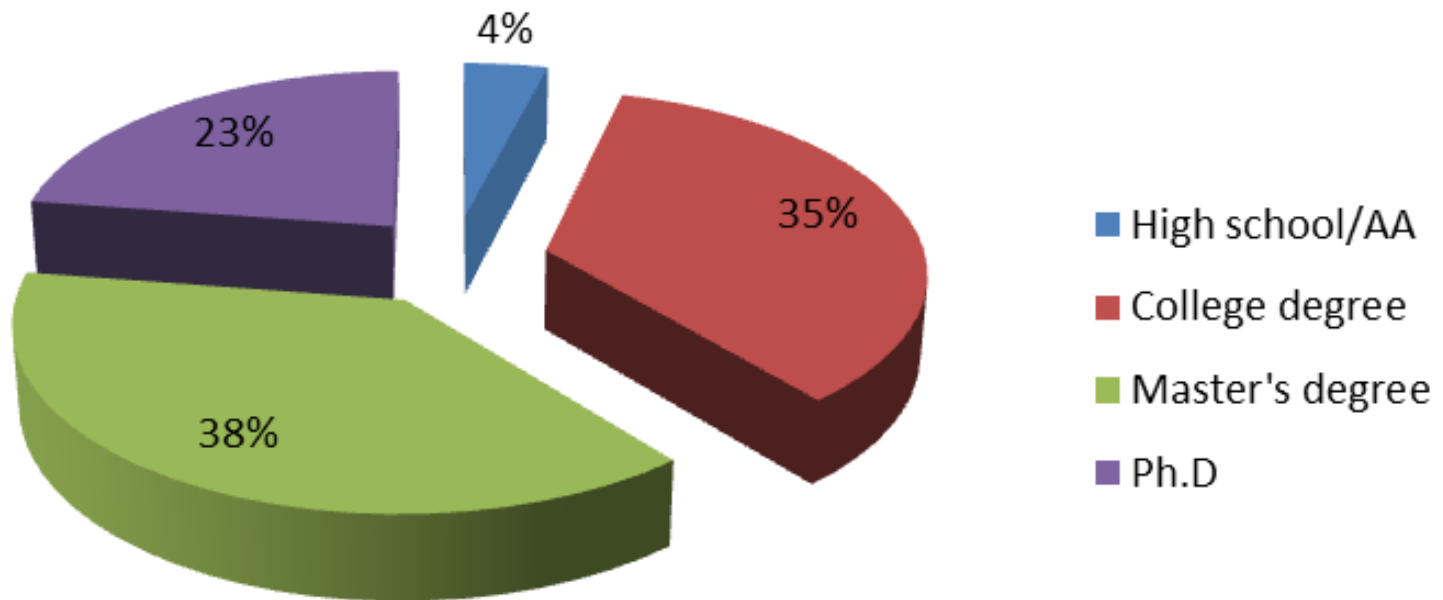


# Exhibitor Personnel Job Function: 49% business, 44% tech



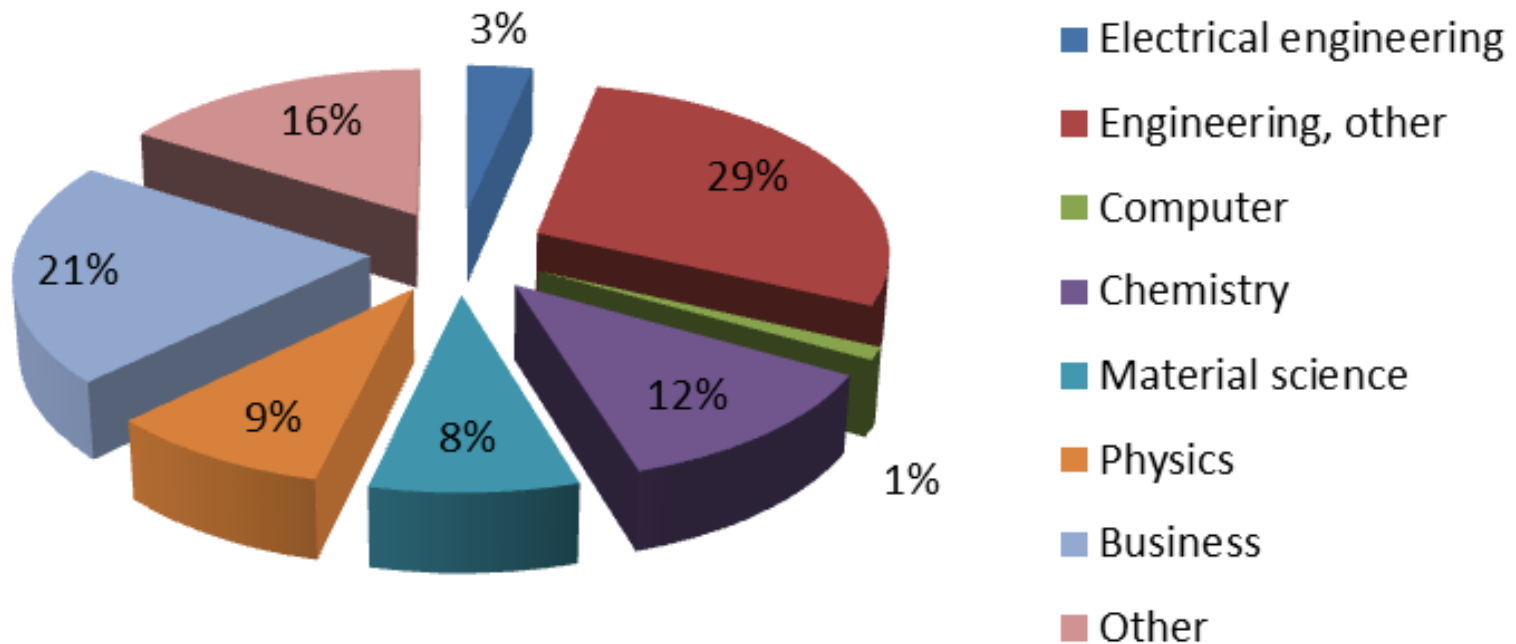
# Exhibitor Personnel Highest Degree:

61% have advanced degrees beyond college

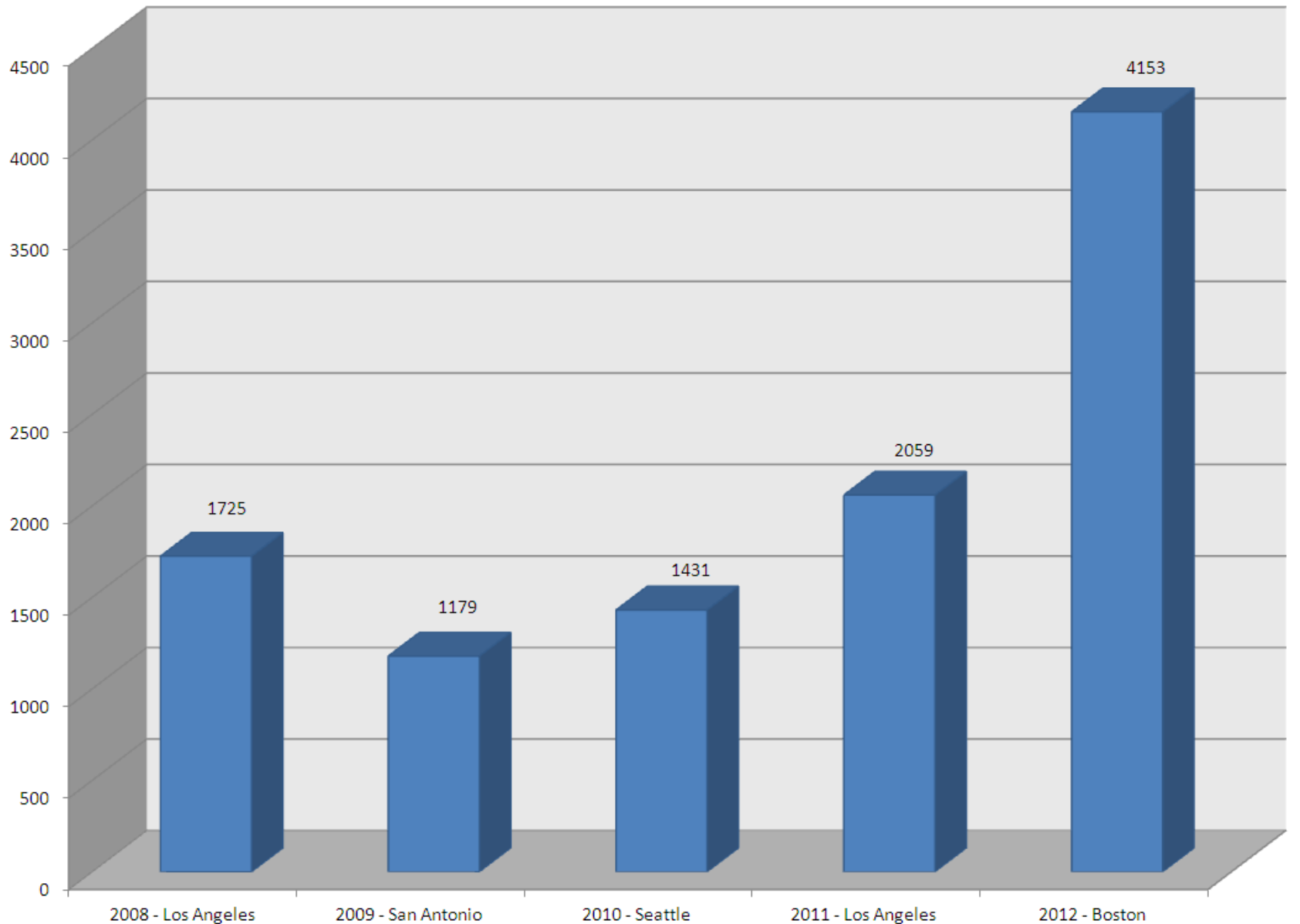


# Exhibitor Personnel Degree Subject:

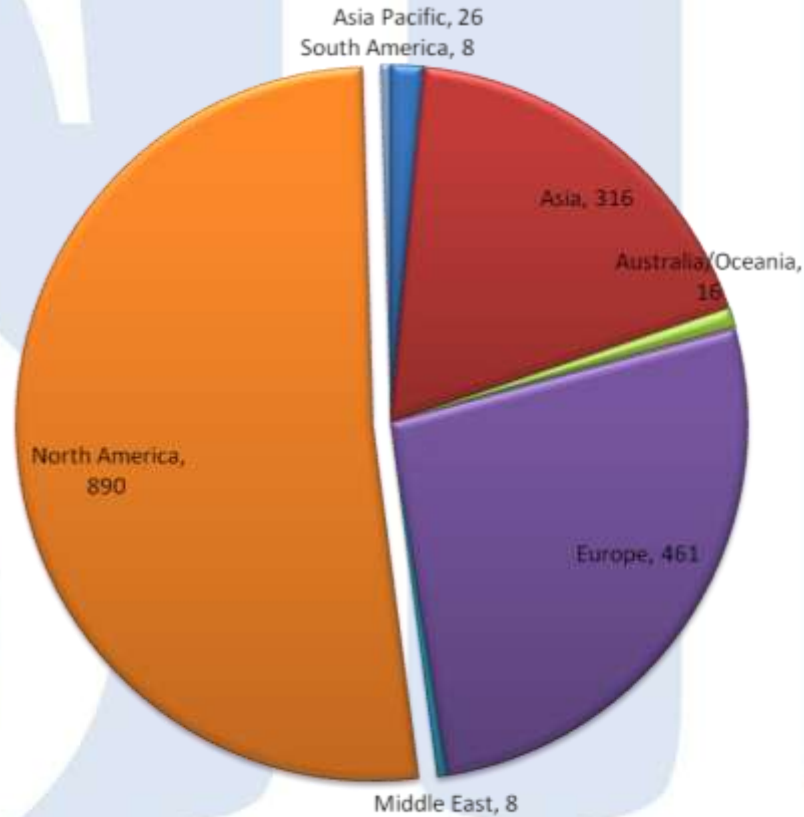
Mostly technical, though slightly less so than attendees due to booth salespeople



# Media Coverage 2008-2012

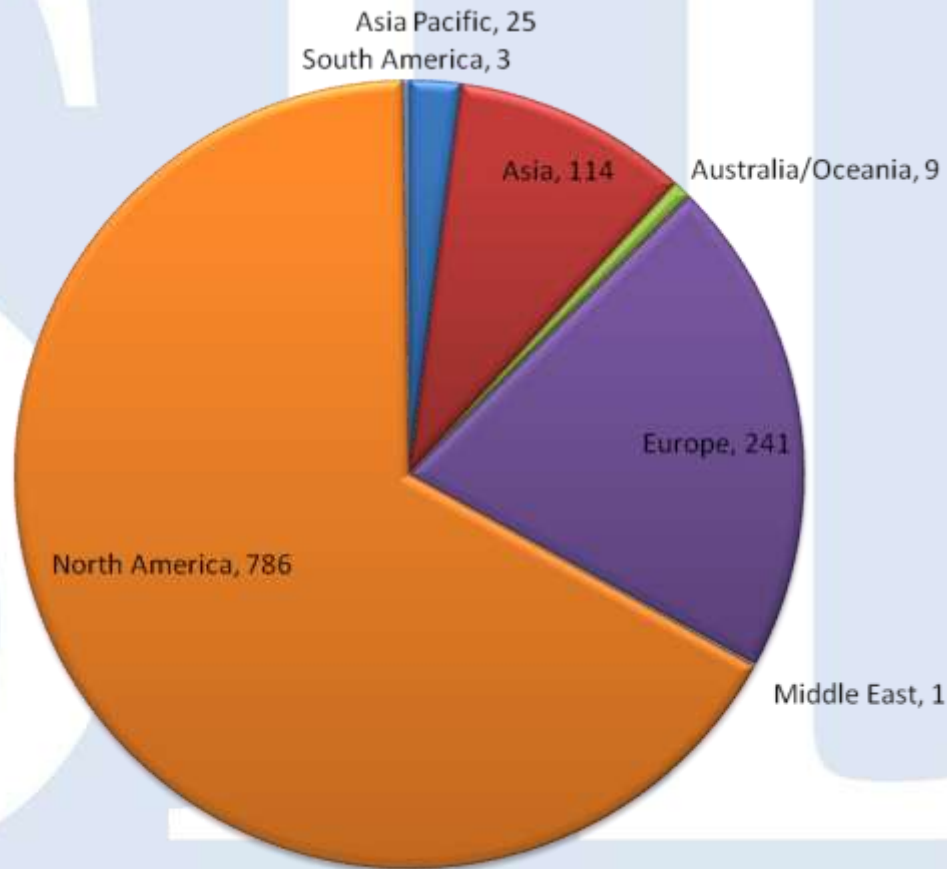


# Media Coverage 2008



By Geography: April 1 through July 31

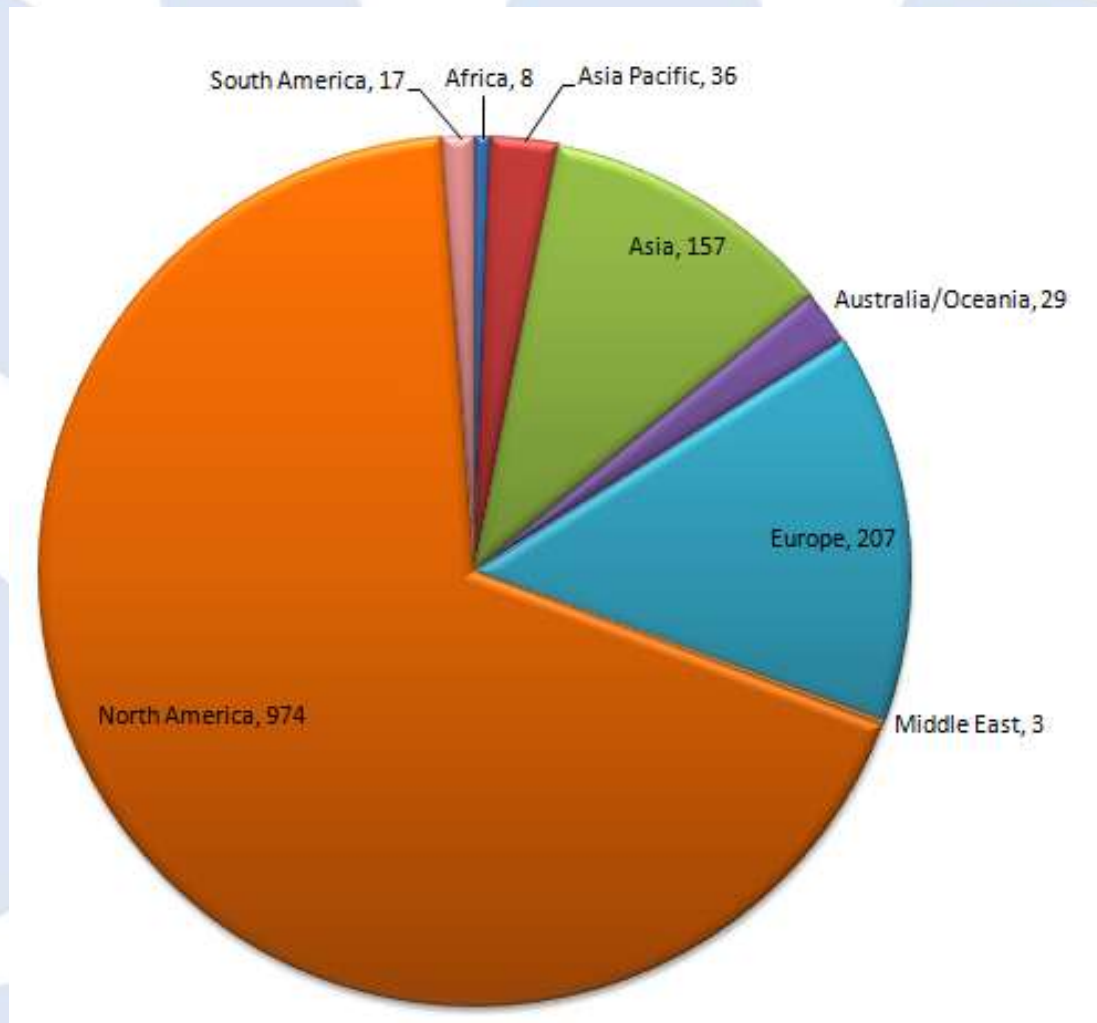
# Media Coverage 2009



By Geography: April 1 through July 31

Note 2009 was a slow year due to global recession, SARS, and having show located in location without direct flights from Asia

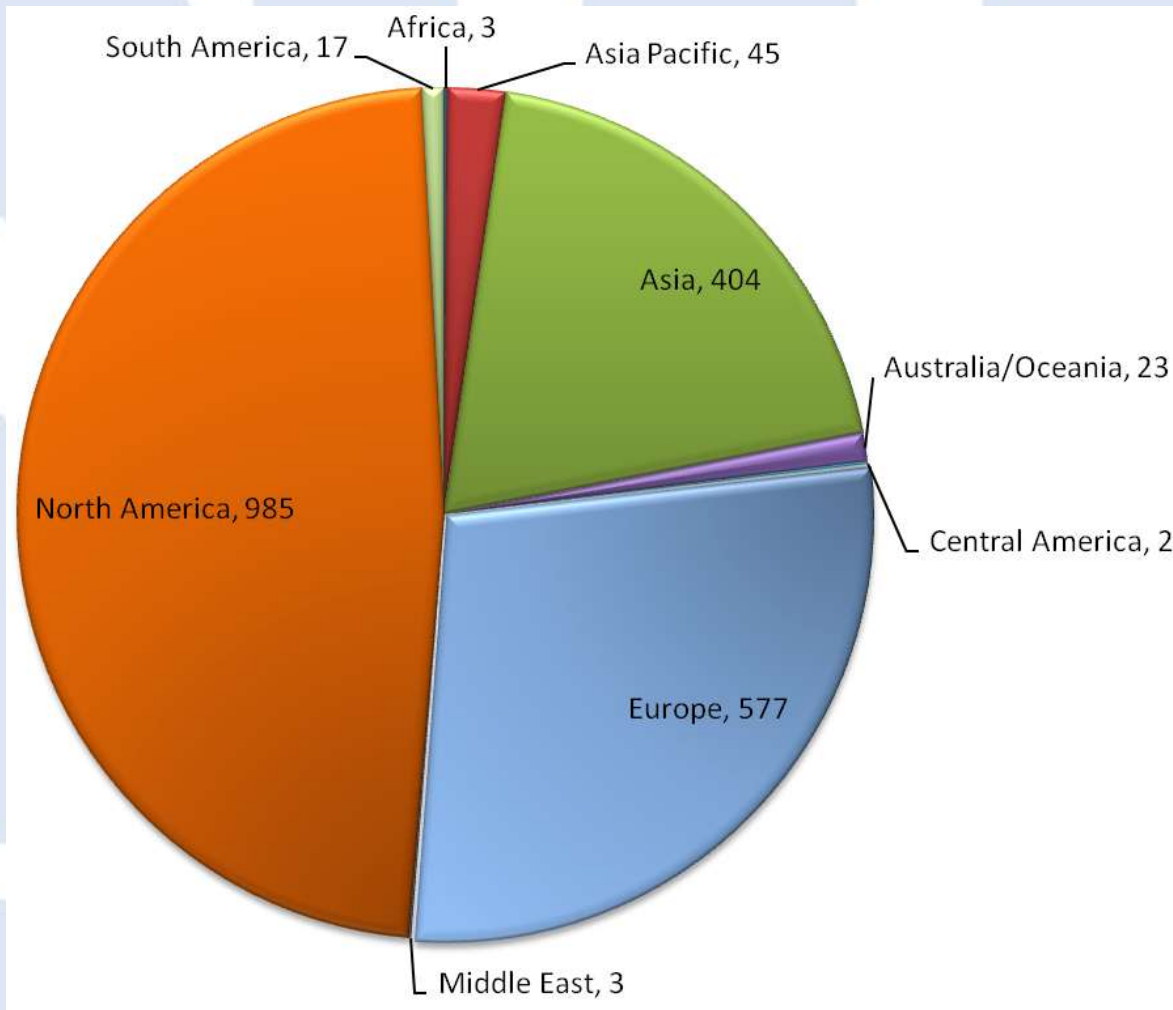
# Media Coverage 2010



By Geography: April 1 through July 31

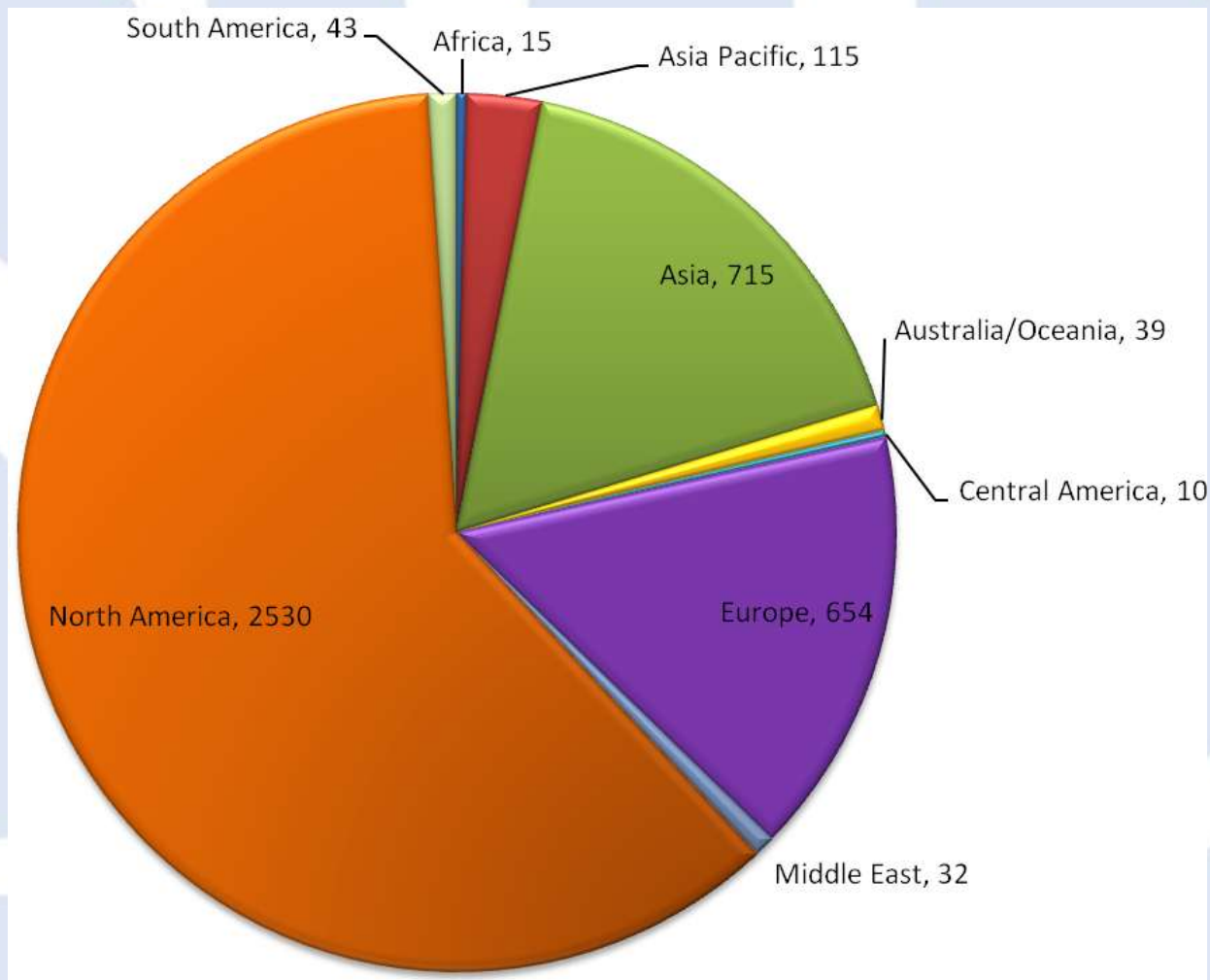


# Media Coverage 2011



By Geography: April 1 through July 31

# Media Coverage 2012



By Geography: April 1 through July 31

# Advertising & Social Media

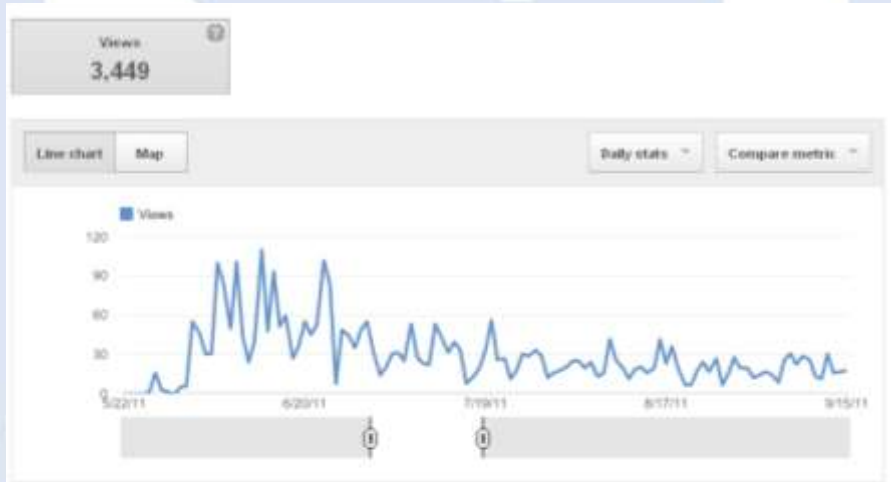
- Since 2008, we have expanded the printed & online number of publications that we advertise in and now include translated ads in key regions such as China, Taiwan, Korea and Japan
  - Ad breakdown is on subsequent slide
- Twitter following has increased since launching in 2010 in Seattle
- During Display Week 2012, the MCA team socialized more than 150 unique tweets and 70 retweets via the @DisplayWeek handle, resulting in 90 retweets and 20 direct interactions from unique users.
- SID's Display Week YouTube channel has been receiving ~3,000 views per year

<u>2012/Boston</u>	<u>2011/L.A.</u>	<u>2010/Seattle</u>	<u>2009/San Antonio</u>	<u>2008/L.A.</u>
<u>Domestic Ads</u>	<u>Domestic Ads</u>	<u>Domestic Ads</u>	<u>Domestic Ads</u>	<u>Domestic Ads</u>
Boston Globe	CNET/ZDNET	CNET/ZDNET	ECN	Daily Bruin (UCLA)
Boston Phoenix	Consumer Electronics Daily.com	Consumer Electronics Daily.com	EDN	Daily Trojan (USC)
EDN	ECN	ECN	EE Times/EE Times Asia	Digital Producer Magazine
EE Times/EETimes Asia	EE Times/EE Times Asia	EE Times/ EE Times Asia	Electronic Design	ECN
ElectrolQ.com	The Daily Bruin (Univ. of Calif.: Los Angeles Campus Newspaper)	Google Ads	Google Ads	EDN
PC World	The Daily Trojan (Univ. of Southern Calif. Student Newspaper)	Seattle Times	San Antonio Express News/mysa.com	Film and Video Magazine
The TECH (MIT student newspaper)	The Los Angeles Business Journal	Seattle Post-Intelligencer.com	The Paisano (University of Texas)	LA Times
SST		University Week (Univ. of Wash.Campus Newspaper)	ZDNET	
The Harvard Crimson (Harvard student newspaper)		TechFlash (Seattle Business Journal)		
<u>International Ads</u>	<u>International Ads</u>	<u>International Ads</u>	<u>International Ads</u>	<u>International Ads</u>
Advanced Display	Advanced Display	Advanced Display	Compotech Asia	Compotech Asia
DigiTimes	DigiTimes	Compotech Asia	DigiTimes	Digitimes
Electronic Journal	Electronic Times	DigiTimes	Monthly Display	Display Asia
Electronic Times	Microelectronics Magazine	Monthly Display (used to be Display Asia)	Nikkei Electronics Asia Korea	Display Devices
International Optoelectronics & Displays Magazine, IOEM	Nikkei Electronics	Nikkei Electronics Asia Korea	Optotech	Nikkei Electronics Asia Korea*
Microelectronics Magazine		Solid State Technology Taiwan	Semiconductor FPD World	TechON*
TechON		TechON!	TechON!	
<u>Ad BarTERS</u>	<u>Ad BarTERS</u>	<u>Ad BarTERS</u>	<u>Ad BarTERS</u>	<u>Ad BarTERS</u>
Circuit Cellar	Circuit Cellar	Advanced Imaging	Advanced Imaging Pro	Advanced Imaging
Electronics Protection Magazine	Dempa/JEI	Information Display	Display Plus	Avent Newsletter
Elektor	Elektor	LED Journal	Electronic Products	Digital Signage Magazine
Information Display	Information Display	Nikkei Microelectronics	Information Display	EE Times
Nikkei Electronics	Media & Entertainment Tech	Photonics Spectra	KSAT.com	Electronic News
Photonics Spectra	Nikkei Microelectronics	Veritas et Visus	Laser + Photonics Magazine	Embedded Systems Design
Solid State Technology	Photonics Spectra		Laser Focus World	Information Display
Veritas et Visus	Veritas et Visus		LED Journal	Laser Focus World
			Nikkei Microdevices	LED Journal
			OLED Display.Net	Plastics Electronics
			OLED-Info.com	Portable Design
			Photonics Spectra	Residential Systems
			Plastics Electronics	Systems Contractor News
			Systems inDesign	Veritas et Visus
			Veritas et Visus	Vision Systems Design

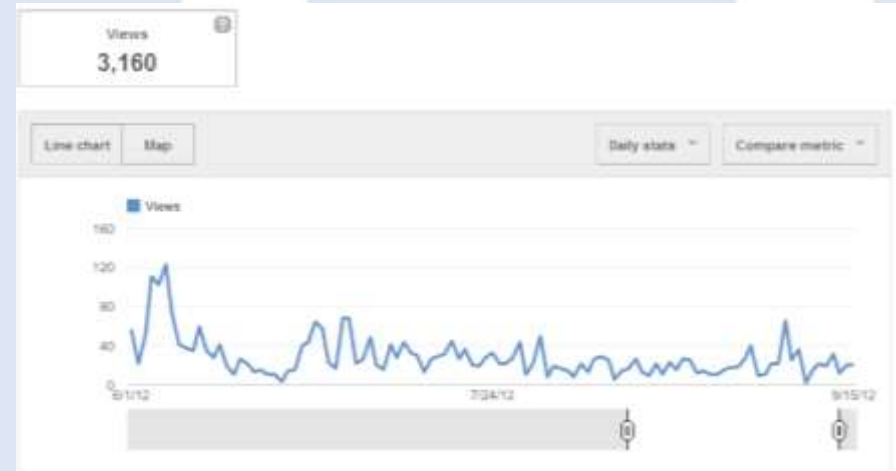
# Display Week YouTube Channel – Views

May 22- Sept. 15, 2011

June 1- Sept. 15, 2012



Video	Geography	Date	Views ↓
1	Display Week 2011-Samsung - Show Floor Interview		723
2	Display Week 2011 - E Ink - Show Floor Interview		664
3	Display Week 2011 - Nanosys - Show Floor Interview		349
4	Display Week 2011 - ITRI - Show Floor Interview		287
5	Display Week 2011 - RealD - Show Floor Interview		229
6	Display Week 2011 - Touch International (about the Pre)		167
7	Display Week 2011 - Touch International - Show Floor In		123
8	SD - Display Week 2011 - Keynote Speaker, Shuji Nak		96
9	Display Week 2011 - Qualcomm - Show Floor Interview		84
10	Display Week 2011 - Hitachi - Show Floor Interview		62

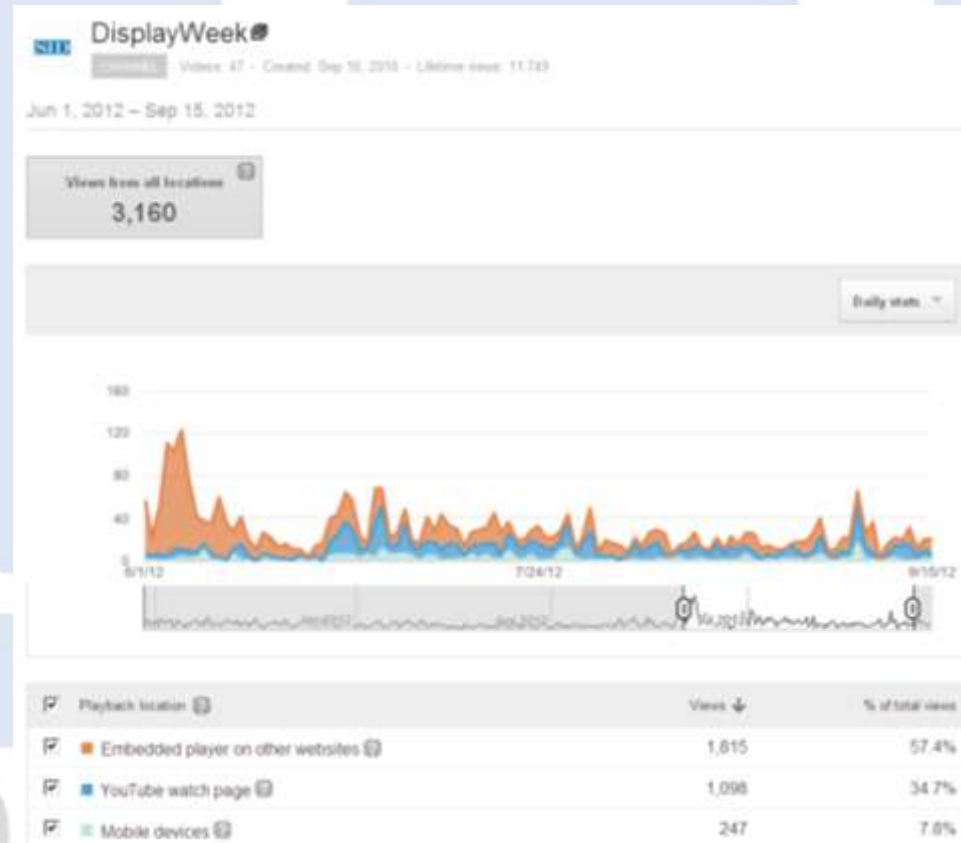
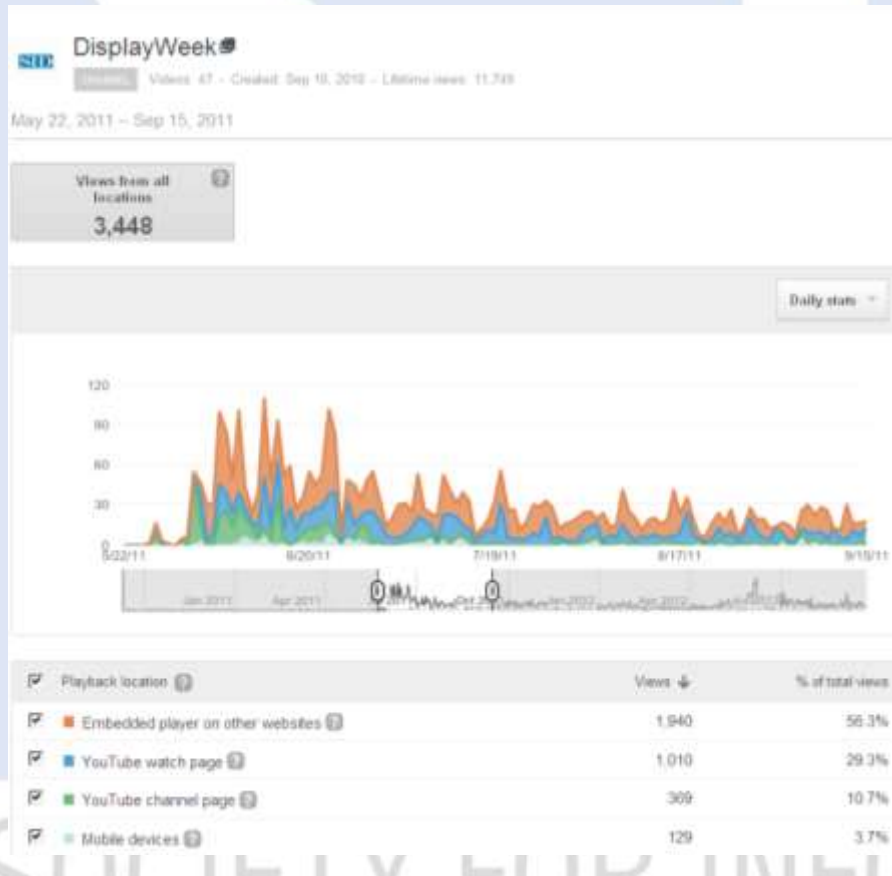


Video	Geography	Date	Views ↓
1	Nanosys - Display Week 2012 - Display Industry Award		382
2	Tactus Technology - I-Zone "Best Prototype Display Aw		341
3	Dimenco - Display Week 2012 - Best in Show Award		329
4	Display Week 2011-Samsung - Show Floor Interview		305
5	Qualcomm - Display Week 2012 - Display Industry Award		248
6	Display Week 2011 - E Ink - Show Floor Interview		209
7	Display Week 2011 - Nanosys - Show Floor Interview		157
8	Display Week 2011 - ITRI - Show Floor Interview		148
9	Ocular - Display Week 2012 - Best in Show		130
10	Fraunhofer Institute - Display Week 2012		123

# Display Week YouTube Channel – Playback locations

May 22- Sept. 15, 2011

June 1- Sept. 15, 2012



# 2012 Exhibitor Quotes

2012 CMI: *“2,100 visitors in two days”*

2012 Tactus: Display Week was a *“non-stop flood of people...150 articles were written about us, more than 2.5 million people read the news about us, and more than 1 million people watched our product video.”*

- Nate Saal, VP Business Development

Westar Display Technologies: *“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.”*

— Dave Heiligenstein President

3M Optical Systems: *“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

# Booth Configuration & Cost

- Booth space is available in peninsula, island, and/or in-line configurations. Space rental does not include utilities, furnishings, labor, or other services. Booth space is allocated on a first-come, first-served basis in 10' x 10' sized spaces.
- Cost per square foot of booth space: \$42, or \$4200 per booth space
- SID Sustaining members receive a 10% discount on rental space (determined by level of sustaining membership paid for). Please check with SID HQ at (408) 879-3901, or e-mail [maralise@sid.org](mailto:maralise@sid.org) if you need to confirm that your company is a current sustaining member.
  - If you are not yet a SID Sustaining member, you can [join now!](#) Sustaining membership categories are as follows, with a discount on more booth space for the higher level of membership:
  - Gold membership: \$7,500, Silver: \$3,000, Basic: \$1,000



# Exhibitor Benefits

- With each 100 square feet of booth space purchased: 1 complimentary Technical Symposium Registration (Tuesday – Thursday) and 1 complimentary registration for all other programs held in conjunction with the DisplayWeek 2012 Exhibition.
- A listing in the Official Exhibit and Product Guide
- Free Products on Display Listing in the Show (May) issue of Information Display magazine, distributed to all Display Week attendees.
- An opportunity to participate in the Exhibitor Forum
- Individual Private Customer Meeting Arrangement Service
- Sponsorship Opportunity: Please see the list later in this presentation
- Access to the DisplayWeek Press Room for press conferences and media interviews.
- Obtain final list of attendees as well as a free listing in the Information Display magazine's Industry Directory.
- Free SID YouTube channel video interview from the show floor, opportunity will be provided to most exhibitors, especially large exhibitors for a brief show floor interview
- Show floor interviews will be posted on SID.org for Display Industry Award and Best in Show award winners

# Sponsorships

- Aisle Signs: \$12,000 (12 remaining)
- I-Zone: \$14,000 (SOLD)
- Carpet Stickers: \$2,500
- D-Zone: Attendee Lounge \$6,500 (1 remaining)
- Mobile App: \$14,000 (Only 1 remaining)
- “You Are Here” Map Kiosks: \$4,000
- FPD Rotating Digital Banners: \$2000 (1 SOLD)
- Media Breakfast: \$5500 (1 SOLD, 1 remaining)
- Media Lunch: \$7700 (2 remaining)
- Huge Interior Building Banners: \$3000
- Escalator landing floor stickers: \$2,000 @ (about 3.5 x 1 meter in size)
- Escalator side rail graphics: \$varies
- Between-escalator graphics: \$varies
- Stair graphics: \$25,000 (Only 1 remaining)
- Column logo wrap \$4,500
- Half column wraps: \$2,500 /column (3 left)
- Lanyards (badge cord): \$15,000
- Annual awards luncheon: \$12,000
- Special event party: \$25,000
- Exhibit guide wrap: \$4,750
- Exhibit guide directory ad:
  - \$1,100 for full page
  - \$650 for half page
- Web banner ads: \$3,000
- Official Display Week Tote Bag Logo
  - \$975 per logo
  - Exclusive sponsorship, \$15,000
- Tote bag novelty item: \$2,000
- Notepads: \$12,500
- Registration desk pens: \$3,000
- Two-sided meter panels: \$1,200 (2 sold, only 6 remaining)
- Internet café: \$8,000 (SOLD)
- Charging station: \$3,000

*Nobody wants to have the competition buy up all the best sponsorships, leaving them with a weaker brand image. Purchase your sponsorship today!*

# Publicity

- You can increase the impact of your announcements by releasing them 2-3 weeks prior to Display Week (instead of just before or at the show with everyone else)
  - Since there are less announcements early on, you will get more customer ‘news estate’, and they will remember your brand and product better
  - Be sure to copy MCA on your news, so they can publicize your firm to media:  
[DisplayWeekPR@mcapr.com](mailto:DisplayWeekPR@mcapr.com)
- In addition to sponsorships, other publicity opportunities include:
  - Free interview videos shot on the show floor by SID’s PR firm MCA; be sure to be ready to be interviewed if they stop by---interviews are posted on SID’s YouTube channel with interviewee permission
  - Display Industry Awards: be sure to nominate your firm!
  - Best in Show Awards
  - Rental signage (check exhibitors’ manual)
  - Rented FPD screens (check exhibitors’ manual)
  - Exhibitors Forum
  - Free Information Display exhibitors’ listing

# Technical & Business Program

- Business Conference
- Investors' Conference
- Symposium of 70 technical sessions with roughly 400 oral and poster technical paper presentations
- Sunday Short Courses, great for new employee training
- Monday Seminars on display technology
- I-Zone (innovation zone, runs two days showing pre-commercialization prototypes only)
- Display Industry Awards & Best in Show awards luncheon
- Market Focus Conferences, looking at the upcoming challenges in a given market segment

**Don't delay—contact SID to  
secure your 2013 Display Week  
booth today!**

**Exhibit Booth Sales &  
Sponsorships: Americas &  
Europe**

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**Exhibit Booth Sales &  
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