



Dear Display Week Exhibitors:

We hope all is well with you and as we approach Display Week 2016 in San Francisco, we wanted to make you aware of the following organizations that might be contacting you in the next several months regarding various activities concerning the upcoming DW16 and their official status with SID.

Please be advised that we strongly discourage you from working with any unapproved and non-vetted companies or vendors as many are fraudulent. ***Below is a list of vendors that are approved to provide services to DW16 exhibitors.*** When in doubt, email [drocco@pcm411.com](mailto:drocco@pcm411.com) before signing on the dotted line!

**Exhibit space sales, sponsorships and advertising in the Exhibit & Product Guide:**

America and Europe, Jim Buckley: [jbuckley@pcm411.com](mailto:jbuckley@pcm411.com) or 203-502-8283

Asia, Sue Chung: [schung@ghtconnections.com](mailto:schung@ghtconnections.com) or 408-489-9596

Show Coordinator, Danielle Rocco: [drocco@pcm411.com](mailto:drocco@pcm411.com) or 646-226-7592

**Display Week – General Questions:**

Director of Operations, Mark Goldfarb [mgoldfarb@pcm411.com](mailto:mgoldfarb@pcm411.com) or 212-460-8090 x202

**Hotel and Travel:**

Par Avion: 877-685-2948: concerns to [rescenter@paravion-inc.com](mailto:rescenter@paravion-inc.com)

**General Contractor:**

GES: 800-475-2098 special requests: Jennifer Murray [jmurray@ges.com](mailto:jmurray@ges.com)

**ID Magazine Advertising:**

Wiley Publishing: Roland (Rollie) Espinoza: [respinosa@wiley.com](mailto:respinosa@wiley.com) or 201-748-6819

**Lead Retrieval:**

Cvent: Britney Martin: [bmartin@cvent.com](mailto:bmartin@cvent.com) or 571-830-2241

**Photographer:**

Light FX Photo: Sherry Tesler: [sherry@lightfxphoto.com](mailto:sherry@lightfxphoto.com) or 415-235-2131

**AV:**

GES AV: Ryan Murphy: [RMurphy@ges.com](mailto:RMurphy@ges.com) or 630-295-6122

**Media Relations:**

MCA: Marie Labrie: (650) 968-8900, ext. 119, or [mlabrie@mcapr.com](mailto:mlabrie@mcapr.com) or [DisplayWeekPR@mcapr.com](mailto:DisplayWeekPR@mcapr.com)

**Security:**

Simmons Security: Diane Custodio: [diane@simmonssecurity.com](mailto:diane@simmonssecurity.com) or 703-346-6304

**Temp Staff:**

NASCO Staffing Solutions: Jennifer Wickham: [jwickham@nasco.ca](mailto:jwickham@nasco.ca) or 604-683-1513 ext. 608

Should you receive calls soliciting your business from other companies, please let PCM know so we may be able to assist you and halt these distractions.

Also, if you have any questions or concerns please feel free to contact Danielle Rocco so she may be of further assistance.

We look forward to assisting you in planning for a successful Display Week 2016. Thank you for your assistance and consideration.