Display Week 2013

May 19-24, 2013
Vancouver Convention Center
Vancouver, Canada
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• 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

- Final decision maker: 19%
- Strongly influence decision: 34%
- Specify product/service: 21%
- Does not make purchasing decision: 26%
Attendee Job Functions
Roughly 50% engineering, 40% business
Over 60% of Attendees Have Advanced Degrees

2012 Attendee Education Levels

- 36% Master's degree
- 35% College degree
- 26% High school/AA
- 3% Ph.D
Educational Breakdown Data Indicates Most of the 40% Business Visitors have Tech Degrees

2012 Attendee Highest Education Subject

- 31% Electrical engineering
- 16% Engineering, other
- 15% Computer
- 10% Material science
- 9% Chemistry
- 7% Physics
- 8% Business
- 2% Other
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

By Geography: April 1 through July 31

- Asia Pacific, 26
- South America, 8
- Asia, 316
- Australia/Oceania, 16
- North America, 890
- Europe, 461
- Middle East, 8
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

- North America, 974
- South America, 17
- Africa, 8
- Asia Pacific, 36
- Asia, 157
- Australia/Oceania, 29
- Europe, 207
- Middle East, 3

SOCIETY FOR INFORMATION DISPLAY
Media Coverage 2011

By Geography: April 1 through July 31

- North America, 985
- Europe, 577
- Asia, 404
- Australia/Oceania, 23
- Central America, 2
- Middle East, 3
- Africa, 3
- South America, 17
Media Coverage 2012

By Geography: April 1 through July 31

- North America, 2530
- Asia, 715
- South America, 43
- Africa, 15
- Europe, 654
- Australia/Oceania, 39
- Central America, 10
- Middle East, 32
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
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<td>The Daily Trojan (Univ. of Southern Calif. Student Newspaper)</td>
<td>Seattle Times</td>
<td>San Antonio Express News/mysa.com</td>
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<td>The Los Angeles Business Journal</td>
<td>University Week (Univ. of Wash.Campus Newspaper)</td>
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Display Week YouTube Channel – Views

May 22- Sept. 15, 2011

June 1- Sept. 15, 2012
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 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

• 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
Christine von Steiger
Exhibition and Sponsorship Coordinator
Phone: (413) 783-0473
Christine@sid.org

Exhibit Booth Sales & Sponsorships: Asia
Sue Chung
Sr. Director Strategic Marketing and Business Development
Phone: +1 (408) 489-9596
schung@sid.org