



PRESS AND ANALYST REGISTRATION POLICY

Media Registration Policy

Press credentials are issued by SID's PR agency and will be given to any accredited editor, reporter or writer from an online/print publication or broadcast organization covering the displays, electronics, consumer, business and local sectors. Pre-registration for Display Week 2013 will save you time at the show and is highly recommended.

Required Credentials:

One of the following will be required when registering as a member of the media:

- Masthead from a current issue of an industry-related publication listing you as an editorial contributor
- An industry-related article published within the past three months with your byline
- A letter from the news director or assignment editor on station/network letterhead saying that you have been assigned to represent the organization in an editorial capacity at Display Week
- Press photo ID
- Business card from your media outlet reflecting your editorial role

Online publications must also provide the demographics and/or an audited statement verifying the site gets 1,000 or more unique visitors a month. The Web publication must be a previously established, independent site that is regularly updated with original and current broadcast or media-related news. Personal blogs, forums and user groups will not be considered for media registration.

Accredited media will have access to the SID events listed below:

- SID Symposium & Keynotes
- SID Author Interviews
- SID Exhibition Show Floor
- SID Short Courses
- SID Media & Analyst Breakfast

- SID Evening Panel
- SID Seminars, Tutorials
- SID Investors Conference
- SID Press Office/Exhibitor Press Conferences

****Note: Space to attend the Business Conference and Market Focus Conference Series is limited and not automatically included in the above access rights. Media interested in attending either or both of these events need to RSVP in advance to DisplayWeekPR@mcpr.com and will be based on a first-come/first-serve basis. If the conference sessions reach capacity, paying attendees will get priority.**

Market Analyst Registration Policy

Analyst credentials are issued by SID's PR Agency and will be given to any accredited analyst from a recognized market research firm (does not apply to analysts from financial institutions) that publishes newsletters and/or reports covering the display/electronics sector. Pre-registration for Display Week 2013 will save you time at the show and is highly recommended.

Required Credentials:

One of the following will be required when registering as an analyst:

- An industry-related article published within the past six months with your byline
- An industry-related article published within the past six months quoting you as an industry analyst
- Cover of a market research report from the past six months listing you as a contributor with your name, title and company. Reports must be made independently and not solicited by exhibiting companies.

Accredited analysts will have access to the SID events listed below:

- SID Symposium & Keynotes
- SID Author Interviews
- SID Exhibition Show Floor
- SID Short Courses
- SID Media & Analyst Breakfast
- SID Evening Panel
- SID Seminars, Tutorials
- SID Investors Conference
- SID Press Office/Exhibitor Press Conferences

***Note: Space to attend the Business Conference and Market Focus Conference Series is limited—only TWO accredited representatives of market research firms can attend each of these respective events, and will need to RSVP in advance to DisplayWeekPR@mcpr.com. Space will still be based on a first-come/first-serve basis, and if the conference sessions reach capacity, paying attendees will get priority.**

Registration Details/SID PR Agency Contact:

For press or analysts interested in registering for Display Week, or for any other media-related inquiries, please contact:

Kelly Loughlin or Marie Labrie

MCA Public Relations

Phone: 650.968.8900

DisplayWeekPR@mcapr.com

As stated earlier, your name, title, publication/organization, email, address and phone will be required for registration. You will be sent a badge in advance; otherwise, you can pick up your badge at the press room (West 101 & 102) starting Monday, May 20. Please be prepared to show your business card when picking up your badge onsite at the conference.