MEDIA/PUBLICITY OPPORTUNITIES
FOR DISPLAY WEEK 2015 EXHIBITORS

Each year, SID’s Display Week attracts the attention of media from around the world, and promotional efforts surrounding Display Week 2015 is now underway. As part of the value-added services (e.g., included in your exhibitor fees), SID is here to help you get the word out about your company and products you’ll be showcasing, through the following:

**WE WANT NEWS, SO KEEP US UP TO DATE**
Starting in early 2015, we’ll be sending out periodic reminders, updates and exhibitor call-to-actions to help bolster media interest in your company and increase attendance at Display Week at large. We ask for your cooperation in sharing any hard-hitting news from your end that we can use in our ongoing pitching efforts, press releases, media alerts, etc. to drive pre-conference news coverage, live articles from Display Week and post-event stories. We will honor news embargos, but please specify the distribution date on any particular news; otherwise we will not be liable.

Please send an email to DisplayWeekPR@mcapr.com so that we can ensure we have your most current contact information in order to receive regular updates on any media-related opportunities. This is your one-stop shop for hearing about all the exciting activities we have lined up for you at Display Week 2015. It is very important that you send an email to the above with your current contact information so that we can keep you constantly up to date.

**REGISTERED PRESS LIST**
A preliminary 2015 registered press list should be made available in March 2015 and will be updated on a regular basis thereafter. This list will let you know the media that have pre-registered for the show so that you can contact them directly to set up interviews, and invite them to your booth to help publicize your company and products.

**PRESS ROOM**
SID’s PR firm, MCA Public Relations, will be in the press room to handle any requests you may have. The press room is where journalists can work on stories, pick up media kits and conduct interviews with exhibiting companies. The press room is also where the exhibitor-sponsored breakfast and luncheons will occur. We encourage all exhibitors to plan to bring approximately
50-75 media kits, although we highly recommend you go green and put your materials on a USB drive. As we always have a handful of top business and trade journalists from Asia and Europe registered to attend, we encourage you to assemble a few country-specific kits as well, should you have translated materials in multiple languages. Note: details surrounding the Display Week press room will be made available in March 2015, including hours of operation, location, etc.

**SID PRESS EVENT**
SID will host a press event exclusively for media and market analysts –more information will be made available in early 2015, but keep in mind if your company plans to make a major announcement at the show as this can serve as a great forum for getting your news across.

**FOLLOW US ON TWITTER AND JOIN THE SID LINKEDIN GROUP!**
You’ll be able to leverage Twitter and LinkedIn networking tools to promote your activities at Display Week 2015. Right now, you can follow us on Twitter at @DisplayWeek, and also share your own Display Week-related tweets using the hash tag #DisplayWeek15. We also encourage you to promote this hash tag to others within your company to increase your share of voice in the Display Week Twitter stream. You can also join the SID LinkedIn group below.

**SPONSORSHIP OPPORTUNITIES**
Don’t miss out on maximizing your visibility among the global media. Sponsorships are available for media breakfasts and luncheons during Display Week 2015. For more information about sponsoring this type of an event, contact Jim Buckley at: jbuckley@pcm411.com.

**VIRTUAL PRESS OFFICE**
In addition, SID will once again offer the opportunity for exhibitors to post their own press releases to the Display Week website through Virtual Press Office (VPO). More information about this service will be made available on the Display Week website in January 2015.

**EXTERNAL PUBLIC RELATIONS SUPPORT**
Beyond the added-value opportunities available as part of your exhibitor fee, companies without PR staffing or support can contract with SID’s public relations team, MCA, to develop a cost-effective, results-oriented press plan to further augment your media efforts at Display Week 2015. In addition to providing PR counsel, writing and social media assistance, MCA can also help contact attending reporters to set up meetings/interviews at your booth, video services, etc. Contact Marie Labrie of MCA at (650) 968-8900, ext. 119, or mlabrie@mcapr.com for more information about MCA’s services and special rates.

**WE’RE HERE TO HELP!**
If you have any questions about the opportunities listed above, please contact us at DisplayWeekPR@mcapr.com.