

Sponsorship – email Exhibitor Ad and Logo in SID/Display Week 2020 Attendee Email Campaign

ATTENTION DISPLAY WEEK EXHIBITORS

Two New Ways to Show the Global Display Industry Your Company

Is Exhibiting at Display Week 2020 in San Francisco in June

For 2020, SID/Display Week offers your company two new high-awareness sponsorship opportunities:

1. Four (4) exhibitors will have a high-frequency semi-exclusive branding opportunity as part of Display Week's 2020 **1.5 million impression (IMP)** attendee email campaign, with two (2) digital "come-to-show" ads that link to registration scheduled each month leading up to the show.
2. All exhibitors will have a high-frequency branding opportunity by including their company's logo in the Sponsor section of every attendee email leading up to the show.

Here are advertising and branding program details:

ADVERTISING OPPORTUNITY

- Only 4 positions available (*First-come-first-served*)
- Duration – 1st week of February – 1st week of June
- Frequency – two (2) exclusive ads per month that link to registration February-May, with two (2) ads 1st week of June.
- Large static digital ad size – 350W x 250H, 300 dpi (*sorry no animation or scrolling*)
- Ad will rotate randomly through each of four (4) positions each month for four (4) months
- All four (4) Sponsor ads to appear together 1st week of June in two (2) emails

Creative Messaging Suggestion

Give your advertising a "come-to-show" feel and focus that encourages attendees to visit your booth to see what's new and exciting. (One copy update permitted for 1st week of June ads, if desired)

PARTICIPATION COSTS

1. Advertising Sponsorship: \$6,500 for 10 placements
2. Company Branding Logo: \$500 for all attendee emails

DEADLINES

Advertising Sponsorships: Insertion order must be received no later than **January 10**, with ad materials no later than Wednesday **January 22**. June ad materials by Wednesday **May 27**.

Company Branding Logo Sponsorships: Logos received by PCM the Thursday prior to placement and will appear the following week in alpha order. To be in the first attendee email, PCM must receive your company's logo no later than COB **Thursday January 30, 2020**.

For Orders or Questions – contact Jim Buckley at jbuckley@pcm411.com or 203-502-8283 or Sue Chung at schung@sid.org or 408-489-9596 to secure either of these opportunities or to learn more.