EXHIBIT

WHERE THE WORLD’S DISPLAY INDUSTRY MEETS

BOOK YOUR SPACE NOW!

55th ANNUAL INTERNATIONAL DISPLAY WEEK
SYMPOSIUM & SEMINAR DATES:
MAY 20-25
EXHIBITION DATES:
MAY 22-24

Display Week | May 20-25, 2018 | Los Angeles Convention Center | CA | www.DisplayWeek.org
When the world looks for the latest advances in electronic display technology … the world turns to Display Week, the largest technical symposium, business conference and exhibition in the Americas focused on emerging technologies, original value creation and commercialization in the electronic display industry.

And when value-add suppliers and solution providers look for ground-floor growth and sustainable business opportunities with qualified buyers and decision-makers … they turn to Display Week. For more than 50 years Display Week has helped enterprises of all sizes build their brands and business.

Display Week gives you what you want: more customers, prospects, contacts, new user-bases, support and opportunities for success.

The Display Industry And Display Markets Are Growing
Display industry growth is outpacing the economy at a 7.5% CAGR and is forecast to reach $169.2 billion by 2022, while the $313.5 billion display market is expected to more than double to $733.7 billion by 2022. Growth will be fueled by the major electronic display end-user markets, including but not limited to aerospace, automotive, consumer electronics, commercial, education, entertainment, financial, government, industrial, marine, medical, military, retail and transportation.
Meet The Display Industry Value Chain
Display Week gives your company unparalleled opportunities to get in front of thousands of purchase influencers and decision-makers across the entire display value chain at a world-class international destination venue.

Meet Your Next Customer
Display Week is the ideal place to brand and market your company’s capabilities and expertise. It’s the perfect place to meet current customers, your next customer, or your new partner.

VISITOR PROFILE: 7,000 Display Professionals and Executives From Managers, Directors and VPs to C-level Executives and End-User Decision-Makers

![Job Responsibility Chart]

![Subject of Highest Degree Chart]

![Attendee Organization's Primary Product or Service Chart]

Source: Display Week Registration Data
8 of 10 believe attending the Display Week exhibition influences their recommendations and purchases of products and services over the next 12 months.

Source: Display Week Attendee Survey 2017

MAJOR ATTENDEE PRODUCT BUYING CATEGORIES

1. Backlights
2. Coatings/Films
3. Displays
4. Equipment/Systems
5. Input Interfaces
6. Parts/Components
7. Services/Solutions
8. Software
9. System Integration
10. Test/Measurement Equipment

Attendee Buying Sub-Product Categories

- 3-D Displays
- Adhesives
- AMOLED Displays
- Anti Bacterial Filters
- Anti Glare Filters
- Anti-Reflections Screens
- Anti-Reflections Filters
- Automated Test Equipment
- Backlight Systems & Design
- Backlights
- Cables
- CCFL Inverters
- Chemical Suppliers
- Coating Equipment
- Color Calibration System
- Color Filters
- Color Matching Systems
- Color Meters
- Conductive Films
- Connectors
- Consultants
- Contrast Enhancement Filters
- Converters (D/A & A/D)
- CRT
- CRT Displays
- Deposition Equipment/Services
- Design/Optimization Software
- Dev. and Licensing of Display Tech.
- Digital Video Systems
- Display Drivers and Controllers
- Display Enhancement Services
- Display Housing
- Display Measurement
- Display Simulation and Modeling Systems
- Display Subsystems
- Display System Integrators
- Electroluminescent Displays
- Electrophoretic Displays
- Ellipsometers
- EMI Shielding
- Film Lamination Machines
- Flat-Panel Displays
- Flexible Circuits
- Flexible Displays
- Glass Cutting/Scribing Equipment
- Glass for Displays
- Gonioreflectometers
- Graphics Boards/Processors
- Graphics Systems Software
- Head-Mounted Displays
- ICs (video, graphics, and display)
- Image Processing Software
- Indicator Lights
- Industrial LCD Monitors
- IR Cut Filters
- Joysticks
- Keyboards
- Lamps
- Laser Inspection Systems
- LCDs: Active Matrix
- LCDs: Passive Matrix
- LCDs: Ferroelectric
- LCDs: Passive, Active Addressing
- LCDs: Resized LCDs
- LED Drivers
- LED Packaging & Interconnect
- LED Test Equipment
- LEDs
- Light Diffuser Sheets
- Light Diffusers
- Light Guide Panels
- Light Management
- Light Measurement
- Magnetic Shielding
- Manufacturing Equipment
- Market Researchers/Publishers
- Marketing Comm./Public Relations
- Materials
- Materials Handling
- MEMs
- MEMs Displays
- Mic/Trackballs
- Microdisplays
- Microscopes
- Military Displays
- Neutral Density Filters
- NIR Filters
- OLED Displays
- OLEDs, AMOLEDs
- Optical Analytics/Design Software
- Optical Bonding Displays
- Optical Coatings
- Optical Components
- Optical Design Services
- Optical Filters
- Optical Grade Plastic
- Optical Testing Laboratories
- Other Technologies
- PC-Based Test Equipment
- Phosphors
- Photolithography Equipment
- Photometers
- Plasma Displays
- Plastic Moldings
- Polarizers
- Polymer Films
- Portable Displays
- Power Converters
- Power Supplies
- Projected Capacitive Touch Screens
- Projection Displays: CRT
- Projection Displays: DLP/DMD & LCOS
- Projection Displays: MEMS
- Protective Films/Papers
- Quantum Dots
- Radiometers
- Reader Displays
- Rear Projection Screens
- Reflective & Bi-Stable LCDs
- Reflective Displays
- Repair and Maintenance Services
- Resistive Touch Screens
- Resized Displays
- Risible Displays
- Scratch Resistant Filters
- Scrivers
- Sealants
- Semiconducting Materials
- Signal Processing Software
- Spectrometers
- System Integration
- Switches
- Thermal Management Components
- Thin Films
- Touch Displays
- Touch Screen Stylus
- Touch Screens
- Transient Displays
- Transparent Displays
- Transparent Heaters
- UV Block Filters
- UV Pass Filters
- Vacuum Equipment
- Vacuum Fluorescent Displays
- VCSEL
- Video Generators
- Video Interfaces
- Video Oscilloscopes
- Video Walls
- Viewing Angle Measurement
- Virtual-Reality Displays
- Windshield Displays
- Wire
The Ideal Place To Launch Your Business Into International Markets

Visitors From **55** Countries

<table>
<thead>
<tr>
<th>Attendance By Geography</th>
</tr>
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<tbody>
<tr>
<td>Europe 6%</td>
</tr>
<tr>
<td>Asia-Pacific 27%</td>
</tr>
<tr>
<td>North America 66%</td>
</tr>
</tbody>
</table>

**162** Universities Attended

<table>
<thead>
<tr>
<th>University and High-Tech Institutions In Attendance by Geography</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe 17%</td>
</tr>
<tr>
<td>Middle East-Africa 2%</td>
</tr>
<tr>
<td>Latin America 1%</td>
</tr>
<tr>
<td>Asia-Pacific 54%</td>
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</tbody>
</table>

Source: Display Week Registration Data

Display Week Brings The World’s Decision-Makers To You

Qualified Prospects Recommend, Specify and Authorize Purchase

(PARTIAL TITLE LIST)

- Advanced Engineering Group Leader
- Advanced Manufacturing Business Manager
- Application Engineering Director
- Automotive Business Manager
- Business & Product Development Manager
- Business Dev. Manager Display Solutions
- Business Dev. Manager/Strategic Sourcing
- Business Director OLED & Photometrics
- Business Unit Manager
- CEO
- CFO
- Chief Design Officer
- Chief Engineer
- Chief of R&D Center
- Chief Supply Chain Officer
- Chief Technology Officer
- CMO and VP Marketing and Product Strategy
- COO
- Department General Manager
- Design Manager
- Director Advanced Development
- Director Concept Prototyping
- Director Electrical Engineering
- Director Marketing & Strategic Planning
- Director of Asian Operations
- Director of Display Development
- Director of Displays
- Director Marketing & Strategic Planning
- Director of Global Business Development
- Director of Licensing & Strategic Planning
- Director of Operations
- Director of Product Engineering
- Director of Strategic Partnerships
- Director of Technology & Research
- Director R&D
- Director Strategic Marketing
- Director Strategic Planning & Global Projects

Display and Optics Lead
Display Chief Architect
Display Senior Buyer
Distribution Manager
Engineering & Sourcing Manager
Engineering Manager
EVP
EVP of Global Supply Chain & Operations
EVP Technology & Strategic Business Development
Executive Officer and Division Manager
Founder
General Manager Consumer Wearables
General Manager Sales & Marketing
Global Business Director Display Technologies
Global Market Application Engineer
Global Market Segment Manager Automotive
Global Procurement Director
Global Sourcing Director
Hardware Development Manager
Hardware Team Manager, Engineering & R&D
Head Digital Signage
Head of Display Lab
Head of Global External Innovation
Head of Partnerships Research
Head of Wearable Computing Technologies
Head Global Product Development Display
Image Quality Display Technical Lead
Incubator and VAP Technical Manager
Lab Manager
Lead Display Engineer
Lead Hardware Engineer
LGD Laboratory Director/OLED Research Division
Manager Acquisition Operations
Manager Business Building and New Ventures
Manager Displays and Control Systems
Manager of Optical Engineering
Manager Product Development
Market Development Manager
Member of the Board, CTO
OLED Product Manager
Operations Manager
Optics R&D Lab Manager
Owner and Founder
President & CEO
Principal Designer
Principal Hardware Engineer
Principal Mechanical Engineer
Principal Optical Engineer
Principal Scientist
Process Engineering Manager
Procurement & Quality Manager
Procurement Director
Product Commercialization Director
Product Development Manager Display Segment
Purchasing
R&D Custom Solutions Director
R&D Director Electronics & Engineering
R&D Group Leader
R&D Mechanical Design Group Manager
R&D Strategic Technology Director
SBU Director
Sr. Color Imaging Engineer
Sr. Device Engineer
Sr. Hardware Development Engineer
Sr. Manager Digital Signage
Sr. Optical Engineer
Sr. Panel Design Engineer
Sr. Vision Scientist
Sr. Director Automotive
Strategic Sourcing Business Partnerships
Strategy and Marketing Planning Team
Supply Chain R&D Engineer
Technology Customer Engagement Manager
Unit Manager
VP Advanced Materials
VP Engineering & Operations
VP Engineering and Technology
VP GM OLED Lighting and Custom Displays
VP Hardware Engineering
VP of Product Creation
VP Product Development
VP Technology Commercialization
VP Technology Market Intelligence
Wireless Architecture Lead
Meet End-Users Who Will Fuel Market Growth And Growth For Your Company

When you exhibit at Display Week you’ll be seen by thousands who can influence the purchase of your company’s products and services, including scores of representatives from more than 150 of the world’s most valuable end-user and commercial sector companies with USD revenues in excess of $1 billion. These public companies consistently employ electronic display gateway technologies to achieve competitive advantage and grow shareholder value in a digital world. As they scale you scale.

Display Week focuses on commercializing next-generation gateway technologies destined to deliver incredible user experiences and competitive advantage for end-user companies for years to come.

“Display Week has and continues to provide a great venue for Carestream Contract Manufacturing to discuss our precision coating services for optical and display films with a wide variety of customers, prospective customers and potential partners. We look forward to exhibiting again at Display Week 2018!”

- Dave Davenport
Director of Custom Coating
Carestream

“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
3M Optical Systems Division

“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.”

- David Helgenstein
President
Westar Display Technologies

“Once again, Display Week was the occasion to showcase our technology in front of key industry players. The show is a one-stop shop for our business development effort.”

- David Fattal
Founder & CEO
LEIA

“Display Week 2017 introduced our technology and products to the world. It has brought new customers and business partners to us. We look forward to participating in Display Week 2018!”

- Haoyue Ma
Department Manager
Tianjin Zhonghuan Quantum Tech Test & Measurement Equipment

“Contract Manufacturing...”

- Frank Christiaens
Chairman & CEO
CLEARink Displays

“Materials...”

- Harit Doshi
Senior Director of Digital Signage
E Ink

“Displays & Display Technology...”

- Stephanie Haack
Marketing Manager
3M Optical Systems Division

“Contract Manufacturing...”

- Dave Davenport
Director of Custom Coating
Carestream

“What Exhibitors Have To Say”
## Expand Your End-User Base

Leading Companies Attending Display Week With USD Revenues In Excess of $1 Billion

**AEROSPACE & DEFENSE**
- American Panel Corp.*
- BAE Systems
- Boeing
- General Dynamics
- Gentex
- Lockheed Martin
- Northrop Grumman
- Raytheon
- Rockwell Collins
- Thales Electron

**AUTO COMPONENTS & PARTS**
- Continental
- Delphi Automotive
- Denso
- Futaba
- Sumitomo Electric
- Toyota-Gosei

**AUTOMOTIVE MANUFACTURERS**
- BMW Group
- Daimler
- Ford Motor
- General Motors
- Harley-Davidson
- Honda Motor
- Hyundai Motor
- Nissan Motor
- Tesla
- Volkswagen Group
- Volvo

**BEVERAGES**
- PepsiCo

**BUSINESS PRODUCTS**
- Ricoh
- Seiko Epson

**BUSINESS SERVICES**
- Gartner
- IHS Markit

**CHEMICALS**
- Dow Chemical
- DuPont
- Eastman Chemical
- Evonik
- Mitsubishi Chemical
- Mitsui Chemicals
- Nagase
- PPG Industries
- Sumitomo Chemical
- Toray Industries
- Tosoh Corporation
- Wacker Chemical

**COMMUNICATIONS EQUIPMENT**
- Cisco Systems
- Ericsson
- Harris

**COMPUTER HARDWARE**
- Advantech
- Dell Technologies
- Fujitsu
- Hewlett-Packard Enterprise
- NEC

**COMPUTER SERVICES**
- HP
- IBM

**COMPUTER SOFTWARE**
- Autodesk

**CONSUMER ELECTRONICS**
- Apple
- Canon
- Eastman Kodak
- Fujifilm
- Garmin
- GoPro
- Harman (Samsung)
- HTC
- Innolux
- Konica Minolta
- Lenovo Group
- LG Electronics
- Microsoft
- Motorola Solutions
- Nikon
- Nokia
- Panasonic
- Samsung Electronics
- Sharp
- Sony
- TCI
- Vestel

**ELECTRONICS & ELECTRICAL EQUIPMENT**
- Arrow Electronics
- AU Optronics
- Avnet
- BOE Technology Group
- Danaher
- Emerson Electric
- Hitachi
- Honeywell International
- Hon Hai/Foxconn
- Hoya
- IGT
- Jabil Circuit
- Japan Display Inc.
- JDCeaux
- Kyocera
- Lexmark
- LG Display
- Mitsubishi Electric
- National Instruments
- NEC
- Omron
- PerkinElmer
- Philips Healthcare
- Robert Bosch
- Rockwell Automation
- TDK
- TIANMA
- Topcon Technologies
- Toshiba

**FINANCIALS**
- Allianz
- Bank of America
- Barclays
- BlackRock
- BMO Capital Markets
- Credit Suisse Group
- Deutsche Bank
- Fidelity Investments
- Goldman Sachs Group
- Nomura
- Wells Fargo

**FOOD RETAIL**
- Kroger

**INDUSTRIALS**
- General Electric
- Kawasaki Heavy Industry
- Parker Hannifin
- Siemens
- Tatsuta Electric Wire & Cable
- Teledyne Technologies

**INTERNET SERVICES**
- Alphabet
- Amazon.com
- Facebook
- Netflix

**MATERIALS**
- 3M
- Applied Materials
- Asahi Glass
- Avery Dennison
- BASF
- Corning
- Daikin Industries
- Henkel
- Iwatani Corporation
- Kolon Industries
- Merck KGaA

**MEDICAL EQUIPMENT**
- Intuitive Surgical
- Stryker

**OFFICE EQUIPMENT**
- Steelcase

**OIL & GAS OPERATIONS**
- Chevron

**SEMICONDUCTORS**
- Advanced Micro Devices
- Analog Devices
- ASML Holding
- Broadcom
- Intel
- Microchip Technology
- NVIDIA
- Qualcomm
- Taiwan Semiconductor
- Texas Instruments
- Tokyo Electron
- Truly Semiconductor
- Verint

**TELECOMMUNICATIONS**
- Deutsche Telekom
- Verizon

**TRADING COMPANIES**
- Itochu
- Mitsubishi Corporation
- "Private Company"
- Exhibitor

NOTE: Exhibiting companies also send full teams to learn and do business

Source: Display Week registration data; Publicly available company documents

*Private Company
† Exhibitor
Your Investment Comes With High Value Opportunities To Engage Buyers Before, During And After The Show

Pre-Show
- Use of the Display Week logo to promote your participation and Show presence.
- Opportunity to offer your customers and prospects VIP Show Invitations to visit your booth in the exhibit hall for Free all three days of the Show.
- Free listing in the Show issue of Information Display magazine, distributed to all Display Week attendees.
- Your company name, booth #, address and description on the Show website.
- Your company website linked to your company information on the Show website.
- Opportunity to be listed or quoted in Display Week press releases.

At-Show
- Free or discounted admission to the Technical Symposium and Business Conferences.
- Free listing in the Official Display Week Exhibit and Product Guide, Products on Display.
- Free Products on Display listing in the Show (May) issue of Information Display magazine distributed to all Display Week attendees.
- Opportunity to post pre-show press releases to the Display Week website.
- Opportunity to book a Meeting Room right on the Show floor. (Contact Sales)
- Opportunity to book high visibility Sponsorships and Promotions and gain branding impact with a customized multi-channel package (Contact Sales)
- Opportunity to schedule a promoted speaking opportunity at the Exhibitors Form to reach all attendees at Display Week.
- Opportunity to host a press conference and media interviews in the Display Week Press Room.
- Eligibility for Best-in-Show Award, which earns on-site recognition and special mention in the post-show issue of Information Display magazine.
- Eligibility for the Display Industry Awards with special mention in the Show issue of Information Display magazine.
- Hard wall panels (8’ rear wall, 3’ side walls), and company sign for all linear booths.
- Discounted products and services ordered pre-show from the general services contractor.
- Hotel rooms secured at special show block rates.
- Hospitality assistance from the Los Angeles Convention & Visitors Bureau.

Post-Show
Opportunity to extend your digital marketing campaign with an E-blast to all Show attendees. (Contact Sales)

BOOK YOUR SPACE NOW

<table>
<thead>
<tr>
<th>Exhibit Space Pricing</th>
<th>Cost/Sq. Ft.</th>
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<tbody>
<tr>
<td>Before Feb. 2, 2018</td>
<td>$42</td>
</tr>
<tr>
<td>After Feb. 2, 2018</td>
<td>$44</td>
</tr>
<tr>
<td></td>
<td>For corner booths add $95/corner</td>
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<tr>
<td></td>
<td>(Contact sales for special discounted member rates for Gold, Silver and Corporate Members.)</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Americas &amp; Europe: Booth Sales &amp; Sponsorships</th>
<th>Asia: Booth Sales &amp; Sponsorships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jim Buckley</td>
<td>Sue Chung</td>
</tr>
<tr>
<td>Tel: (203) 502-8283</td>
<td>Tel: (408) 389-9596</td>
</tr>
<tr>
<td>Email: <a href="mailto:jbuckley@pcm411.com">jbuckley@pcm411.com</a></td>
<td>Email: <a href="mailto:schung@sid.org">schung@sid.org</a></td>
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The 55th Display Week is presented by SID and managed by Palisades Convention Management
The Society for Information Display (SID) is the only professional organization focused on the display industry and the advancement of electronic display technology. The organization’s members are professionals in the technical and business disciplines that relate to display research, design, manufacturing, applications, marketing and sales.