

Dear 2019 Display Week Exhibitor,

Show dates and venue - June 9-11, 2020 at the Moscone Center, San Francisco, CA USA

Sales Office Location -The Exhibit Space Selection meeting will take place on May 14-16, 2019 at the Show Sales Office, located in Concourse 2, just outside the entrance to the exhibit hall adjacent to the GES Service Desk. Please see the exhibit space points by company list, for your company's assigned time.

Seniority Points - Each company is assigned an exhibit time based on their seniority points. Seniority points are accumulated by years of participation in the show, SID membership, the amount of advertising and sponsorship dollars spent each year and meeting room rental. A detailed explanation of the point system is explained on the exhibit space points by company attachment. Seniority points are retained by each exhibitor for their consecutive participation in the show.

Should an exhibitor cancel from the show, all their accrued seniority points from prior shows would be lost.

Exhibitor Appointments – Please have a representative from your company arrive approximately 5 minutes before your assigned time to become familiar with the floor plan and the booths selected by other exhibitors prior to your assigned time. An electronic version of the floor plan will be displayed in the sales booth and updated with each exhibitor selection.

We know your time is valuable and we will do our best to make this process quick and easy. We also ask that you be considerate of the exhibitors that select after your assigned time, by deciding quickly.

Completing a Contract and Exhibitor by Proxy – In an effort to adhere to PCI compliance standards we ask that all Display Week exhibitors complete their booth contract on our secure A2Z contract registration site [here](#). You should have received an email with our password. Please contact Danielle Rocco (drocco@pcm411.com) if you need assistance. You may complete the contract and pay your booth deposit in advance or onsite (for your convenience we will have computer stations available in the space selection office).

Exhibitor by Proxy: In the event that you may miss the space selection due to unforeseen circumstances, you can complete the online agreement with your booth choices prior to the show and **email Danielle at [drocco@pcm411](mailto:drocco@pcm411.com) to let her know that you completed your proxy agreement**. If you do attend the meeting at your assigned time, then your presence will supersede your proxy agreement with your choices. Please complete your proxy agreement no later than May 8, 2019. *Please note, a hard copy contract can be sent upon request.

Deposit Required – A \$400 deposit regardless of booth size, will be required with your signed 2020 exhibit space agreement to secure your booth selection for the 2020 show in San Francisco. **Remember to bring a company check for \$400 or credit card to the 2019 show to secure your booth.** Exhibit space may not be secured without a \$400 deposit.

Corner Charge - All booths with corners will have a \$100 per corner charge.

Frequently Asked Questions about Space Selection

- ❓ **Why hold a space selection meeting?** While we are all together at one time in one place, we can most efficiently meet one another and secure space for following year.
- ❓ **Why can't I have the same space as this year?** Display Week rotates to a different city each year and the exhibit halls are different, so we need to create a new floor plan each year. Additionally, exhibitor booth sizes expand and contract each year which require a new plan.
- ❓ **Why do I want to select at the meeting, rather than later in the year?** Selecting space at your designated time allows you to select the best space from the available booths. Selecting space at a later date reduces your optimum booth choices. Selecting at the meeting also allows you to take advantage of the on-site pricing. After May the exhibit rate increases.
- ❓ **What happens if I miss my selection time?** Come to the sales office as soon as possible, there are different break times that will allow you select space before the next session begins. Consider sending a proxy contract in advance of the show – see exhibit by proxy above.
- ❓ **What if I want a larger booth?** We can add booths together to create larger booths.

If you have any questions please feel free to contact us. Thank you for your loyal support of Display Week.

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