Add Power to Your Display Week Exhibit with a Show Sponsorship

As an exhibitor at Display Week, you recognize the importance of face-to-face marketing. Now discover the power of a sponsorship to maximize your company’s brand recognition on and off the tradeshow floor.

The Center for Exhibition Industry Research (CEIR) reports that trade show booth efficiency increases by 104% when sponsorship is included in the exhibit plan.

Sponsorship opportunities exist for exhibitors of all sizes and budgets. Whether you are looking to increase brand recognition, reinforce your reputation as an industry leader, or establish a new business, a Display Week sponsorship will help you achieve your goals.

Looking for something different? Contact us for a customized program that fits your needs and budget.

Europe and the Americas:
Jim Buckley
jbuckley@pcm411.com, 203-502-8283

Asia:
Sue Chung
schung@ghtconnections.com, 408-489-9596

We wish to thank our Premium Sponsors for their loyalty and contribution to Display Week 2016

Companies that secure sponsorships with a value of $3,000 or more will also receive recognition by having their company names and show logos prominently displayed in these highly visible promotional locations:

- A Thank You banner with all the premium sponsors’ company names and color logos will be hung in the Main Lobby near the show entrance
- The back cover of the Exhibit & Product Guide will show all the premium sponsors’ company names, color logos and booth numbers
- A splash page on the official Display Week website will show all the premium sponsors’ company names and color logos and there will be a hyperlink to each sponsor’s home page
- The back cover and inside back cover of the conference program will show the premium sponsors’ company names and color logos

Having your company promoted in these well recognized locations adds a value that is a true game changer to help your company stand out pre-show, at-show and post-show to all Display Week 2016 attendees and exhibitors.
BECOME A SPONSOR OF DISPLAY WEEK 2016

THINK BEYOND THE BOOTH:
Make Display Week Attendees Take Notice Even Before They Reach the Show Floor

MAIN LOBBY HANGING BANNERS -
DOUBLE SIDED HORIZONTAL (10 X 5) $3,000 - SOLD OUT!
SINGLE SIDED VERTICAL (8 X 8) $2,200 - Only 1 available
SINGLE SIDED VERTICAL (8 X 10) $2,600 - Only 1 available
SINGLE SIDED VERTICAL (8 X 14) $3,300 - Only 1 available
SINGLE SIDED HORIZONTAL (15 X 6) $3,500 - Only 1 remaining

Put your message on a banner strategically placed in the upper and lower lobbies of the Moscone Convention Center.

➤ Display Week handles the hanging and dismantling as part of the fee. There is a limit of 4 double-sided opportunities.
➤ All double-sided banners must be 10’ W x 5’ H horizontal lobby banners.
➤ Single-sided banner location to be discussed w/sales person.
➤ All banners must have pole pockets. Pole pockets must be stitched 4” from the top and bottom.
➤ Additional cost if you want banner to be produced by Show Management. Artwork Deadline: April 22, 2016.

STAIR GRAPHICS - LOBBY LEVEL TO EXHIBIT LEVEL ENTRANCE
$25,000 - entire staircase - EXCLUSIVE OPPORTUNITY! Until 1/1
$9,500 - 3 vertical locations available - Beginning 1/1/16

Your graphics will be placed on the main staircase from the lobby level to the exhibit level. These are used by all attendees as they travel to and from the exhibit hall and other locations. This opportunity provides close-hand exposure to the audience throughout the show. Artwork Deadline: April 22, 2016.

➤ Display Week produces and installs the stair graphics (sponsor provides artwork).
➤ Each vertical staircase graphic is 57 steps x 90” W x 6 1/4” H.
➤ 1 complete staircase, 57 steps x 188” x 6 1/4”, Until 1/1/16.
➤ There are (3) vertical opportunities available. After 1/1/16.

MAIN LOBBY COLUMN WRAPS - REGISTRATION LEVEL
$2,800 - single column; Only 2 available

Your company graphics will be placed on one of the columns in the lobby of the Convention Center, which will be seen by all attendees and exhibitors as they enter or leave. This opportunity provides excellent exposure to attendees and exhibitors throughout the show. Artwork Deadline: April 22, 2016.

➤ Display Week will produce and install the column wrap (sponsor to provide artwork).
➤ 12’ 10 3/4” W x 8’ H banner column wraps.
➤ First come first served for premium locations.

BADGE LANYARDS - EXCLUSIVE OPPORTUNITY!
$15,000

Let Display Week exhibitors and attendees do the advertising for you. Display Week will produce approximately 7,500 lanyards printed with your company logo.

➤ One (1) color logo recognition on the lanyard.
➤ Exposure to all Display Week attendees and exhibitors – lanyards will be distributed with badge holders at registration.

OFFICIAL DISPLAY WEEK ATTENDEE TOTE BAG
$1,095 per sponsor logo (only 12 opportunities available)
Exclusive sponsorship is $13,500

Always in high demand, the official Display Week Tote Bag is distributed to each of the 2,000+ expected attendees at the Display Week 2016 technical sessions. As a Tote Bag sponsor, your logo will be printed on one side of each bag, giving your company tremendous exposure and identifying you as a proud sponsor of Display Week 2016, both during the sessions and afterwards. Artwork Deadline: February 12, 2016.

➤ One (1) color logo recognition on one side of the attendee bag.
➤ Display Week will produce and distribute bags to all technical session attendees.

www.displayweek.org

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Asia: Sue Chung  •  schung@ghtconnections.com  •  408-489-9596
LOBBY NETWORKING LOUNGE - EXCLUSIVE OPPORTUNITY
$6,500 - Premium location at the bottom of the escalators and at the entrance to exhibit hall
The Lobby Networking Lounge is a 20' x 90' carpeted area with chairs and round tables where attendees can take a break to eat or sit and meet with other attendees. Your company name and logo will be located on a 20' x 6' hanging sign and on 2 sides of the lounge with two-sided meter panels. Artwork Deadline: April 22, 2016.

TOTE BAG NOVELTY ITEM INSERT
$1,500 per item
To ensure that your corporate identity has staying power, sponsor a novelty item that will be placed in the official Display Week 2016 Tote Bag. The tote bag will be distributed to every person who attends the technical sessions, so calendars, stress balls, key chains, or any other item with your logo on it will keep your brand name at the fingertips of the 2,000+ expected attendees at the technical sessions. You may supply your own product, subject to Display Week approval, or we can assist with producing the item for you at an additional charge.
➤ Provide one (1) insert in the tote bag.
➤ Display Week will stuff bag.
➤ Show management must pre-approve all items before they are added to bags.
➤ Insert/novelty item must be received no later than May 6, 2016, in the GES warehouse.

NOTE PAD ORGANIZER - EXCLUSIVE OPPORTUNITY
$6,500
Attendees will write on notepads with your logo pre-printed on each sheet and then use the pads to pass along information to their colleagues back at the office long after the show closes!
➤ Notepads will be distributed at the registration counters and the technical session rooms.
➤ Display Week will produce the notepads with a one-color logo.

REGISTRATION DESK PENS - EXCLUSIVE OPPORTUNITY
$2,500
Every attendee gets a pen, uses it every day at the show, then takes it home and carries it around as a constant reminder of your company all year long. This is the “take-away” that you will WANT people to steal!
➤ Sponsor to provide pens with logos.
➤ Pens will be placed in the registration area for all attendees and exhibitors, as well as in the technical session rooms and at all information counters.

ESCALATOR CLING $4,500 PER ESCALATOR SIDE OR $8,500 FOR 2 FULL ESCALATOR SIDES; 8 opportunities available
For maximum exposure, there’s no safer bet than positioning your brand on the building escalators in the convention center! Showcase your company everywhere the attendees go at Display Week. Artwork Deadline: April 22, 2016.
➤ Escalator dimensions are 708 3/4” W x 26” H.
➤ 4 escalator sides are available for the exclusive sponsorship.
➤ 8 locations are available for the individual sponsorship.
➤ Exhibitor to create and provide all advertisements.

ESCALATOR FLOOR DECALS
$3,000 (5 x 10) 4 opportunities available
These floor graphics will be placed in front of the two main escalators at the top and bottom of the escalators and will be visible to all attendees and exhibitors as they move from the upper and lower lobbies.
➤ Display Week produces and installs the floor decals (sponsor provides artwork).
➤ Each floor decal is 5’ x 10’. Artwork Deadline: April 22, 2016.
INTERNET CENTER & CHARGING STATION (COMBO AVAILABLE THIS YEAR) - EXCLUSIVE OPPORTUNITY $9,000

Popular Internet and e-mail stations are available to attendees. Display Week provides space in a high traffic area of the convention center for attendees and exhibitors to check their e-mail and surf the web. The sponsor’s logo is featured on both the computer screen and on signage at the center.

The addition of the charging station sponsorship allows attendees to recharge the batteries in their cell phones, tablets, and other electronic devices. This is a sponsorship for which attendees will be truly grateful! Artwork Deadline: April 22, 2016.

HANGING AISLE SIGNS - EXCLUSIVE OPPORTUNITY $8,500

Every exhibitor and attendee in the exhibit hall will see your company name on the overhead signs listing the booth numbers in that aisle. These signs are double-sided and 2’ high by 4’ wide. Each aisle will have 1 sign, for a total of 15 signs. This is one of the most visible sponsorships we offer. Attendees and exhibitors will see your logo in a prominent location all day long. Artwork Deadline: April 22, 2016.

TWO-SIDED ADVERTISING (METER) PANELS $1,200 (always popular)

These “indoor printed billboards” are sure to attract the eye of participants as they walk through the registration area and entrance to the exhibit hall. They are 39” wide x 96” high, with a printable area of 39” wide x 90” high. There is a 6” tall base.

DURING DISPLAY WEEK: Put Your Company at Events Where Attendees Will Notice You

BAG TAG SPONSORSHIP BRAND NEW NOW! $2,500 (New sponsorship opportunity)

Have your company logo on every conference bag and on everyone’s business briefcase or luggage as well. As the sponsor of the Display Week “Bag Tag” you have the opportunity to hang around everyone’s business. For only $2,500 your company brand will be carried all around the world. Every Bag Tag will be handed out at the Registration counter and automatically attached to every Display Week conference bag. You can supply the tag or we can produce them for you at an additional cost. Contact Jim or Sue for details.

MEDIA BREAKFASTS AND MEDIA LUNCHES $5,900 (per breakfast) and $5,900 (per lunch)

Your company can get its message out to a captive (and hungry) media audience by sponsoring one of the media breakfasts or lunches in the Press Room at Display Week 2016. During your sponsored function, your company can make a 30-minute presentation regarding new products or anything else you wish to discuss with the media. We will help you promote your sponsorship of media meals via our media distribution list. Breakfast sponsorships are available Wednesday and Thursday, May 25 and 26; lunch sponsorships are available Tuesday and Wednesday, May 24 and 25.

ANNUAL AWARDS LUNCHEON - EXCLUSIVE OPPORTUNITY $7,900 (great social networking opportunity)

The Annual Awards Luncheon on Wednesday during the show is one of the major highlights of Display Week. The Display Industry Awards honor the most important new commercially available display technology. The Best in Show Awards pay tribute to the most exciting exhibits at the show, and the Best Prototype Award is given to the most outstanding technology in the Innovation Zone. The Awards Luncheon sponsor will receive recognition from the President of SID and will have the opportunity to place literature on the chairs of all luncheon attendees. A banner will be prominently placed in the luncheon room to recognize the sponsoring company.

www.displayweek.org

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INNOVATION ZONE (I-ZONE) - EXCLUSIVE OPPORTUNITY
$16,500

The Innovation Zone (I-Zone) is a forum for live demonstrations of emerging information display technologies. The I-Zone is a separate area in the main exhibit hall, which is set off by an I-Zone banner overhead that will bear your company’s logo, and draped rails. The I-Zone always attracts large numbers of attendees. This sponsorship associates your company with one of the most exciting and cutting-edge aspects of Display Week.

MAIN ENTRANCE FLOOR DECALS (eye-catching)
$2,500 - 4 opportunities available

These floor graphics will be placed in front of the two main escalators at the top and bottom of the escalators and will be visible to all attendees and exhibitors as they move from the upper and lower lobbies.

➤ Display Week produces and installs the carpet stickers (sponsor provides artwork).
➤ Each floor decal is 5’ x 5’. Artwork Deadline: April 22, 2016.

PARK BENCH ADVERTISING
$795 per park bench (10 benches available)

There will be 10 park benches along the main aisle of the exhibit floor, arranged in 5 pairs. Company advertising will be placed on a lamppost between 2 park benches on 2-sided panels, with 18 sq. ft. of advertising area. There will be one lamppost between every 2 benches. Artwork Deadline: April 22, 2016.

MEETING ROOM RENTAL

BEFORE FEBRUARY 5, 2016
Without a ceiling, $8,000; with a sound resistant ceiling and ceiling fan, $10,500

AFTER FEBRUARY 5, 2016
Without a ceiling, $9,500; with a sound resistant ceiling and ceiling fan, $12,000

NEW FOR 2016 SMALLER MEETING ROOM
For only $4,400 you can secure a meeting room that seats 4 people.

The small meeting room will include everything a large meeting does, but on a smaller scale, except electric.

➤ Listing of the meeting room rental on the Display Week website
➤ Listing of the meeting room rental in the Official Show Directory.

You may order catering, AV services and items from the general service contractor for your meeting room through the exhibitor service manual. Meeting room accessibility by show attendees will be the same as the official show hours.

4’ x 8’ Meeting Room Sign $600 - BIG & BOLD

Each meeting room comes with a complimentary 1’ x 2’ sign with company name and room number. An additional 4’ x 8’ sign may be purchased for $600, with a unique message created by you. Both signs to be located on the same side as the entrance door. Artwork Deadline: April 22, 2016.
Promote Your Brand at Display Week 2016

PRINT & WEB ADVERTISEMENTS

EXHIBIT GUIDE POST - IT NOTE- EXCLUSIVE OPPORTUNITY (OFFICIAL SHOW DIRECTORY)
$3,995

Take advantage of this opportunity to expose your brand to all Display Week attendees head into the Display Week 2016 exhibition. A 3” x 5” Post-it note with your corporate identity will be on the cover of thousands of official Display Week 2016 Show Directories. Exclusive opportunity!

EXHIBIT GUIDE & SHOW DIRECTORY ADS (OFFICIAL SHOW DIRECTORY)
DW16 Exhibitor Rate $995 (full page) $750 (half page)
Non-Exhibitor Rate $2,800 (full page) $1,800 (half page)

Attendees consult Display Week’s Exhibit Guide & Show Directory time and again throughout the week and throughout the following year. An advertisement in the Exhibit Guide enables your company to stand out from the rest.

WEBSITE BANNER ADS (early ads, run longer)
$2,500

Have your banner ad seen by thousands of display industry professionals who search the Display Week website before, during, and after the event. Attendees, exhibitors, and media scour the site for the latest news and information on the show, including online registration, travel booking services, seminar descriptions, press releases, and exhibitor information. Your company message can appear every day on our website.
➤ Web banner ad on the 2016 Display Week website.
➤ Location of ad determined by Display Week Show Mgmt.
➤ Location subject to change and ad may be placed on a rotation schedule.

EXHIBIT GUIDE & LIVE FLOOR PLAN COMPANY LOGOS
ONLY $95 (new - 2 for the price of 1)

Your black-and-white company logo can be added to your complimentary listing in the 2016 Display Week exhibit guide. For only $95, make your listing stand out with your company’s unique logo placed alongside the name, address, and description of your company in the exhibit guide. Your color company logo will be placed on the show website floor plan.

FLOOR PLAN SCROLLING BANNER
ONLY $195 (new opportunity for 2016)

Promote your company brand at the bottom of the Display Week website live floor plan. Your company brand can be viewed 24/7, in color.

SMARTER MOBILE APP - EXCLUSIVE OPPORTUNITY
$12,000 (new app for 2016)

The 2016 Display Week mobile app places everything Display Week at the attendee’s fingertips — technical sessions, event schedules, floor plan, and more. Attendees can also use it to create their own personalized agendas. The mobile app is free to all smartphone users attending Display Week May 22 - 27, 2016. Sponsor this essential event tool and your company logo and hyperlink will appear prominently whenever the app is used.

BENEFITS OF EXHIBITING FOR ALL DISPLAY WEEK EXHIBITORS

IN-PRINT PROMOTION
➤ Opportunity to offer your customers and prospects VIP customer show invitations inviting them to visit your booth in the exhibit hall at no charge, for all three show days.
➤ Products on Display in the show issue of Information Display magazine, distributed to all Display Week attendees.

ELECTRONIC PROMOTION
➤ Your company name, booth number, address and description on the show website.
➤ Your company website linked to your company information on the show website.
➤ Use of the Display Week logo in your Display Week related marketing and exhibition promotion to promote your participation at the event.
➤ Opportunity to be listed or quoted in DW press releases.

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2016 Display Week Sponsorship and Advertising Application & Agreement

www.displayweek.org

Please make checks payable to SBD or provide credit card information at the bottom of this page.

Sign and return contract and payment to:

Display Week

P.O. Box 3260

New York, New York 10013

dwcc@pcm411.com

The undersigned by the duly authorized company officer, agent or employee (hereinafter called “Sponsor”) hereby enters into this application and agreement with the Society of Information Display (hereinafter called “SBD”) for sponsorship of the 2016 Display Week on May 24-26, 2016, at the Moscone Center, San Francisco, California (hereinafter called “Venue”). This application is subject only to (i) the rules and regulations of the Society, (ii) such additional terms and conditions which constitute a part of, or are included in, this application. Reservation of sponsorship by show management on behalf of the Sponsor is conditioned acceptance of the undersigned’s application and payment of fees. If Sponsor wishes to order food or beverage items, Sponsor shall not deviate from the guidelines of the official 2016 Display Week food and beverage providers, Moscone Convention Center. Payment Terms: Payment for sponsorship is due upon receipt of contract. If Sponsor wishes to have a signature or logo added to the agreement on behalf of the Sponsor, the undersigned shall indicate that by signing the agreement. If Sponsor wishes to have a signature or logo added to the agreement on behalf of the Sponsor, the undersigned shall indicate that by signing the agreement.

Sponsorship Agreement:

TOTAL COST OF SPONSORSHIP: $________

ACCEPTANCE AS AMENDING CONTRACT:

COMPANY/Organization:

ADDRESS:

CITY/STATE/ZIP:

NAME (PLEASE PRINT):________

TITLE:

PHONE:

EMAIL:

SIGNATURE BY AUTHORIZED REPRESENTATIVE, DATE:

The undersigned by the duly authorized company officer, agent or employee (hereinafter called “Sponsor”) hereby enters into this application and agreement with the Society of Information Display (hereinafter called “SBD”) for sponsorship of the 2016 Display Week on May 24-26, 2016, at the Moscone Center, San Francisco, California (hereinafter called “Venue”). This application is subject only to (i) the rules and regulations of the Society, (ii) such additional terms and conditions which constitute a part of, or are included in, this application. Reservation of sponsorship by show management on behalf of the Sponsor is conditioned acceptance of the undersigned’s application and payment of fees. If Sponsor wishes to order food or beverage items, Sponsor shall not deviate from the guidelines of the official 2016 Display Week food and beverage providers, Moscone Convention Center. Payment Terms: Payment for sponsorship is due upon receipt of contract. If Sponsor wishes to have a signature or logo added to the agreement on behalf of the Sponsor, the undersigned shall indicate that by signing the agreement. If Sponsor wishes to order food or beverage items, Sponsor shall not deviate from the guidelines of the official 2016 Display Week food and beverage providers, Moscone Convention Center.

PAYMENT TERMS: Payment for sponsorship is due upon receipt of contract. Payment is non-refundable and failure to make payment does not release the contractor or financial obligation on part of the Sponsor. If production is being handled by SBD or its show management company, SBD payment and artwork are due prior to order being placed. Dates are set and non-negotiable.

Credit Card/Payment Information

Credit Card #:________

Expiration Date:

Authorized by:________

Date:

For use by SBD

Display Week 2016 Sponsorship Assigned:________

Total Fee $________

Authorized for SBD or Show Management:________

Date:________