BECOME A SPONSOR AT DISPLAY WEEK 2014

Add Power to Your Display Week Exhibit with a Show Sponsorship

Display Week: June 1-6, 2014  ●  Exhibition: June 3-5, 2014  ●  San Diego Convention Center, San Diego, CA

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 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 j Buckley@pcm411.com, 203-502-8283
Asia: Sue Chung schung@sid.org, 408-489-9596

INTERIOR BUILDING BANNERS
$3,000
Put your message on a banner strategically placed in the lobby of the San Diego Convention Center.

➤ Display Week handles the hanging and dismantling as part of the fee.
➤ All banners must be 6’ W x 20’ H.
➤ Exhibitor must provide grommets for easy hanging.
➤ All banners will be returned upon completion of Display Week.

ONLY 1 REMAINING

INTERIOR BUILDING LARGE BANNER
(only 1 available) $4,500
Put your message on a huge banner strategically placed in the lobby of the San Diego Convention Center.

➤ Display Week handles the hanging and dismantling as part of the fee. This is a One Only opportunity.
➤ The banner is a 26’ W x 11’ H single sided banner.
➤ Exhibitor must provide grommets for easy hanging.
➤ Banners will be returned upon completion of Display Week.

ONLY 1 REMAINING

ESCALATOR SIDE RAIL GRAPHICS
$6,500
Your graphics will be placed on the glass panels along the escalators 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.

➤ Display Week produces and installs the escalator side rail graphics (sponsor to provide artwork).
➤ Each side of glass has 5 clings sized at 2’ H x 15’ W

ONLY 1 REMAINING

COLUMN LOGO WRAPS
$8,500
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. This opportunity provides excellent exposure for attendees and exhibitors throughout the show.

➤ Display Week will produce and install the column logo wraps (sponsor to provide artwork).
➤ 23’ W X 14’ H banner column wraps.
➤ Only two (2) opportunities available.

ONLY 1 REMAINING

LANYARDS
$15,000
Let Display Week exhibitors and attendees do the advertising for you. Display Week will produce approximately 7,000 lanyards printed with your company logo and distributed with each badge for Display Week 2014. Your company name goes everywhere badge-wearing attendees go.

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

SOLD

OFFICIAL DISPLAY WEEK ATTENDEE TOTE BAG
$995 per sponsor logo (only 12 opportunities available)
Exclusive sponsorship is $15,000.
Always in high demand, the official Display Week Tote Bag is distributed to each of the 2,000+ expected attendees at the Display Week 2014 technical sessions. As a Tote Bag sponsor, your logo will be printed on one side of the tote bag, giving your company tremendous exposure and identifying you as a proud sponsor of Display Week 2014, both during the conference and afterwards, as the bag is carried home.

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

SOLD

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

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BECOME A SPONSOR AT DISPLAY WEEK 2014
Become a Sponsor of Display Week 2014

TOTE BAG NOVELTY ITEMS $2,000 per item

To ensure that your corporate identity has staying power, sponsor a novelty item that will be placed in the official Display Week 2014 Tote Bag. The tote bag will be distributed to every person who attends the technical sessions, to calendars, stress balls, key chains, or any other item with your logo on it will keep your brand name at the forefront of the 20,000+ 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 16, 2014, in the GES Warehouse.

NOTEPADS $12,500

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!

➤ Display Week will produce the notepads with a one-color logo.
➤ Notepads will be distributed at the registration counters and in the technical session rooms.
➤ Display Week will produce the notepads with a one-color logo.

REGISTRATION DESK PENS $3,000

Every attendee gets a pen, and it is by far the most visible and longest lasting item to go home with attendees. Your company name and logo will be recognized with your company’s logo on the front of each station.

➤ Sponsor provides artwork.
➤ Pens will be distributed in the registration area for all attendees and exhibitors, as well as in the technical session rooms and at all information counters.

DIGITAL MEETING ROOM BANNERS $25,000

For maximum exposure, there’s no safer bet than positioning your brand on our digital meeting room banners. Your company’s name and logo on each sign.

➤ Banner monitors are 65 inches.
➤ 9 digital signs are included in the sponsorship.
➤ Programming includes company name and logo on each sign.

INTERNET CAFÉ $8,000

Popular Internet cafés are available to attendees. Display Week provides sponsor space to create a high traffic area of the convention floor. Attendees will check their e-mail and spend time at the café. Your company’s logo is featured on both the computer screen and on signage at the Café.

CHARGING STATION $3,000 per station

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. Your sponsorship will be recognized with your company logo on the front of each station.

TWO-SIDED METER PANELS $1,200

These “indoor billboards” are sure to attract the eye of participants as they walk through the registration area and onto the exhibit hall floor. They are 38 inches wide x 84 inches high, with a printable area of 38 inches wide x 78 inches high. There is a 6-inch tall base.

➤ Display Week produces, installs, and dismantles panels (sponsor provides artwork; exact location to be determined by Display Week Show Management).

AROUND THE EXHIBIT HALL: Put Your Booth At The Top Of Attendees’ To-Do List

Aisle Signs $12,000

Every exhibitor and attendee in the exhibit hall will see your company name on the overhead aisle signs listing the booth numbers in that aisle. These signs are double-sided and 2 feet high by 5 feet wide. Each aisle will have 2 signs, for a total of 13 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.

➤ Display Week produces and installs the aisle signs (sponsor provides artwork).

Innovation Zone (I-Zone) $14,000

The Innovation Zone (I-Zone) is a forum for live demonstrations of emerging information display technology. The I-Zone is a separate area within the exhibit hall, which will be off by an I-Zone banner that will bear your company’s logo, and draped and branded by an average of 200 attendees. This sponsorship associates your company with one of the most exciting and cutting-edge aspects of Display Week.

➤ Only two (2) opportunities available.

During Display Week: Put Your Company At Events Where Attendees Will Notice You

Media Breakfasts and Media Lunches $5,500 (per breakfast) and $7,700 (per lunch)

Your company can get its message out to a captive (and hungry!) media audience by sponsoring one of the media breakfasts or media lunches in the Press Room at Display Week 2014. Display Week provides an area with lounge chair and tables where attendees can take a break and read or sit and meet with other attendees. Your company name and logo will be located on all four sides of the lounge on two-sided meter panels.

➤ Only two (2) opportunities available.

An annual award luncheon is held Tuesday and Thursday, June 4 and 5; lunch sponsorships are available Tuesday and Thursday.

➤ 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.

Annual Awards Luncheon $12,000

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 display technology in commercial release. 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.

Carpet Decals $2,500

These carpet stickers will be placed inside the entrance of the exhibit hall and will be visible to all attendees and exhibitors as they enter the 2014 exhibit hall.

➤ Display Week produces and installs the carpet stickers (sponsor provides artwork).
➤ Each Floor Decal is 5 feet x 5 feet.

Networking Lounge $6,500

The Networking attendee lounge is a 20 foot x 30 foot carpeted area with lounge chair and tables where attendees can take a break and read or sit and meet with other attendees. Your company name and logo will be located on all four sides of the lounge on two-sided meter panels.

➤ Only two (2) opportunities available.
SPECIAL EVENT PARTY
Starting at $25,000 (Please call show management to customize a Special Event Party for your company)

Become an exclusive sponsor of the Display Week 2014 Special Event. The Special Event is a highlight of every Display Week. Your company will be recognized as the sponsor of a fun, high-profile, off-site event where hundreds of Display Week’s most enthusiastic and influential attendees will be socializing and in a positive frame of mind.

As an exclusive Special Event sponsor, you will receive:
➤ Recognition as sole sponsor, as announced in a press release, Display Week website, and through other media such as email blasts.
➤ Prominent signage at the event.
➤ Opportunity to make a short presentation to the attendees of the event.
➤ 50 free tickets for employees and customers.

PRINT & WEB ADVERTISMENTS

EXHIBIT GUIDE BELLY BAND
$4,750

Take advantage of this opportunity to expose your brand to all SID attendees as they head into the Display Week 2014 exhibition. A belly band with your corporate identity will be wrapped around the outside of the official Display Week 2014 Exhibit Guide, meaning that anyone who picks up one will instantly read about your company. There is only one belly band sponsorship opportunity, so don’t delay!

EXHIBIT GUIDE DIRECTORY ADS
DW14 Exhibitor Rate $1,200 (full page) $700 (half page)
Non-Exhibitor Rate $2,800 (full page) $1,800 (half page)

Attendees consult Display Week’s Exhibit Guide 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.

WEB BANNER ADS
$3,000

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 description, press releases, and exhibitor information. Your company message can appear every day from now until the show is over.

➤ Web banner ad on the 2014 Display Week website.
➤ Location of the ad to be determined by Display Week Show Management.
➤ Location subject to change and ad may be placed on a rotation schedule.

MOBILE APP
$14,000

The 2014 Display Week mobile app will place 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 June 1-6, 2014. Sponsor this essential event tool and your company logo and hyperlink will appear prominently whenever the app is used.

We welcome your suggestions and ideas for other potential sponsorships at Display Week 2014. Our goal is to help your company achieve optimal exposure to both attendees and other exhibitors. Please feel free to contact us.

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