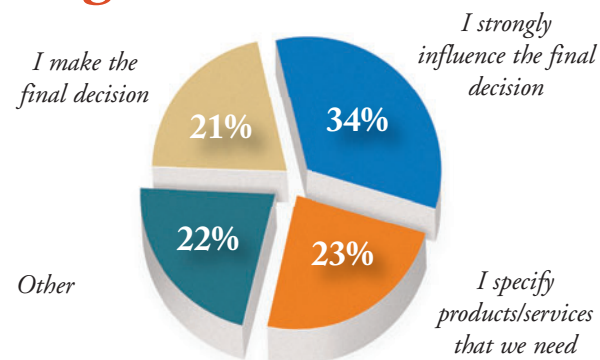


Average Statistics Compiled from Previous Display Weeks (2001–2009)



At Display Week, trends are revealed, contacts are made, orders are written, partnerships are formed, and ideas are born. Each year, Display Week attracts the world's leading audience of decision makers in the information-display industry. With your current and future customers all attending Display Week, why exhibit anywhere else? Meeting with existing customers at Display Week means less travel and fewer expenses for your company. The show's large and diverse attendance also provides plenty of opportunities for networking with potential clients. Attendees come from all sectors of the display industry, with job functions that include: engineering, marketing, corporate, research, systems, manufacturing, education, consulting, purchasing, advertising, and more...

Purchasing Influence



Nearly 80% of SID attendees specify products and services, make final purchasing decisions, or strongly influence them (based on registrations at Display Week 2008).

Display Week 2011

411 Lafayette Street

Suite 201

New York, NY 10003



Exhibitor Prospectus

Display Week 2011

**SID International Symposium,
Seminar & Exhibition**

Los Angeles Convention Center

Los Angeles, California, U.S.A.

May 15–20, 2011

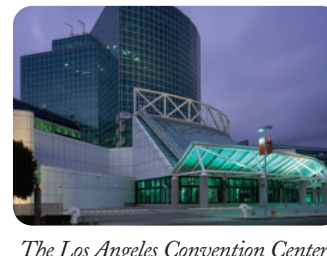


Watch the Stars Shine



"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



The Los Angeles Convention Center



Display Week 2011: SID's Star Power

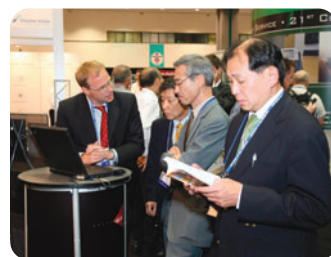
SID is ready for its close-up! Home to Hollywood, Los Angeles is the epicenter of the television and motion-picture industry. The recent advancements in 3-D technology make LA the perfect host for the 2011 SID International Symposium, Seminar & Exhibition. Display Week will be held May 15–20 at the Los Angeles Convention Center, with the exhibition open from May 17–19.

Display Week is the once-a-year, can't-miss event for the electronic-information-display industry. The exhibition is the premier showcase for global information-display companies and researchers to unveil cutting-edge developments in display technology. More display innovations are introduced year after year at Display Week than at any other display event in the world. Display Week is where the world got its first look at technologies that have shaped the display industry into what it is today; that is, **liquid-crystal-display (LCD) technology, plasma-display-panel (PDP) technology, organic light-emitting-diode (OLED) technology, and high-definition TV**, just to name a few. Display Week is also where emerging industry trends such as **3-D, touch and interfaces, flexible and e-paper displays, solid-state lighting, digital signage, and plastic electronics** are brought to the forefront of the display industry. First looks like these are why over 6,500 attendees will flock to Los Angeles for Display Week 2011.

If your company is involved in any aspect of displays, including display electronics, components, systems, services, manufacturing equipment, or applications, Display Week 2011 is the place to garner worldwide recognition and grow your business on a global scale.

Display Week 2011 will cover the hottest technologies in the display marketplace, including:

- ★ 3-D
- ★ Touch
- ★ Green Technology
- ★ Solid-State Lighting
- ★ Digital Signage
- ★ Display Manufacturing, Measurements, Components, Electronics & Applications
- ★ Flexible Displays and E-Paper
- ★ HDTV
- ★ LCDs
- ★ OLEDs
- ★ Plasma
- ★ Projection
- ★ And much more!



SID Supports Display Week Exhibitors

SID is dedicated to giving Display Week exhibitors the best possible return on investment at the Display Week Exhibition. From assisting you in efforts to drive traffic to your booth, to providing exclusive value-added opportunities and services, we take every step to ensure the success of your exhibit.

PRE-SHOW

- ★ SID conducts a **comprehensive publicity campaign** designed to drive traffic to the Display Week Exhibition. Advertising, public relations, direct mail, Web site links and logos, and broadcast e-mails are just some of the steps we take to promote the show and your booth.
- ★ You will receive a **free** listing on the official show Web site, www.sid2011.org, as well as **lists of pre-registered attendees and media members**.

DURING THE SHOW

The following **special bonuses** are offered to all exhibitors at Display Week 2011:

- ★ With each 100 square feet of booth space purchased: **1 complimentary Tuesday–Friday Symposium registration plus choice of (pick one):** 1 complimentary registration for either the Sunday Short Courses, the Monday Seminars, the Applications Seminars, the Investors Conference, or a \$300 credit to the Business Conference.
- ★ **A listing in the Official Exhibit and Product Guide**
- ★ **FREE Products on Display listing** in the Show (May) issue of *Information Display* magazine, **distributed to all Display Week attendees**.
- ★ **Refreshment Breaks** designed to drive traffic into the exhibit hall.
- ★ **Exhibitors' Forum:** An exclusive opportunity to present your products and services to attendees in a format that allows more detail than is often available at your booth.
- ★ **Sponsorship Opportunities:** By becoming an official Display Week sponsor, you ensure that attendees will remember your brand name long after the show is through. Sponsorships of all shapes and sizes are available: refreshment breaks, posters and banners throughout the convention center, Internet café, press breakfast/lunch, tote bags/novelty items, and hotel room drops, to name a few. In addition, we will work with you to create a sponsorship designed for maximum exposure and impact that is uniquely tailored to your needs.
- ★ **Access to Display Week Press Room** for press conferences and media interviews

POST-SHOW

We understand that your work doesn't stop when the exhibition closes. That is why, after the show, we will provide you with a complete **final list of attendees** as well as a **free listing** in *Information Display* magazine's **Industry Directory**.

Exhibit at Display Week 2011

Booth Investment: \$40 per square foot

We offer a special "Entrepreneur" rate for new, smaller companies that will be exhibiting at Display Week for the first time. To find out if your company qualifies, please contact danielle@sid.org. This rate is available on a first-come, first-served basis.

Booth Provisions: Each booth will be supplied with an 8-foot-high cloth drape back drop with 36-inch-high side dividers, plus one 7x44-inch exhibitor identification sign.

Location: Los Angeles Convention Center, Los Angeles, CA, USA, <http://www.lacclink.com/>

Display Week 2011 Exhibition Hours:

Tuesday, May 17 10:30am - 6:30 pm
Wednesday, May 18 9:00 am - 5:00 pm
Thursday, May 19 9:00 am - 2:00 pm

Contact:
Michele Klein
Exhibits Manager
Palisades Convention Management
411 Lafayette Street, Suite 201
New York, NY 10003
Direct: (212) 460-8090 ext. 216
Fax: (212) 460-5460
E-mail: michele@sid.org

For more information, visit www.sid2011.org

"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."

— **Dave Heiligenstein**,
President, Westar Display Technologies



Grauman's Chinese Theatre