



MEDIA/PUBLICITY OPPORTUNITIES FOR DISPLAY WEEK 2017 EXHIBITORS

Each year, SID's Display Week attracts the attention of media from around the world, and promotional efforts surrounding Display Week 2017 are now underway. As part of the value-added services SID offers exclusively to exhibitors—we want to help you get the word out about your company and the products you'll be showcasing, through the following:

WE WANT NEWS, SO KEEP US UP TO DATE

Starting in early 2017, we'll be sending out periodic reminders, updates and exhibitor call-to-actions to help bolster media interest in your company and increase attendance at Display Week at large. We ask for your cooperation in sharing any hard-hitting news from your end that we can use in our ongoing pitching efforts, press releases, media alerts, etc. to generate pre-, at- and post-show coverage. We will honor news embargos, but please specify the distribution date on any particular news; otherwise we will not be liable.

Please send an email to DisplayWeekPR@mcapr.com so that we can ensure we have your most current contact information in order to receive regular updates on any media-related opportunities. This is your one-stop shop for hearing about all the exciting activities we have lined up for you at Display Week 2017.

NAVAGATING DISPLAY WEEK'S MEDIA LANDSCAPE

Is this your first year exhibiting at Display Week? Or, are you just looking how you can better maximize your opportunity to meet with the global media at Display Week 2017? Well, we're here to help. In late March, we'll be conducting a webinar on how to increase your visibility at Display Week—consider it a boot camp for PR/marketing professionals looking to amplify their brand among the editorial and analyst communities. Details on date and time will be made available shortly.

REGISTERED PRESS LIST

A preliminary 2017 registered press list will be made available in late March 2017 and will be updated on a regular basis thereafter. This list will let you know about the media that have pre-registered for the show so that you can contact them directly to set up interviews, and invite them to your booth to help publicize your company and products. Please indicate booth number in an email to displayweekpr@mcapr.com when requesting the press list.

PRESS ROOM

SID's PR firm, MCA Public Relations, will be in the press room to handle any requests you may have. The press room is where journalists can work on stories, pick up media kits and

conduct interviews with exhibiting companies. The press room is also where the exhibitor-sponsored breakfast and luncheons will occur. We encourage all exhibitors to plan to bring approximately 50+ media kits, although we highly recommend you go green and put your materials on a USB drive—plus it's more convenient for the media. As we always have a handful of top business and trade journalists from Asia and Europe registered to attend, we encourage you to have a few localized kits as well, should you have materials translated in some of their respective languages. Note: details surrounding the Display Week press room will be made available in March 2017, including hours of operation, location, etc.

SID PRESS EVENT

NEW FOR 2017: SID will be revamping its annual press event in 2017. In addition to hosting its usual press breakfast exclusively for media and market analysts on Tuesday of the show (May 23), SID will also be doing a *"DW '17 Behind the Curtain"* webcast the week before the show to give media a sneak peek of what to expect at Display Week; pique their interest in visiting your booth; or even publish stories in advance of the show. This will also allow us to reach out to media unable to make the breakfast on Tues., or the show in general. Since we will be still hosting the Tues. breakfast, if you aren't able to submit info. for the *DW '17 Behind the Curtain* webcast, we can include your info. as late-breaking news.

More information will be made available starting late January 2017, but keep in mind if your company plans to make a major announcement at the show as these two events can serve as a great forum for getting your news across. To be included in the presentation, please email us a short description of what you'll be announcing (no more than 2-3 sentences) and a high-resolution photo to displayweekpr@mcapr.com no later than May 8, 2017.

FOLLOW US ON SOCIAL MEDIA

Leverage Twitter, Linked In, Facebook, Instagram, and SnapChat networking tools to promote your activities at Display Week 2017. Right now, you can follow us on Twitter [@DisplayWeek](https://twitter.com/DisplayWeek), and also share your own Display Week-related tweets using the hashtag #DisplayWeek17. We also encourage you to promote this hashtag to others within your company to increase your voice in the Display Week Twitter stream. You can also join the SID Facebook and LinkedIn group, follow us on newly launched Instagram [@siddisplayweek](https://www.instagram.com/siddisplayweek) and participate on SnapChat at Display Week 2017 using our conference geotag.

SPONSORSHIP OPPORTUNITIES

Don't miss out on maximizing your visibility among the global media. Sponsorships are available for media breakfasts and luncheons during Display Week 2017. For more information about sponsoring this type of an event, contact Jim Buckley at: jbuckley@pcm411.com (Europe and Americas) or Sue Chung at: schung@sid.org (Asia).

VIRTUAL PRESS OFFICE

In addition, SID will once again offer the opportunity for exhibitors to post their own press releases to the Display Week website through Virtual Press Office (VPO). More information about this service will be made available on the Display Week website in January 2017 or contact DisplayWeekPR@mcapr.com.

EXTERNAL PUBLIC RELATIONS SUPPORT

Beyond the added-value opportunities available as part of your exhibitor fee, companies without PR staffing or support can contract with SID's public relations team, MCA, to develop a cost-effective, results-oriented press plan to further augment your media efforts at Display Week 2017. In addition to providing PR counsel, copywriting,

and social media assistance, MCA can also help contact attending reporters to set up meetings/interviews at your booth, or even video services, etc. Contact MCA at DisplayWeekPR@mcapr.com for more information about MCA's services and special rates.

WE'RE HERE TO HELP!

If you have any questions about the opportunities listed above, please contact us at DisplayWeekPR@mcapr.com.