



# SPONSORSHIPS & PROMOTIONS

## DISPLAY WEEK 2017 LOS ANGELES

Sponsorship Opportunities  
Specialty Promotions  
Meeting Rooms

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### Add Power to Your Display Week Exhibit with a Show Participation

Display Week: May 21-26, 2017 • Exhibition: May 23-25, 2017 • Los Angeles Convention Center, Los Angeles, 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 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](mailto:jbuckley@pcm411.com), 203-502-8283*

*Asia:*

*Sue Chung*

*[schung@sid.org](mailto:schung@sid.org), 408-489-9596*

### We wish to thank our Premium Sponsors for their loyalty and contribution to Display Week 2017

Companies that secure sponsorships or promotions 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** will include all the premium sponsors' company names and color logos and 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 2017 attendees and exhibitors.





# Become a Sponsor of Display Week 2017

## THINK BEYOND THE BOOTH:

Make Display Week Attendees Take Notice Even Before They Reach the Show Floor

### BADGE LANYARDS - EXCLUSIVE OPPORTUNITY!

\$11,500

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.

### LOBBY NETWORKING LOUNGE - EXCLUSIVE OPPORTUNITY

\$6,500 - Premium location at the top of the escalators and near the entrance to exhibit hall

The Lobby Networking Lounge is located in 2 areas with plush chairs and coffee 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 2 two-sided meter panels strategically placed near both seating areas, for a total of 4 meter panels. **Artwork Deadline:** April 10, 2017.

### OFFICIAL DISPLAY WEEK ATTENDEE TOTE BAG

\$1,000 per sponsor logo (only 12 opportunities available)

Exclusive sponsorship is \$11,000

Always in high demand, the official Display Week Tote Bag is distributed to each of the 2,000+ expected attendees at the Display Week 2017 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 2017, both during the sessions and afterwards. **Artwork Deadline:** February 10, 2017.

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

Tote bag



### 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 10, 2017.

### REGISTRATION DESK PENS - EXCLUSIVE OPPORTUNITY

\$1,500

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.



# Become a Sponsor of Display Week 2017

## DURING DISPLAY WEEK:

Put Your Company at Events Where Attendees Will Notice You

### SPECIAL NETWORKING EVENT - EXCLUSIVE OPPORTUNITY

2 options available - Lucky Strike Bowling Cafe - \$30,000; Grammy Museum - \$37,500. (Please call show management to customize a Special Event party for your company)

Become an exclusive sponsor of the Display Week 2017 Special Networking Event on Wednesday evening. The Special Networking 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.

*Exclusive Special Networking Event sponsor* will receive:

- Recognition as sole sponsor, as announced in a press release, Display Week website, and through other media such as e-mail 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.
- Recognition wherever the event is promoted.
- A table to promote your company, and to distribute literature or premiums (supplied by sponsor).

### ANNUAL AWARDS LUNCHEON - EXCLUSIVE OPPORTUNITY \$5,500 (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 the following:

- Recognition from the SID President during introduction.
- Literature and pamphlet table outside entrance.
- Promotional material distributed at each chair place.
- Company name projected on large screen.
- 1 reserved table of 10 for the sponsor.
- Prominent signage placed in the luncheon room to recognize the sponsoring company.

### MEDIA BREAKFASTS AND MEDIA LUNCHES

\$4,000 (per breakfast) and \$3,000 (per lunch)

Your company can deliver its message to a captive (and hungry) media audience by sponsoring one of the media breakfasts or lunches in the Press Room at Display Week 2017. During your sponsored function, your company will receive the following:

- 5 minutes of podium time or a 2-3 minute video.
- Literature and pamphlet table outside entrance.
- Promotional material distributed at each chair place.
- Company name projected on large screen.
- 1 reserved table of 10 for the sponsor.

We will help you promote your sponsorship of media meals via our media distribution list. Breakfast sponsorships are available Wednesday and Thursday, May 24 and 25; lunch sponsorships are available Tuesday and Wednesday, May 23 and 24.

### NOTEPAD ORGANIZER - EXCLUSIVE OPPORTUNITY

\$1,500

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.
- Sponsor will provide the notepads with their company logo.

### BAG TAG SPONSORSHIP

\$2,000

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 \$2,000 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.





# Become a Sponsor of Display Week 2017

## AROUND THE EXHIBIT HALL: Put Your Booth at the Top of Attendees' To-Do List

### INNOVATION ZONE (I-ZONE) - EXCLUSIVE OPPORTUNITY \$17,000

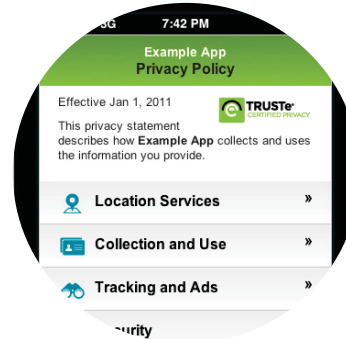
The Innovation Zone (I-Zone) is a forum for live demonstrations of emerging information display technologies. The I-Zone is a separate area in the main exhibit hall, which is set off by an I-Zone banner overhead that will bear your company's logo, and draped rails. The I-Zone always attracts large numbers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

**SOLD**



### DISPLAY WEEK MOBILE APP - EXCLUSIVE OPPORTUNITY \$12,000 (new app for 2017)

The 2017 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 21 - 26, 2017. Sponsor this essential event tool and your company logo and hyperlink will appear prominently whenever the app is used.



### 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 10, 2017.**

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



### PARK BENCH ADVERTISING \$800 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 10, 2017.**





# Become a Sponsor of Display Week 2017

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## Sponsorship Payment Online

To secure your sponsorship, please click on the Buy Now button below and follow the instructions to register online.





# Specialty Promotions at Display Week



## Specialty Promotions

branding  
 advertising  
 identity logos  
**marketing**  
**brand**  
 social media  
**graphic design**  
 promotion  
 websites





# Specialty Promotions at Display Week 2017

## THINK BEYOND THE BOOTH:

Make Display Week Attendees Take Notice Even Before They Reach the Show Floor

### MAIN LOBBY HANGING BANNERS - SINGLE SIDED

VERTICAL (10' H X 5' W)

\$2,500 - **Only 6 opportunities**

Put your message on a banner strategically placed in the upper lobby of the Los Angeles Convention Center.

- Display Week handles the hanging and dismantling as part of the fee. There is a limit of 6 single-sided opportunities
- All single-sided banners must be 10' H x 5' W vertical lobby banners.
- 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 10, 2017.*

See bottom of previous page (7) for photos.

### STAIR GRAPHICS - ENTRANCE TO UPPER LEVEL

\$24,000 - entire right & left staircase - **EXCLUSIVE**

**OPPORTUNITY!** until 2/1 (see photos in brochure)

### STAIR GRAPHICS - RIGHT STAIRCASE

\$12,400 - right staircase, upper & lower - after 2/1

\$6,200 - upper staircase - after 2/1

\$6,200 - lower staircase - after 2/1

Your graphics will be placed on the main staircase from the entrance to upper 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 10, 2017.*

- Display Week produces and installs the stair graphics (sponsor provides artwork).
- Staircase graphic is 10 steps x 11' W x 5' H.
- Upper staircase graphic is 11 steps x 22' W x 5'6" H.
- Lower staircase graphic is 10 steps x 26' W x 5'6" H.
- 1 complete staircase is 20 steps x 26' W x 10' H.
- There are (2) opportunities available.



Right stair graphics

### STAIR GRAPHICS - LEFT STAIRCASE

\$11,600 - left staircase, upper & lower - after 2/1

\$5,800 - upper staircase - after 2/1

\$5,800 - lower staircase - after 2/1

- Display Week produces and installs the stair graphics (sponsor provides artwork).
- Upper staircase graphic is 11 steps x 16' W x 5' H.
- Lower staircase graphic is 10 steps x 19' W x 5' H.
- 1 complete staircase is 20 steps x 19' W x 10' H.
- There are (2) opportunities available.



Left stair graphics

### MAIN LOBBY COLUMN WRAPS - REGISTRATION LEVEL

\$2,000 - single column; **Only 4 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 10, 2017.*

- Display Week will produce and install the column wrap (sponsor to provide artwork).
- 103" W x 92.5" H banner column wraps.
- First come first served for premium locations.

Column wrap







# Specialty Promotions at Display Week 2017

## TOTE BAG NOVELTY ITEM INSERT

\$900 per item

To ensure that your corporate identity has staying power, sponsor a novelty item that will be placed in the official Display Week 2017 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 5, 2017, in the GES warehouse.

## 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.

- Display Week produces, installs, and dismantles panels (*sponsor provides artwork; exact location to be determined by Display Week Show Management*).
- Artwork Deadline:** April 10, 2017.

## ESCALATOR CLING - ENTRANCE TO EXHIBIT LEVEL

\$20,800 - entire right & left escalator - EXCLUSIVE OPPORTUNITY! until 2/1

## ESCALATOR CLING - ENTRANCE TO EXHIBIT LEVEL

\$10,400 - entire right escalator - after 2/1  
\$10,400 - entire left escalator - after 2/1

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 10, 2017.

- Escalator dimensions include 3 glass panel sections:  
bottom 91 3/16" L x 33 3/8" H; center 223 5/8" L x 23 9/16" H; top 83 7/8" L x 29 1/4" H.
- 3 escalator sides are available for each sponsorship.
- 2 locations are available for the individual sponsorship.
- Exhibitor to create and provide all artwork.

## REGISTRATION LEVEL FLOOR DECALS

\$1,500 (5' x 5') 6 opportunities available

These floor graphics will be placed in strategic locations of the main lobby areas and will be visible to all attendees and exhibitors as they move from the lobbies to the exhibits and conferences.

- Display Week produces and installs the floor decals (*sponsor provides artwork*).
- Each floor decal is 5' x 5'. **Artwork Deadline:** April 10, 2017.

## EXHIBIT HALL ENTRANCE FLOOR DECALS

\$2,500 (5' x 5') 2 opportunities available

These floor graphics will be placed in front of the exhibit hall entrance and will be visible to all attendees and exhibitors as they enter and exit the exhibit hall.

- Display Week produces and installs the floor decals (*sponsor provides artwork*).
- Each floor decal is 5' x 5'. **Artwork Deadline:** April 10, 2017.

Escalator floor decal



Meter panel



Escalator cling



# Specialty Promotions at Display Week 2017

## PRINT & WEB ADVERTISEMENTS

### EXHIBIT GUIDE & SHOW DIRECTORY ADS (OFFICIAL SHOW DIRECTORY)

DW 17 Exhibitor Rate \$1,000 (full page) \$750 (half page)  
Non-Exhibitor Rate \$2,000 (full page) \$1,500 (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.



### DETROIT’S ONLY SYMPOSIUM & EXPO FOR THE DISPLAY, HMI, VEHICLE SYSTEMS, PHOTONICS, AND AUTO OEM COMMUNITIES

You’re invited to attend the 23rd annual SID Vehicle Displays Symposium & Expo Detroit, September 27-28, 2016, presented by the Detroit Chapter of the Society for Information Display in the center of U.S. automotive excellence. It’s too important to miss.



**THE SYMPOSIUM:** Here you’ll hear peer-reviewed technical presentations from the industry’s brightest and stay current on new technologies and breakthroughs. Get your first look at next generation tech magic destined to shape tomorrow’s holistic in-car experiences and car buyer preferences in the promising and growing trillion-dollar global automotive marketplace.

**THE EXHIBITION:** Here you’ll experience hands-on demos, source, collaborate and conduct problem solving with expert tech reps from dozens of leading display technology product, service and solution providers.

Exhibitors & Sponsors: Email Alicia Waldron [awaldron@pcm411.com](mailto:awaldron@pcm411.com) or call (212) 460-8090 ext. 216

#### Meet With Leading Companies Like These



### EXHIBIT GUIDE & “LIVE” FLOOR PLAN COMPANY LOGOS

ONLY \$100 (new - 2 for the price of 1)

Your black-and-white company logo can be added to your complimentary listing in the 2017 Display Week exhibit guide. For only \$100, 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.



### “LIVE” WEBSITE FLOOR PLAN SCROLLING BANNER ONLY \$200 (new opportunity for 2017)

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.

### WEBSITE BANNER ADS (early ads, run longer) \$2,000

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 descriptions, press releases, and exhibitor information. Your company message can appear every day on our website.

- Web banner ad on the 2017 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 POST - IT NOTE- EXCLUSIVE OPPORTUNITY (OFFICIAL SHOW DIRECTORY) \$3,000

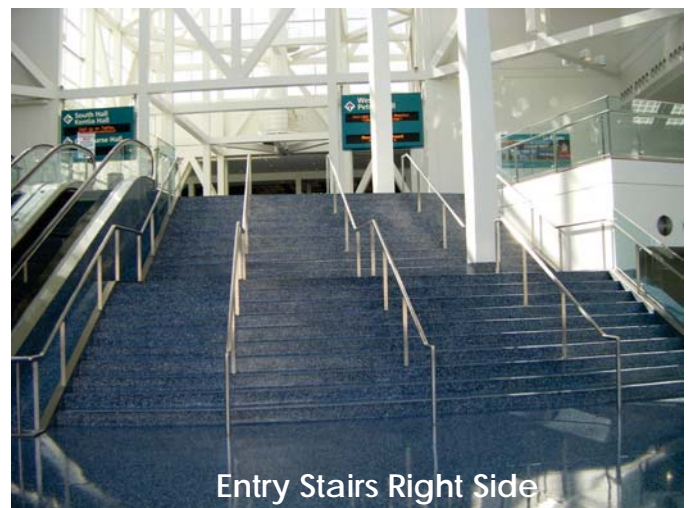
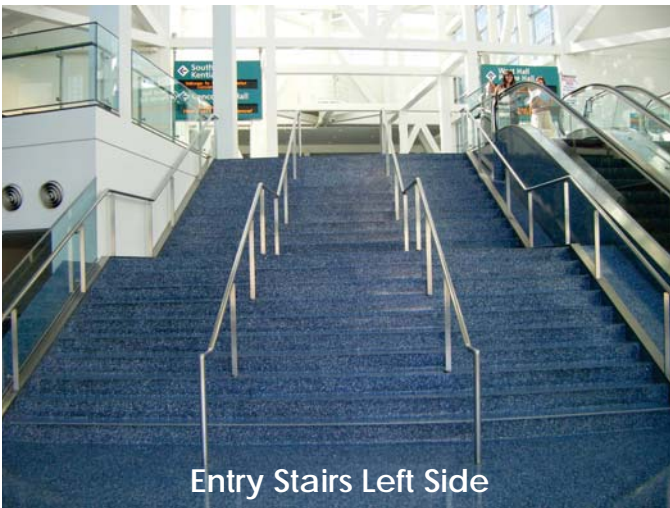
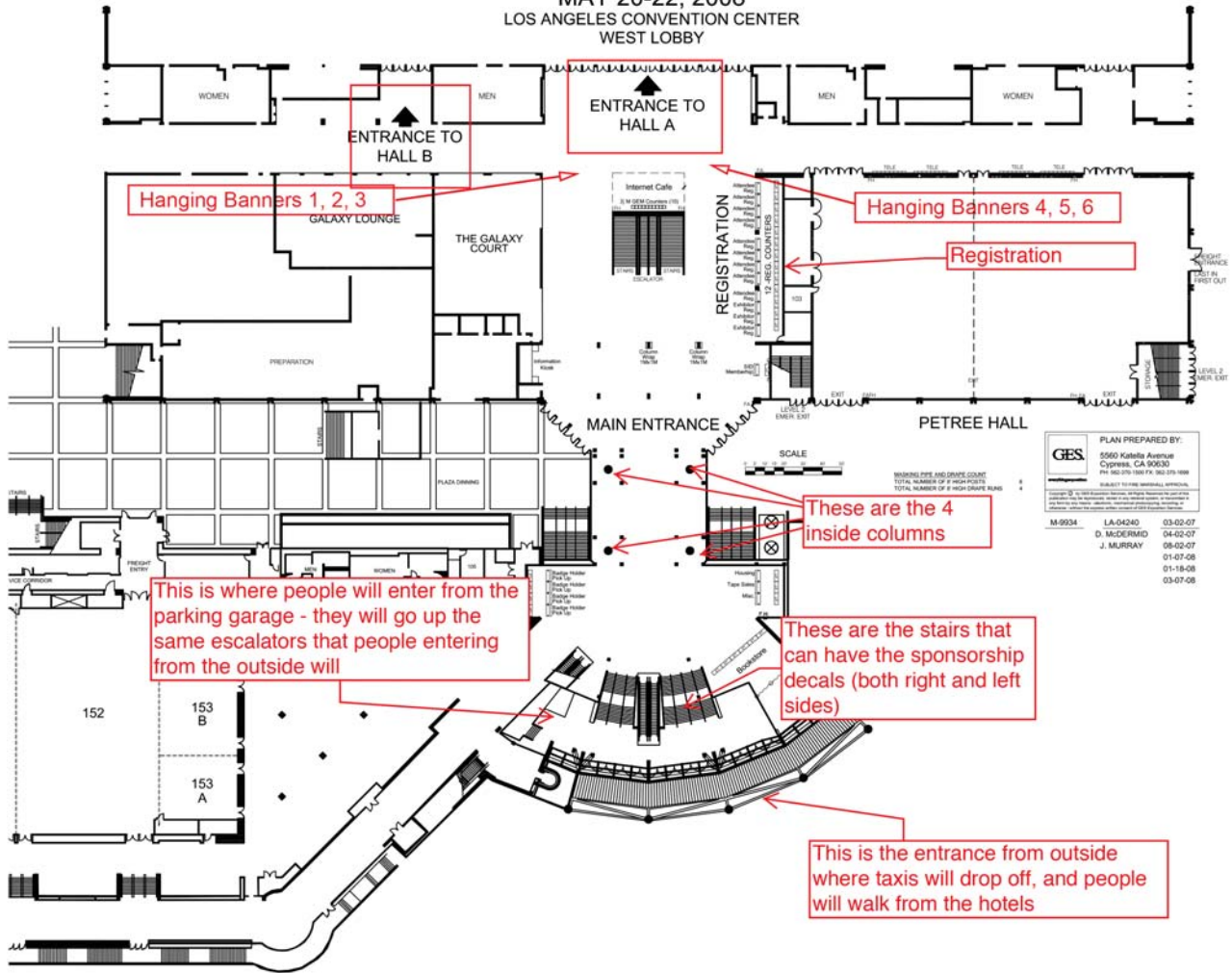
Take advantage of this opportunity to expose your brand to all Display Week attendees headed into the Display Week 2017 exhibition. A 3” x 5” Post-it note with your corporate identity will be on the cover of thousands of official Display Week 2017 Show Directories. **Exclusive opportunity! Artwork Deadline: April 10, 2017.**





# Promote Your Brand at Display Week 2017

**SOCIETY FOR INFORMATION DISPLAY**  
 MAY 20-22, 2008  
 LOS ANGELES CONVENTION CENTER  
 WEST LOBBY





# Specialty Promotions at Display Week 2017

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On the Exhibit Floor at Display Week

## Promotion Payment Online

To secure your promotion, please click on the Buy Now button below and follow the instructions to register online.





# On the Exhibit Floor at Display Week 2017

## MEETING ROOM RENTAL

### LARGE MEETING ROOM

Without a ceiling, \$8,000; with a sound resistant ceiling and ceiling fan, \$10,500

Every large meeting room is conveniently located in the exhibit hall and comes complete with the following:

- wall to wall carpeting
- 10' high sound resistant walls
- Combination locking door
- 96" x 42" x 29" conference table
- 12 padded side chairs
- 10 amp electric
- 12" x 24" sign with company name and room number mounted next to the door
- 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.

### RETURNING FOR 2017 SMALLER MEETING ROOM

For only \$4,400 you can secure a meeting room that seats 4 people. Applicable to 10' x 10' and 10' x 20' exhibitors only.

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

### 4' x 8' MEETING ROOM SIGN \$600 - BIG & BOLD ONLY \$600

Each meeting room comes with a complimentary 12" x 24" sign with company name and room number. An additional 4' W x 8' H sign may be purchased for \$600, with a unique message created by you. Both signs on the entrance *Deadline:*

created by you. to be located same side as the door. **Artwork** April 10, 2017.



## 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.
- Complimentary listing for your company in the Exhibit & Product Guide (Official Show Directory).
- 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.

### AT DISPLAY WEEK

- Speaking opportunity at the **Exhibitors Forum**, to reach all the attendees at Display Week.
- Complimentary or discounted technical event participation; see the show website for details.
- Opportunity to host a press conference in the Display Week press room for press conferences and media interviews.
- Best in Show Award with a special mention in the post-show issue of ID magazine.
- Display of the Year Award with special mention in the show issue of ID magazine.
- Complimentary coffee and tea breaks available on the show floor, every day of the show.
- Hard wall panels (8' rear wall, 3' side walls), and company sign for all linear booths.
- Discounted products and services ordered pre-show from the general services contractor.
- Secured hotel rates within the show hotel block of rooms.
- Hospitality assistance from the Los Angeles Convention & Visitors Bureau.



# On the Exhibit Floor at Display Week 2017

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## Meeting Room Payment Online

To secure your meeting room, please click on the Buy Now button below and follow the instructions to register online.

