



Dear Display Week 2017 Exhibitor:

We are fast approaching the 2017 event in Los Angeles, CA USA. Plans are taking hold, and it promises to be an exceptional event. In preparation for your participation as an exhibitor, please find the enclosed Exhibitor Information and Services Manual for Display Week 2017.

This manual includes order forms for equipment, furniture rental, labor, freight handling, and other services offered by GES, the show service contractor, as well as services offered by the Los Angeles Convention Center, such as electrical and telecomm/internet.

The kit also contains information about sponsorships, media opportunities, and ways to highlight your exhibit at Display Week 2017. Please contact our sales team for more information. Europe and the Americas - Jim Buckley 203-502-8283 or jbuckley@pcm411.com. Asia – Sue Chung, 408-489-9596 or schung@sid.org.

Please note there are important dates contained in this packet that you should observe in order to obtain the lowest possible prices with advance orders. In order to take advantage of the advance order discounts, GES Global Experience Specialists highly recommends that you order required services and equipment as soon as possible.

I look forward to working with you to make Display Week '17 the best show yet. If you have any questions, please do not hesitate to contact me at (646) 226-7592 or email me at drocco@pcm411.com.

Thank you for your participation and assistance.

Sincerely,

Danielle

Danielle Rocco
Exhibit Coordinator