



Dear Display Week 2014 Exhibitor:

We are fast approaching the 2014 event in San Diego, CA USA. Plans are taking hold, and it promises to be an exceptional event. In preparation for your exhibiting, please find the enclosed Exhibitor Information and Services Manual for Display Week 2014.

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 San Diego Convention Center and its official service contractors. such as telecomm/internet.

The kit also contains information about sponsorships, media opportunities, and ways to highlight your exhibit at Display Week 2014. Jim Buckley would be happy to speak with you regarding any ideas you may have and can be reached at jbuckley@pcm411.com or [203-502-8283](tel:203-502-8283).

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 '14 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,

A handwritten signature in cursive that reads "Danielle Rocco".

Danielle Rocco
Exhibit Coordinator