

SOCIETY FOR INFORMATION DISPLAY

DISPLAY WEEK 2008

PRESS & ANALYST REGISTRATION POLICY

Press Registration Policy

Press credentials are issued by the SID Press Relations Office and will be given to any accredited editor, reporter or writer from an online/print publication or broadcast organization covering the displays/electronics sector*. A maximum of two press registrations per media outlet will be issued. Pre-registration for Display Week 2008 will save you time at the show and is highly recommended. The deadline for advance registration is Fri., May 2.

**Note: Journalists from non-industry media outlets in Southern California must only demonstrate that they are working members of the media.*

Required Credentials:

- In order to register as a journalist, you must provide one of the following:
 1. Copy of/Internet link to a published industry-related article for a widely circulated publication attributed to you from the past 12 months
 2. Copy of a widely circulated publication masthead listing you as an editorial contributor
 3. A letter from your publisher or broadcast producer on official stationary describing your editorial role while at Display Week
 4. A current press photo ID from an official media outlet
- Publications must have a minimum circulation of 1,000 readers/subscribers
- Freelancers requesting credentials must provide an original assignment letter and a bylined article published within the past six months
- Writers who freelance occasionally and are employed by non-news organizations are not eligible for media credentials

Accredited press will have access to the SID events listed below:

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|----------------------------|---|
| ~SID Symposium & Keynotes | ~SID Media Preview Breakfast |
| ~SID Business Conference | ~SID Author Interviews |
| ~SID Exhibition Show Floor | ~SID Seminars, Tutorials |
| ~SID Short Courses | ~SID Evening Panel |
| ~SID Investors Conference | ~SID Press Office/Exhibitor Press Conferences |

In addition, one CD copy of the SID 2008 Symposium Digests will be provided to each registered press member. Hard copies of the Symposium Digests and Seminar Notes will not be provided.

Analyst Registration Policy

Analyst credentials are issued by the SID Press Relations Office and will be given to any accredited analyst from a recognized market research firm or financial institution that publishes newsletters and/or reports covering the display/electronics sector. Pre-registration for Display Week 2008 will save you time at the show and is highly recommended. The deadline for advance registration is Fri., May 2.

Required Credentials:

- In order to register as an analyst, you must provide:

- A business card and a sample of an industry-related report/newsletter published within the past six months

Accredited analysts will have access to the SID events listed below*:

- ~SID Exhibition Show Floor
- ~SID Media Preview Breakfast
- ~SID Press Office
- ~SID Exhibitor Press Conferences

Note: SID Digests or Seminar Notes are not included with this registration.

Registration Details/SID Press Relations Office Contact:

Visit www.sid2008.org and click on "Press" to register online. You may contact SID's Press Relations Officer below:

Marie Labrie, MCA Public Relations
2119 Landings Drive
Mountain View, CA 94043
Phone: 650.968.8900, ext. 119; Fax: 650.968.8990
e-mail: pr@sid.org or mlabrie@mcapr.com

Mark Your Calendars

SID hosts a series of media/industry analyst-related during Display Week. Be sure to check back frequently as we will update this section on a regular basis to ensure you are kept abreast of all the activities in the queue. That said; mark your calendars for the following preliminary activities:

- SID Media Preview Breakfast, Tues., May 20
 - Location/Time, TBD
- SID Exhibitor Press Conferences, Tues., May 20 and Wed., May 21
 - Location/Exhibitor Roster/Times, TBD
- Exhibitor-sponsored Media Breakfasts/Lunches, Tues., May 20, Wed., May 21 and Thurs., May 22
 - Location/Sponsor Roster/Times, TBD

Please note that SID will once again host a press room to allow real-time filing of stories; a place to conduct interviews with exhibitors; and many more amenities to best service you. Location and additional details to be provided at a later date.

General Information

The 46th SID International Symposium, Seminar and Exhibition will take place Sunday, May 18 through Friday, May 23, 2008 at the Los Angeles Convention Center in Los Angeles, Calif. Display Week is the premier international gathering of scientists, engineers, manufacturers and users in the field of electronic information displays. For more information on SID 2008, visit www.sid2008.org.

ABOUT SID

The Society for Information Display (SID) is the leading international professional society exclusively devoted to the advancement of electronic-display technology, manufacturing, and applications. Its international headquarters are located at 610 South Second Street, San Jose, Calif. Visit SID online at www.sid.org.