



“Display Week is the only place where we exhibit our latest solutions from all our product areas. Year after year, the SID show provides the opportunity to meet display technologists from both emerging companies and well-established companies. It’s simply a ‘can’t miss’ event for us.”

— **Dave Heiligenstein**  
President, Westar Display Technologies

## Display Week 2012

Boston is a city with a rich history of innovation and progress. It serves as the perfect host for the 2012 SID International Symposium, Seminar & Exhibition. Display Week will be held June 3–8 at the Boston Convention & Exhibition Center, with the exhibition open from June 5–7.

Display Week is the once-a-year, can’t-miss event for the electronic-information-display industry. The exhibition is the premier showcase for global information-display companies and researchers to unveil cutting-edge developments in display technology. More display innovations are introduced year after year at Display Week than at any other display event in the world. Display Week is where the world got its first look at technologies that have shaped the display industry into what it is today; that is, **liquid-crystal-display (LCD) technology, plasma-display-panel (PDP) technology, organic light-emitting-diode (OLED) technology, and high-definition TV**, just to name a few. Display Week is also where emerging industry trends such as **3-D, touch and interfaces, flexible and e-paper displays, solid-state lighting, digital signage, and plastic electronics** are brought to the forefront of the display industry. First looks like these are why over 6,500 attendees will flock to Boston for Display Week 2012.

If your company is involved in any aspect of displays, including display electronics, components, systems, services, manufacturing equipment, or applications, Display Week 2012 is the place to garner worldwide recognition and grow your business on a global scale.

Display Week 2012 will cover the hottest technologies in the display marketplace, including:

- |   |   |  |
|---|---|--|
| <input checked="" type="checkbox"/> 3-D                               | <input checked="" type="checkbox"/> Digital Signage   | <input checked="" type="checkbox"/> HDTV           |
| <input checked="" type="checkbox"/> Military Applications of Displays | <input checked="" type="checkbox"/> Display Manufacturing, Measurements, Components, Electronics & Applications | <input checked="" type="checkbox"/> LCDs           |
| <input checked="" type="checkbox"/> Touch                             | <input checked="" type="checkbox"/> Flexible Displays and E-Paper   | <input checked="" type="checkbox"/> OLEDs          |
| <input checked="" type="checkbox"/> Green Technology                  |   | <input checked="" type="checkbox"/> Plasma         |
| <input checked="" type="checkbox"/> Solid-State Lighting              |   | <input checked="" type="checkbox"/> Projection     |
|   |   | <input checked="" type="checkbox"/> And much more! |

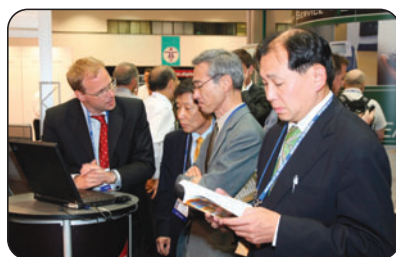


Photo Credit: David Fox, Photographer



Boston Convention & Exhibition Center



## SID Supports Display Week Exhibitors

SID is dedicated to giving Display Week exhibitors the best possible return on investment at the Display Week Exhibition. From assisting you in efforts to drive traffic to your booth, to providing exclusive value-added opportunities and services, we take every step to ensure the success of your exhibit.

### PRE-SHOW

- SID conducts a **comprehensive publicity campaign** designed to drive traffic to the Display Week Exhibition. Advertising, public relations, direct mail, Web site links and logos, and broadcast e-mails are just some of the steps we take to promote the show and your booth.
- You will receive a **free listing** on the official show Web site, [www.displayweek2012.org](http://www.displayweek2012.org), as well as **lists of pre-registered attendees and media members**.

### DURING THE SHOW

The following **special bonuses** are offered to all exhibitors at Display Week 2012:

- With each 100 square feet of booth space purchased: **1 complimentary Tuesday–Friday Symposium registration plus choice of (pick one):** 1 complimentary registration for either the Sunday Short Courses, the Monday Seminars, the Applications Seminars, the Investors Conference, or a \$300 credit to the Business Conference.
- A listing in the Official Exhibit and Product Guide**
- FREE Products on Display listing** in the Show (May) issue of *Information Display* magazine, **distributed to all Display Week attendees**.
- Refreshment Breaks** designed to drive traffic into the exhibit hall.
- Exhibitors’ Forum:** An exclusive opportunity to present your products and services to attendees in a format that allows more detail than is often available at your booth.
- Sponsorship Opportunities:** By becoming an official Display Week sponsor, you ensure that attendees will remember your brand name long after the show is through. Sponsorships of all shapes and sizes are available: refreshment breaks, posters and banners throughout the convention center, Internet café, press breakfast/lunch, tote bags/novelty items, and hotel room drops, to name a few. In addition, we will work with you to create a sponsorship designed for maximum exposure and impact that is uniquely tailored to your needs.
- Access to Display Week Press Room** for press conferences and media interviews

### POST-SHOW

We understand that your work doesn’t stop when the exhibition closes. That is why, after the show, we will provide you with a complete **final list of attendees** as well as a **free listing** in *Information Display* magazine’s **Industry Directory**.



Photo Credit: David Fox, Photographer

## Exhibit at Display Week 2012

**Booth Investment:** \$40 per square foot

We offer a special “Entrepreneur” rate for new, smaller companies that will be exhibiting at Display Week for the first time. To find out if your company qualifies, please contact [christine@sid.org](mailto:christine@sid.org). This rate is available on a first-come, first-served basis.

**Booth Provisions:** Each booth will be supplied with an 8-foot-high cloth drape back drop with 36-inch-high side dividers, plus one 7x44-inch exhibitor identification sign.

**Location:** Boston Convention & Exhibition Center, Boston, MA, USA

**Display Week 2012 Exhibition Hours:**

Tuesday, June 5 10:00 am – 6:30 pm  
Wednesday, June 6 9:00 am – 5:00 pm  
Thursday, June 7 9:00 am – 2:00 pm

Contact:

Christine von Steiger  
Sales Manager  
Palisades Convention Management  
411 Lafayette Street, Suite 201  
New York, NY 10003  
Direct: (413) 783-0473  
E-mail: [christine@sid.org](mailto:christine@sid.org)

For more information, visit  
[www.displayweek2012.org](http://www.displayweek2012.org)

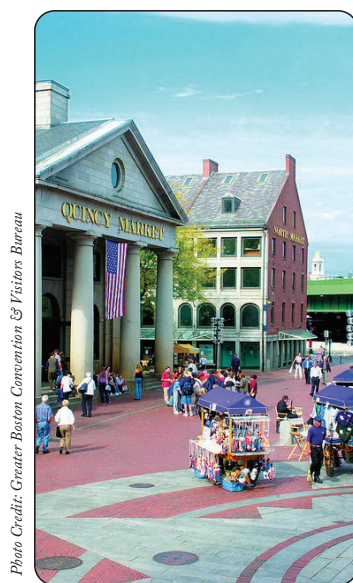


Photo Credit: Greater Boston Convention & Visitors Bureau

“3M Optical Systems always participates in SID Display Week, because it enables us to meet many current and prospective customers in one place. In addition, the conference provides a good forum for learning about the latest technical developments.”

— **Stephanie Haack**

Marketing Manager, 3M Optical Systems Division



Photo Credit: Greater Boston Convention & Visitors Bureau

Boston State House

## Multi-tier Sustaining Membership Packages

SID is now offering multi-tier sustaining membership packages. Select the one that best meets your company’s needs and join today!

### GOLD — \$7,500 annual membership fee

- Benefits will include a 10% discount on 5 booths, and 10 complimentary individual memberships. “Gold members” will receive a special mention in event bulletins and in each monthly issue of *Information Display* magazine. Gold members will also receive advertising benefits, and will be able to run a complimentary half-page ad in four issues of *Information Display* magazine during the membership period. The 10 individual members will receive publication discounts and all regular membership benefits. A recognition plaque and Gold Sustaining Member logo will be provided for voluntary use in promotional material. Receive 7 points towards your standing in the 2012 booth selection for Display Week 2013.

### SILVER — \$3,000 annual membership fee

- Benefits will include a 10% discount on up to 3 exhibit booths, and 5 complimentary individual memberships. “Silver members” will receive a special mention in event bulletins and in each monthly issue of *Information Display* magazine. Silver members will also receive a complimentary half-page ad in one issue of *Information Display* magazine during the membership period. The 5 individual members will receive publication discounts and all regular membership benefits. A recognition plaque and Silver Sustaining Member logo will be provided for voluntary use in promotional material. Receive 3 points towards your standing in the 2012 booth selection for Display Week 2013.

### SUSTAINING MEMBER — \$1,000 annual membership fee

- Benefits will include a 10% discount on 1 exhibit booth and 3 complimentary individual memberships. Sustaining members will also be listed in the directory of display companies as well as in each monthly issue of *Information Display* magazine. The three individual members will receive publication discounts and all regular membership benefits. A recognition plaque and Sustaining Member logo will be provided for voluntary use in promotional material. Receive 1 point towards your standing in the 2012 booth selection for Display Week 2013.





**SID '12 APPLICATION FOR EXHIBIT SPACE**

We hereby apply for exhibit space at the Display Week 2012 Exhibition (June 5-7, 2012, Boston Convention and Exhibition Center, Boston, MA, USA). We agree to abide by the Conference Exhibit rules as stated in the attached.

Name of Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Web Site: \_\_\_\_\_

We will exhibit and/or demonstrate the following products or services:

We would like to reserve \_\_\_\_\_ square feet of space at \$40 per square foot \*

**Sustaining members receive a 10% discount on rental space (determined by level of sustaining membership paid for). Please check with SID Headquarters at (408) 879-3901, fax: (408) 879-3833, e-mail: maralise@sid.org, if you would like to confirm that your company is a current Sustaining Member.**

Cost for rental space	\$ _____
Sustaining membership (GOLD, \$7,500; SILVER, \$3,000, Basic, \$1,000)	\$ _____
10% discount on ___ booths , if applicable	(\$ _____)
Subtotal (Total rental cost minus discount)	\$ _____
Meeting Room Rental (\$2500-uncovered or \$4000-covered)	\$ _____
Total	\$ _____
Enclosed is our check for	\$ _____

Booth Number(s) Desired (in priority order):

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_ 7. \_\_\_\_\_

**Please sign below indicating that you have read and agree to the SID rules for Display Week 2012. Without this signature we are unable to hold your booth space.**

_____	_____	_____
<b>Name</b>	<b>Title</b>	<b>Date</b>

**MAKE CHECK PAYABLE TO SID Symposium.**

Acceptance of this application/contract (to which full payment of exhibit space rental is included) by the 2012 SID International Symposium and Exhibition converts this application into a binding contract between the exhibitor and the 2012 SID Symposium and Exhibition, covering all aspects of this contract — including the booth rental and the rules and regulations in the attached document.

Credit Card#: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Authorized by: \_\_\_\_\_  
Signature Date

**Send this application with payment to:**  
SID Symposium, Attn.: Michele Klein, Exhibit and Advertising Sales Manager  
411 Lafayette Street, Suite 201, New York, NY 10003  
1-212-460-9700; Fax: 1-212-460-5460; michele@sid.org

# Average Statistics Compiled from Previous Display Weeks (2001-2010)

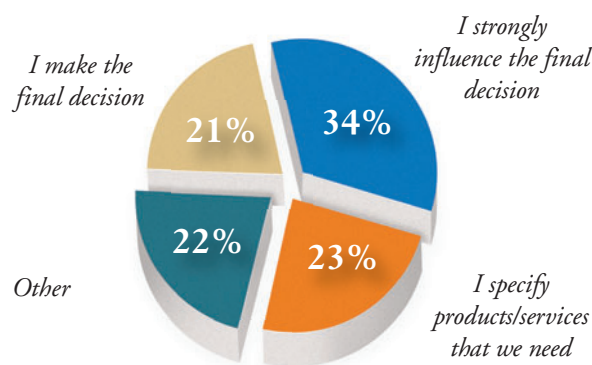
Attendance  
6800

Exhibiting  
Companies  
261

Booths  
492

At Display Week, trends are revealed, contacts are made, orders are written, partnerships are formed, and ideas are born. Each year, Display Week attracts the world's leading audience of decision makers in the information-display industry. With your current and future customers all attending Display Week, why exhibit anywhere else? Meeting with existing customers at Display Week means less travel and fewer expenses for your company. The show's large and diverse attendance also provides plenty of opportunities for networking with potential clients. Attendees come from all sectors of the display industry, with job functions that include: engineering, marketing, corporate, research, systems, manufacturing, education, consulting, purchasing, advertising, and more...

## Purchasing Influence



Nearly 80% of SID attendees specify products and services, make final purchasing decisions, or strongly influence them (based on registrations at Display Week 2008).

Display Week 2012  
411 Lafayette Street  
Suite 201  
New York, NY 10003



## EXHIBITOR PROSPECTUS

# Display Week 2012

### SID International Symposium, Seminar & Exhibition

### Boston Convention & Exhibition Center

### Boston, Massachusetts, USA

### June 3-8, 2012

*History in the Making*



## SID DISPLAY WEEK

# Boston 2012

[www.displayweek2012.org](http://www.displayweek2012.org)