

**DISPLAY  
WEEK**

**SAN JOSE 2019**

**2019  
Exhibitor Prospectus**

# Where the World's Display Industry Meets

**56th Annual  
International Display Week**

Symposium & Seminar: May 12 - 17

Exhibition: **May 14 - 16**

**SID**  
SOCIETY FOR INFORMATION DISPLAY

Display Week | May 12-17, 2019 | San Jose | CA | [www.DisplayWeek.org](http://www.DisplayWeek.org)

# Why Display at Display Week

SID Display Week, now in its 56th year, is where the world's next-generation electronic display creators, technologists, value-add suppliers, and market-making end-users gather to stay connected, stay current, and get ahead.



## Market and Sell Your Products...Build Your Brand...Expand Your Customer Base

Your Display Week exhibit puts your company at the epicenter of the world's most comprehensive exhibition, technical symposium, and business conference showcasing the latest display technology, products, interfaces, systems, and knowledge for the development, advancement, and commercialization of electronic information displays.

# Grow Your Business All Week at Display Week

Display Week 2019 offers just what your company wants:

**More...**

**Current Knowledge**  
**Marketing Support**  
**Quality Contacts**

**More...**

**Customers**  
**Sales**  
**Success**

# The World's Only Event Designed for the Full Electronic Displays Value Chain

The global electronic display industry is forecast to grow to **\$169.2 billion** by 2022, while the worldwide market for display products is on track to more than double from **\$313.5 billion** in 2014 to **\$733.7 billion** by 2022. Accelerating industry and market growth is due to increased demand for display integration in multiple industries, demographic shifts, new technologies, and emerging applications, coupled with a decline in electronic display prices and an increase in global consumer and industrial market spending.

## Global Display Industry Growth



Source: Markets and Markets Display Market Research Reported by Technology, Display Type, Vertical and Geography - Global Forecast to 2022

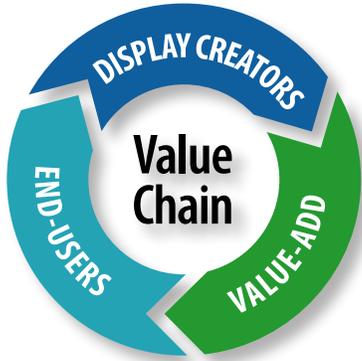
## Global Displays Market Growth



Source: Grand View Research - Electronic Display Technology Outlook Report to 2022



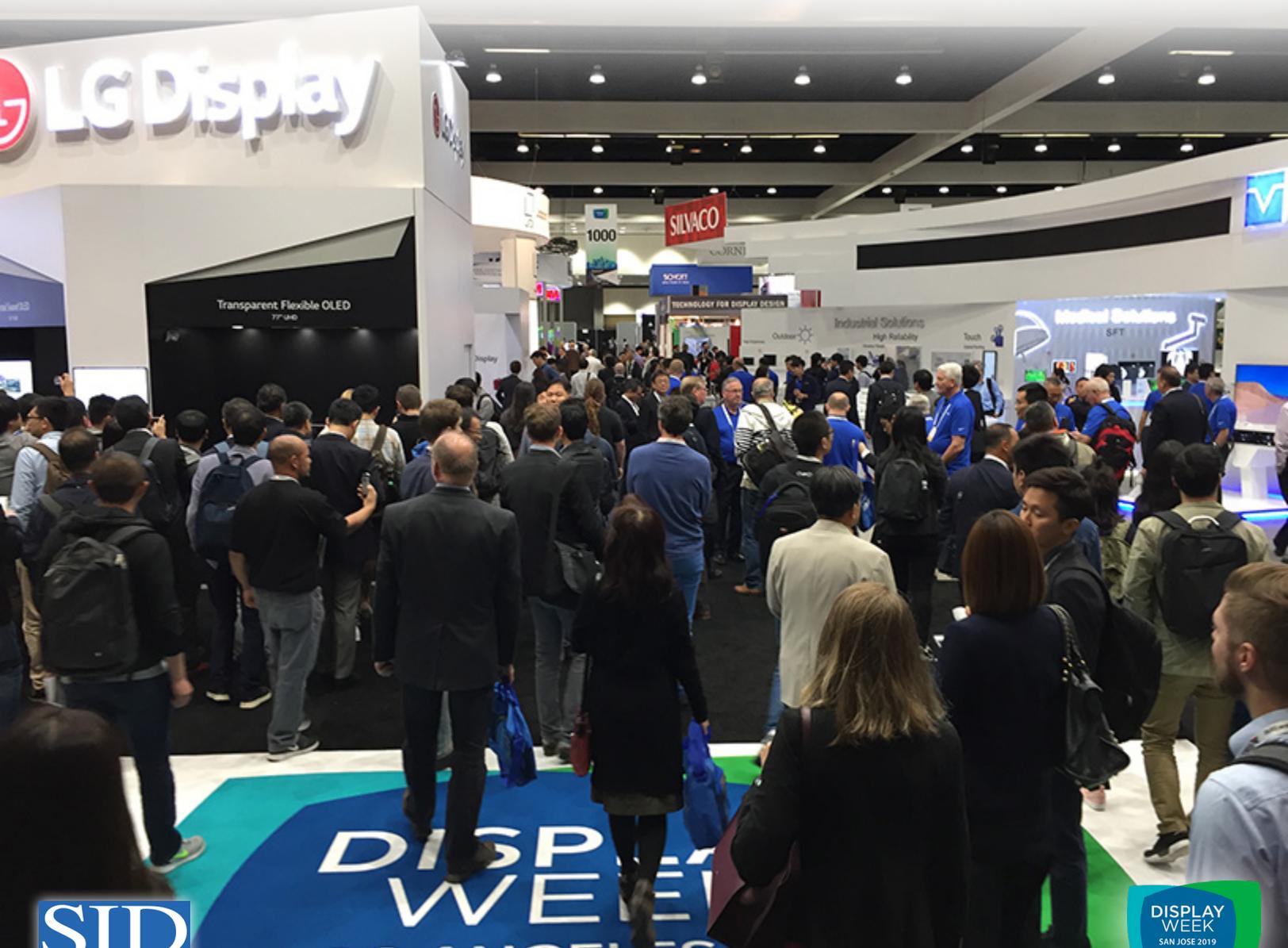
# Reach the Most Qualified Prospects at Each Stage of the Display Value Chain



**Upstream** – Original display creators, technologists, and thought leaders in industry, academia, and government, from across the globe;

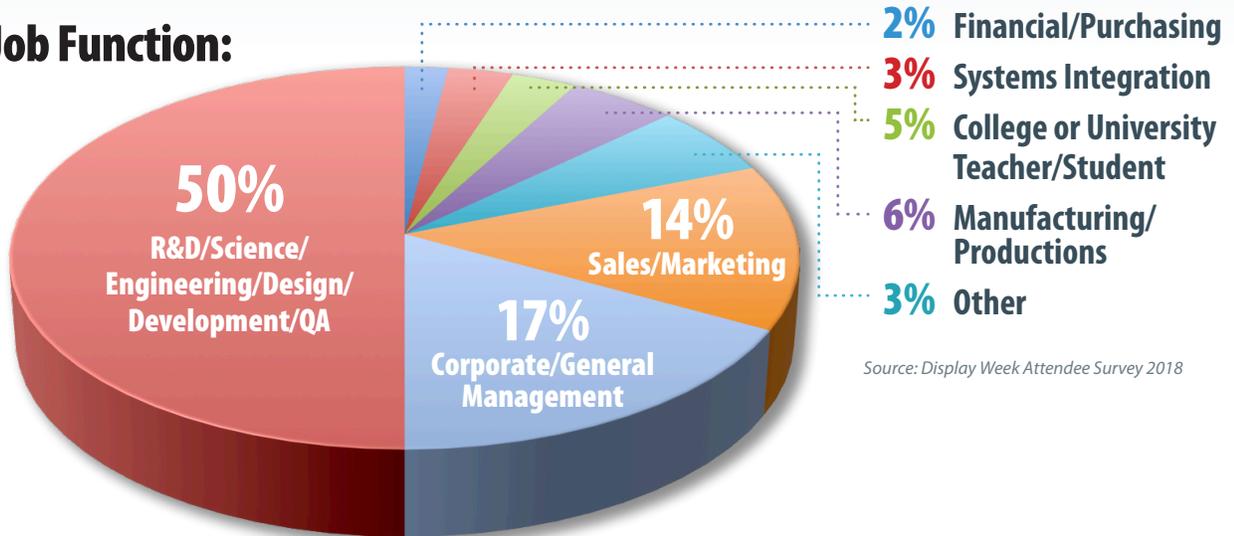
**Midstream** – All purchase influencers and executives from value-add components, materials, and device makers, including OEM manufacturers and equipment suppliers; and

**Downstream** – Systems integrators and end-users from market-leading public and private companies from around the world, and from multiple industries



# Only at Display Week Can You Meet the Entire Buying Team for Your Product or Service

## Attendees by Job Function:



Source: Display Week Attendee Survey 2018

## Attendees by Job Titles ~ Partial List

### Job Title

- Advanced Technology Engineer
- Advanced Display Leader
- Advanced Manufacturing Engineer
- Advanced Product Development
- Advanced Technology Manager
- Application Development Department Manager
- Automotive Engineering Manager
- Business & Product Development Manager
- Business Development & Partnership Manager
- Business Development Director
- Business Development Manager, LC Materials
- Business Development Manager, PSA Tapes
- Business Planning Division Manager
- Business Relationship Manager
- Business Technology Director
- Business Unit Head
- Buyer
- Category Manager
- CBO Automotive
- CEO
- CEO/CTO
- CEO/Founder
- CEO/President
- CEO/Principle Designer
- CFO
- Chief Commercial Officer
- Chief Engineer
- Chief Global Strategist
- Chief Researcher
- Chief Scientist
- CIO
- CMO
- Commercial Director, High Performance Displays
- Commercial Technology Manager
- Commodity Leader
- Commodity Manager
- Controller
- COO
- Corporate Supply Manager
- Cost Savings Engineer
- CTO
- Customer Technology Manager
- CVP Mobile Engineering
- CVP Systems Architecture
- Defense Product Manager
- Deputy General Manager
- Design Director
- Design Engineering Team Leader
- Development Manager
- Director Manufacturing Innovation
- Director Application Engineering
- Director Applications
- Director Business Development Displays
- Director Development
- Director Display Integration
- Director Display Systems
- Director Display Technology
- Director Displays
- Director Electrical Engineering
- Director Engineering
- Director Engineering Operations
- Director Hardware Engineering
- Director Industrial Design
- Director Innovation & Display
- Director Market Development
- Director Mechanical Engineering
- Director Operations
- Director PCAP Touch Technology
- Director Performance & Electronic Films Tech
- Director Post Production Technology
- Director Product Management
- Director Program Management
- Director Purchasing
- Director R&D
- Director Sourcing
- Director Strategic Business Development
- Director Supplier Alliances
- Director Supplier Management
- Director Supply Chain
- Director Systems and Innovations
- Director Technology
- Director Technology & Innovation Sourcing
- Director US Office
- Director Visual Solutions
- Display Category Manager
- Display Group Engineer
- Display Materials/Process Engineer
- Display Mechanical Quality Manager
- Display Senior Buyer
- Distinguished Research Scientist
- Engineering Manager
- Engineering Program Manager
- Executive Director Business Development
- Executive Director Product Development
- Executive Managing Director
- Executive Officer and Division Manager
- Executive Officer General Manager
- Executive Vice President
- FAE Engineering Manager
- Founder & CEO
- General Manager
- Global Business Manager Circuit Materials
- Global Commercial Vice President
- Global Display Category Manager
- Global Market Manager Thin Films
- Global New Products Manager
- Global Product Line Director
- Global Styling Manager
- Global Supply Chain Manager
- GM
- Group Manager
- Hardware Engineer Manager
- Hardware Manager Display and Touch
- Head of Algorithm Team
- Head of Digital Product
- Head of EDA Front-End/Back-End
- Head of Future Display Business
- Head of Innovation
- Head of Manufacturing
- Head of Partnerships & Research
- Head of Product
- Head of Purchasing
- Head of R&D
- Head of Simulation
- Head of Supply-Chain, Sourcing, & Customer Service
- Head of Technology
- Laser Processing Manager
- LCD Technology Manager
- Logistics Manager
- Maintenance Manager
- Manager Business Building and New Ventures
- Manager Business Development
- Manager Display and Optics Engineering
- Manager Electrical Engineering
- Manager Finance & Operations
- Manager Manufacturing Innovation
- Manager of Process Engineering
- Manager of Special Projects
- Manager Operations
- Manager Packaging and Optics
- Manager Supplier Contracts
- Manager Technical Program Management
- Managing Partner
- Manufacturing Manager
- Manufacturing Partner
- Market Development Manager Chemicals
- Market Development Manager Aerospace
- Market Segment Manager
- Mechanical Engineering Manager
- National Applications Manager
- Operational Officer
- Operations Manager
- Optical Group Lead
- Partner & COO
- Partner & CIO
- PCBA Commodity Manager
- President Advanced Display Business Unit
- President Group CEO
- President/CEO
- President/COO
- President/CTO
- President/GM
- Principal Architect Mechanical
- Principal Engineer Electrical
- Principal FAE
- Principal IC Architect
- Principal Materials Integration Engineer
- Principal Optical Engineer
- Principal Product Designer
- Principal Research Engineer
- Principal Researcher
- Principal Sourcing Engineer
- Principal Systems Architect
- Principal Systems Engineer
- Process Manager
- Procurement Engineer (Displays)
- Procurement Manager
- Product Director
- Product Innovation Manager
- Product Line Manager
- Product Line Manager, Augmented Reality
- Product Manager
- Product Planning Manager
- Production Manager

Source: Display Week 2018 Registration Data

## Attendees by Job Titles ~ Partial List (cont.)

- |  |   |   |   |  |
|--|---|---|---|--|
| <p>Program Manager<br/>Project Director<br/>Project Leader<br/>Project Manager<br/>Project Manager Tech Scouting<br/>Purchasing Manager<br/>Purchasing Product Development<br/>Purchasing Specialist<br/>QC Manager<br/>Quality Assurance Manager<br/>Quality Manager<br/>R&amp;D Architect<br/>R&amp;D Chemist II<br/>R&amp;D Custom Solutions Director<br/>R&amp;D Director<br/>R&amp;D Group Leader<br/>R&amp;D Manager<br/>Research Scientist and Project Manager<br/>Section Chief<br/>Software Director<br/>Sourcing Manager<br/>Sr. Advanced Innovation Buyer<br/>Sr. Application Engineer<br/>Sr. Application Manager<br/>Sr. Applications Engineer<br/>Sr. Applications Engineer TCAD<br/>Sr. Business Development Manager<br/>Sr. Business Manager, LC and Emerging Tech<br/>Sr. Buyer Advanced Technology<br/>Sr. Chemist<br/>Sr. Commodity Manager</p> | <p>Sr. Computer Vision Engineer<br/>Sr. Consultant Engineer<br/>Sr. Design Engineer<br/>Sr. Design Manager<br/>Sr. Development Engineer<br/>Sr. Digital Design Engineer<br/>Sr. Director Automotive<br/>Sr. Director Digital Signage<br/>Sr. Director Hardware Engineering<br/>Sr. Director Product Management<br/>Sr. Director Procurement and Planning<br/>Sr. Director Technology Partnerships<br/>Sr. Display Architect<br/>Sr. Display Engineer<br/>Sr. Display Incubation Engineer<br/>Sr. Display Quality Engineer<br/>Sr. Display Systems Engineer<br/>Sr. Display/Touch Technology Program Manager<br/>Sr. Electrical Engineer<br/>Sr. Electronic Systems Engineer<br/>Sr. Embedded Software Engineer<br/>Sr. Engineering Manager<br/>Sr. Evangelist<br/>Sr. FAE Manager<br/>Sr. Global Supply Manager<br/>Sr. Hardware Display Engineer<br/>Sr. Manager Display and Touch Hardware<br/>Sr. Manager Display Hardware<br/>Sr. Manager Engineering<br/>Sr. Manager Global Applications</p> | <p>Engineering<br/>Sr. Manager Incubation<br/>Sr. Manager Product Development<br/>Sr. Manager Quality Innovation<br/>Sr. Manufacturing Engineer<br/>Sr. Mechanical Engineer<br/>Sr. Network Systems Manager<br/>Sr. Optical Engineer<br/>Sr. Optical Test and Automation Engineer<br/>Sr. Optoelectronic Engineer<br/>Sr. Panel Optics Engineer<br/>Sr. Product Line Manager<br/>Sr. Product Manager<br/>Sr. Product Quality Engineer<br/>Sr. Project Engineer<br/>Sr. Project Manager<br/>Sr. Purchasing Manager<br/>Sr. Research Engineer<br/>Sr. Researcher<br/>Sr. Scientist<br/>Sr. Software Engineer<br/>Sr. Sourcing Engineer<br/>Sr. Sourcing Specialist<br/>Sr. Strategic Sourcing<br/>Sr. Systems Electrical Engineer<br/>Sr. Systems Engineer<br/>Sr. Technical Director Imaging<br/>Sr. Technical Manager<br/>Sr. VP &amp; GM<br/>Strategic Alliance Manager<br/>Strategic Planning Manager<br/>Strategic Procurement Manager</p> | <p>Strategic Sourcing Director<br/>Strategic Sourcing Manager<br/>Strategic Supply Chain Manager<br/>Strategy Director<br/>Sub-Contracting and Supplier Manager<br/>Supplier Quality Display Engineer<br/>Supply Chain Manager<br/>Supply Chain Program Manager<br/>SVP &amp; CTO<br/>SVP General Manager Mobile Division<br/>SVP Operations<br/>SVP Product Management<br/>SVP Strategic Partnerships<br/>System Engineering Team Leader<br/>System Validation Manager<br/>Team Leader / Chief Researcher<br/>Technical Director<br/>Technical Manager<br/>Technical Programme Manager<br/>Technology Manager<br/>Technology Sourcing Manager<br/>Unit Manager<br/>VP Accounting<br/>VP Advanced Technology<br/>VP AR<br/>VP Automation, Robotics, Sensors<br/>VP Automotive<br/>VP Business and Product Development<br/>VP Business Management<br/>VP Business Operations</p> | <p>VP Business Unit Leader Electronic Materials<br/>VP Chemistry and Supply Operations<br/>VP Commercialization<br/>VP Country Manager<br/>VP Engineering<br/>VP Engineering / Production<br/>VP Engineering Touch Components<br/>VP Engineering<br/>VP Finance<br/>VP General Manager<br/>VP General Manager Function Film BG<br/>VP Head of Business Development<br/>VP Head of Global Procurement<br/>VP LCD Solutions<br/>VP Mobile Platform Architecture<br/>VP OEM Business Unit<br/>VP Operations<br/>VP Optical Engineering<br/>VP Optics<br/>VP Product Development<br/>VP Product Development Engineer<br/>VP Program Management<br/>VP Programs<br/>VP R&amp;D<br/>VP Sensor Products<br/>VP Software &amp; Computer Vision<br/>VP Strategic Development<br/>VP Strategic Programs &amp; Business Operations<br/>VP Technology<br/>VP Technology Management</p> |
|--|---|---|---|--|

## Attendee Roles in the Buying Process

Source: Display Week Attendee Survey 2018



# Meet All the Electronic Displays BIG Spenders from These Major Industry Verticals

Source: Display Week 2018 Registration Data



Aerospace & Defense  
Auto Components & Parts  
Automotive  
Manufacturers  
Business Products  
Chemicals  
Communications

Equipment  
Computer Hardware  
Computer Services  
Consumer Electronics  
Electronics & Electrical  
Equipment  
Entertainment

Financial  
Industrial  
Internet Services  
Leisure Products  
Materials  
Medical Equipment  
Semiconductors

## Selected World-Leading Companies with USD Revenues in Excess of \$1 Billion that Attend Display Week

### AEROSPACE & DEFENSE

Airbus  
American Panel Corp.\*  
BAE Systems  
Boeing  
GE Aviation Systems  
Gentex  
Honeywell Aerospace  
L-3 Communications  
Lockheed Martin  
Northrop Grumman  
Panasonic Avionic  
Raytheon  
Rockwell Collins  
Thales Avionic

### AUTO COMPONENTS & PARTS

APTIV  
Continental Automotive  
Futaba\*\*  
Panasonic Automotive Systems  
Sumitomo Electric

### AUTOMOTIVE MANUFACTURERS

BMW  
Daimler  
Ford Motor Company  
General Motors  
Honda  
Hyundai  
Nissan  
Renault  
SAAB  
Tesla  
Volkswagen  
Volvo

### BUSINESS PRODUCTS

Richo  
Seiko Epson

CHEMICALS  
Dow Chemical  
DuPont  
Eastman Chemical  
Evonik  
Mitsubishi Chemical  
Mitsui Chemicals  
Nagase  
PPG Industries  
Sumitomo Chemical  
Tosoh Corporation  
Wacker Chemical

### COMMUNICATIONS EQUIPMENT

Cisco Systems  
Harris

### COMPUTER HARDWARE

Advantech  
Dell Technologies  
Fujitsu\*  
Lenovo

### COMPUTER SERVICES

HP  
IBM

### CONSUMER ELECTRONICS

Apple  
Canon  
Dolby  
Fitbit  
Fujifilm  
Garmin  
Harman (Samsung)  
HTC  
Innolux  
Konica Minolta  
LG Electronics  
Microsoft

Motorola Solutions  
Nikon  
Nokia Technologies  
Panasonic  
Samsung Electronics  
Sharp  
Sony  
TCL  
Vestel

### ELECTRONICS & ELECTRICAL EQUIPMENT

Arrow Electronics  
AUO\*\*  
Avnet  
BOE\*\*  
Flex Ltd  
Hitachi  
Honeywell  
Hon Hai/Foxconn  
IGT  
Illinois Tool Works  
Jabil Circuit  
JDI\*\*  
JCDecaux  
Kyocera  
LG Display\*\*  
Mitsubishi Electric  
NEC  
Omron  
Philips Healthcare  
Robert Bosch\*  
Rockwell Automation  
Seagate Technology  
Sony Electronics  
Synaptics  
Tianma\*\*  
Topcon Technologies  
Toshiba

### ENTERTAINMENT

20th Century Fox  
Disney  
Sony Pictures  
Warner Bros.

### FINANCIAL

Barclays  
Deutsche Bank  
GMT Capital  
Goldman Sachs Group  
Intel Capital  
Momentum Capital  
Pierpoint Capital  
Roth Capital

### INDUSTRIAL

General Electric  
Siemens  
Tatsuta Electric Wire & Cable  
Teledyne Controls

### INTERNET SERVICES

Alibaba  
Amazon  
Apple  
Facebook  
Google  
Tencent

### LEISURE PRODUCTS

Johnson Outdoors

### MATERIALS

3M\*\*  
Applied Materials  
Asahi Glass\*\*  
Avery Dennison  
BASF  
Corning\*\*

Henkel  
Itochu Plastics  
Iwatani Corporation  
Kolon Industries  
Merck KGaA\*\*  
Tory Industries\*\*

### MEDICAL EQUIPMENT

Intuitive Surgical  
HOYA

### SEMICONDUCTORS

AMD  
Analog Devices  
ARM  
Broadcom  
Intel  
Microchip Technology  
NVIDIA  
Qualcomm  
Sony Semiconductor  
Texas Instruments  
Tokyo Electron  
Truly Semiconductor\*

### TELECOMM EQUIPMENT

Huawei\*

\*Private

\*\* Exhibitor

NOTE: Exhibiting companies send full teams to connect and do business

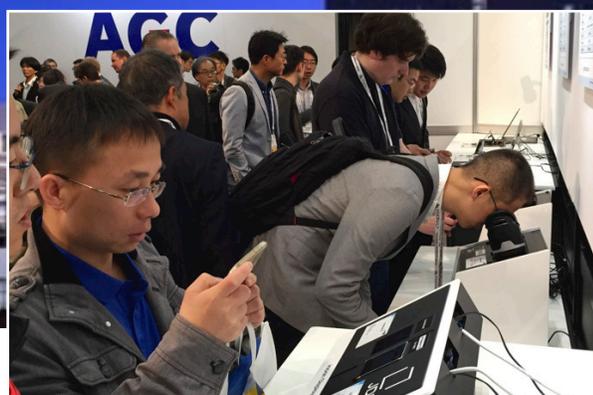
Source: Display Week 2018 registration data and publicly available data

# Attendees Come to the Display Week Exhibition to See What's New, Advancing and Developing

## Major Product Categories on the Show Floor

- Backlights
- Coatings/Films
- Displays
- Equipment/Systems
- Input Interfaces
- Parts/Components
- Services/Solutions
- Software
- System Integration
- Test/Measurement Equipment

San Jose McEnergy  
Convention Center  
San Jose, CA



## If You Market Any of These Products or Services Your Company Belongs at Display Week

- 3D Displays
- Adhesives
- AMOLED Displays
- Anti Bacterial Filters
- Anti Glare Filters
- Anti-Reflections Screens
- Anti-Reflections Filters
- Automated Test Equipment
- Backlight Systems & Design
- Backlights
- Cables
- CCFL Inverters
- CCFLs
- Chemical Suppliers
- Coating Equipment
- Color Calibration System
- Color Filters
- Color Matching Systems
- Color Meters
- Conductive Films
- Connectors
- Consultants
- Contrast Enhancement Filters
- Converters (D/A & A/D)
- CRT Displays
- Deposition Equipment/Services
- Design/Optimization Software
- Development and Licensing of Technology
- Digital Video Systems
- Display Drivers and Controllers
- Display Enhancement Services
- Display Housing
- Display Measurement
- Display Simulation and Modeling Systems
- Display Subsystems
- Display System Integrators
- Electroluminescent Displays
- Electrophoretic Displays
- Ellipsometers
- EMI Shielding
- Film Lamination Machines
- Flat-Panel Displays
- Flexible Circuits
- Flexible Displays
- Glass Cutting/Scribing Equipment
- Glass for Displays
- Gonioreflectometers
- Graphics Boards /Processors
- Graphics Systems Software
- Head-Mounted Displays
- ICs (video, graphics, and display)
- Image Processing Software
- Indicator Lights
- Industrial LCD Monitors
- IR Cut Filters
- Laser Inspection Systems
- LCDs: Active Matrix
- LCDs: Passive Matrix
- LDCs: Ferroelectric
- LDCs: Passive, Active Addressing
- LDCs: Resized LCDs
- LED Drivers
- LED Packaging & Interconnect
- LED Test Equipment
- LEDs
- Light Diffuser Sheets
- Light Diffusers
- Light Guide Panels
- Light Management
- Light Measurement
- Magnetic Shielding
- Manufacturing Equipment
- Market Researchers/Publishers
- Materials
- Materials Handling
- MEMs
- MEMs Displays
- MicroDisplays
- Microscopes
- Military Displays
- Neutral Density Filters
- NIR Filters
- OLED Displays
- OLEDs, AMOLEDs
- Optical Analytics/Design Software
- Optical Bonding Displays
- Optical Coatings
- Optical Components
- Optical Design Services
- Optical Filters
- Optical Grade Plastic
- Optical Testing Laboratories
- PC-Based Test Equipment
- Phosphors
- Photolithography Equipment
- Photometers
- Plasma Displays
- Plastic Moldings
- Polarizers
- Polymer Films
- Portable Displays
- Power Converters
- Power Supplies
- Projected Capacitive Touch Screens
- Projection Displays: CRT
- Projection Displays: DLP/DMD & LCOS
- Projection Displays: MEMS
- Protective Films/Papers
- Quantum Dots
- Radiometers
- Reader Displays
- Rear Projection Screens
- Reflective & Bi-Stable LCDs
- Reflective Displays
- Repair and Maintenance Services
- Resistive Touch Screens
- Rollable Displays
- Scratch Resistant Filters
- Scribers
- Sealants
- Semiconducting Materials
- Signal Processing Software
- Spectrometers
- System Integration
- Switches
- Thermal Management Components
- Thin Films
- Touch Displays
- Touch Screen Stylus
- Touch Screens
- Transparent Displays
- Transparent Heaters
- UV Block Filters
- UV Pass Filters
- Vacuum Equipment
- Vacuum Fluorescent Displays
- VCSEL
- Video Generators
- Video Interfaces
- Video Oscilloscopes
- Video Walls
- Viewing Angle Measurement
- Virtual-Reality Displays
- Windshield Displays
- Wire

**“I need to come to Display Week every year to keep up...and see what's new and evolving.”**

– **Mitch Butzer**, Principal Electrical Engineer, Esterline Interface Technologies, Coeur d'Alene, ID

## The Six Business Activities Attendees Undertake in the Display Week Exhibit Hall

1. See and obtain information on new products, emerging technologies, and solutions to challenges
2. Meet with current suppliers
3. Compare various alternatives (performance/specs/costs/etc.)
4. Research suppliers that might satisfy our needs
5. Identify specific needs for new or different technology
6. Find new suppliers

Source: Display Week Attendee Survey 2018

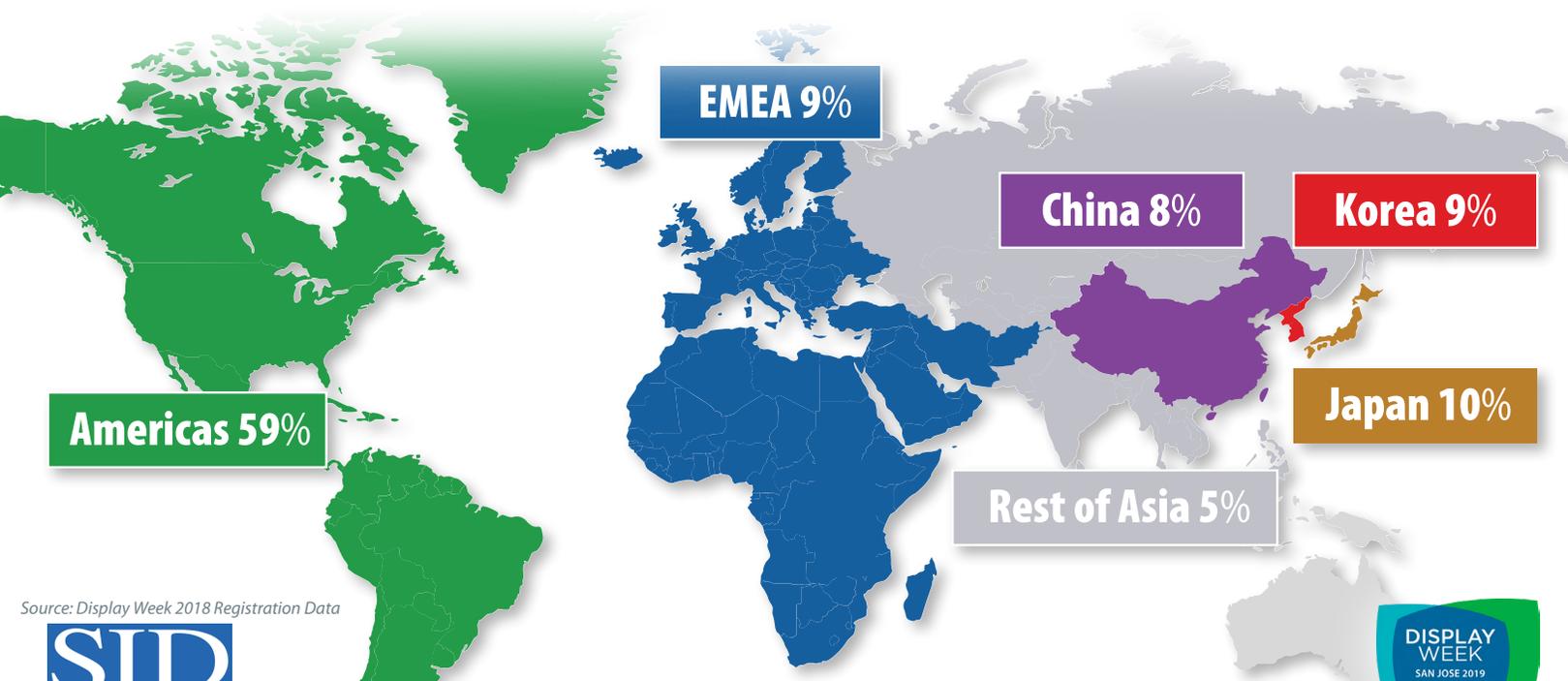
## Demographics

### Where Attendees Come From

Attendees come from the Americas and every region across the globe to evaluate product performance...specify...find new suppliers...and to buy

**7000 Global Visitors...from 6 Regions...49 Countries...and from Small...to Midsize...to Fortune 1000 Companies**

**Expand or launch your business into international markets right from your booth**



Source: Display Week 2018 Registration Data



## Demographics *(continued)*

# Company Size by Number of Employees

Source: Display Week Attendee Survey 2018



## Exhibitors Come from Across the Globe to Connect with the Electronic Display Community

### Display Week 2018 Exhibitors in Their Own Words

*"Display Week was a fabulous show for TOYO Corporation. We've been involved with the display industry for decades in Japan. But this year, to reach a global audience, we officially announced our new LT1000 ion impurity measurement system here at Display Week. We talked to many panel design engineers and technicians who were absolutely amazed with the instrument's ability to deliver complete and accurate test cycle measurement results, with full data, in one second - for organic and inorganic liquid-based substances."*

– **Steve Wong**, VP Marketing and Product Management, TOYOTECH (A TOYO Corporation company), Fremont, CA

*"While Review Display Systems is well-established and well known in the UK, we took the decision to expand our business into the USA by opening RDS Inc. in Milwaukee in April 2018, and exhibiting at SID Display Week in Los Angeles in May. This proved to be a great decision. It was a really great show for us. We connected with high quality design, electrical and mechanical engineers, who recognized the quality of our bespoke display and embedded systems. Each had different peripheral application requirements that we could satisfy. We look forward to participating in Display Week next year in San Jose!"*

– **Graham Smith**, President, Review Display Systems, Inc., Milwaukee, WI

*"At Display Week we spoke with many customers and prospects interested in our advanced polymer solutions for their application needs. We saw the right target audience of chemists and materials engineers we needed to see, many from Fortune 100 companies."*

– **Doug Skilskyj**, Manager, Production and Polymer Process Development, Promerus, Brecksville, OH



***“We will be at Display Week 2019 in San Jose. This is really a wonderful show for us, and we can learn more from the show, and show more of what we can do for customers. Display Week will do better and better in the future.”*** – **Jianbin Wang**, Test Equipment Manager, Guangzhou New Vision Opto-electronic Technology, Ltd., P.R. China

***“Display Week is a great event to engage all the various engineers that can use custom Lummax LCD, PMOLED and AMOLED products – electrical, electronic, optical and development engineers. We met many key industry players.”*** – **Sam Hu**, Sales Manager, Lummax Electronics Co., Limited, Shenzhen, China

***“We scheduled Display Week for the worldwide premier of our new simulated reality technology demo, system and developer kit. Display Week was our busiest event yet! We saw so many VR/AR content creators and OEM prospects - from commercial and industrial, to entertainment, medical and military. The reaction and interest has been incredible!”*** – **Arne Balk**, Brand Marketing Director, Dimenco, The Netherlands

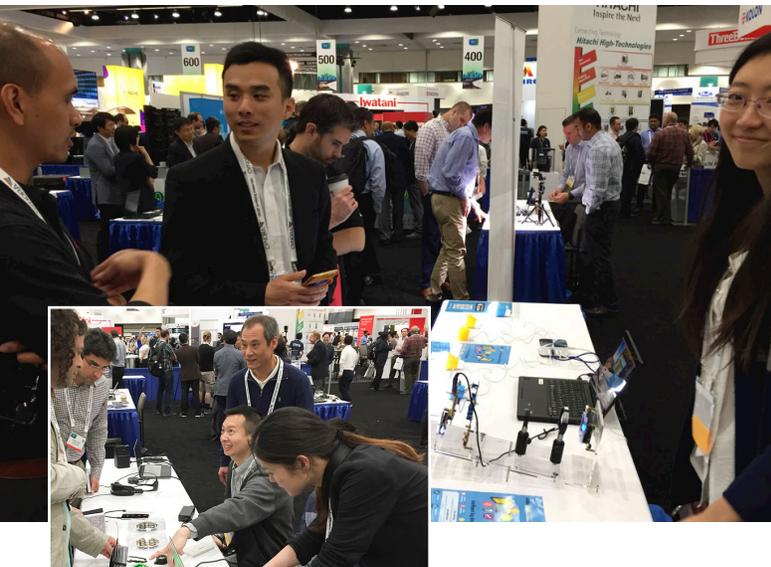


***“Our marketing challenge is to show the demo for our automated simulation software for touch sensor design optimization to all those involved in the purchasing decision. At Display Week we engaged with many industry leading companies from around the world, their design engineers, managers of design, customer support, and business development people, who can use our touch technology for more rapid development of consumer, automotive, industrial, and medical display products and devices.”*** – **Dimitris Orlis**, Field Application Engineer, Fieldscale, Thessaloniki, Greece



**I-Zone**

## Your exhibit puts your company at the center of emerging display technology



**The I-Zone (Innovation Zone)**, now in its 8th year, is a show-within-a-show on the exhibit floor. The I-Zone is where dozens of inventors, universities, government labs, and start-ups from across the globe come to showcase their exciting pre-market demos and prototypes. Thousands of attendees, potential partners, manufacturers and investors make this their first stop upon entering the exhibit hall. The I-Zone is one of the most important aspects of Display Week.

# What's Included with Your Booth

**When You Exhibit at the World's Leading Electronic Displays Event Your Company Receives High-Value Benefits Before, During, and After the Show**

## Pre-Show Marketing Support (Compliments of SID)



- **Use of the Display Week logo** to promote your participation and show presence.
- **VIP Expo Invitations** customized with your company name, logo and booth# to invite customers and prospects to visit your booth for free all three days of the show.
- **Online Exposure Opportunities** with your company name, booth#, product description, address, and company URL, on the show website, and in the show's searchable highly trafficked mobile app.
- **Press Exposure Opportunity** to be listed and quoted in Display Week press releases.
- **Eligibility for coveted industry recognition awards:** Display of the Year, Display Application of the Year, and Display Component of the Year, with each receiving special mention in the online and print show issue of Information Display magazine.

## At-Show Marketing Support (Compliments of SID)



- **Opportunity for discounted admission** to the Technical Symposium and Business Conferences.
- **Listing** in the Official Display Week Exhibit and Product Guide.
- **Products on Display listing** in the online and print show (May) issue of Information Display magazine.
- **Designated exhibit time in the Exhibit Hall** when there are no other concurrent events.
- **Opportunity to post pre-show press releases** to the Display Week website.
- **Opportunity to book a meeting room** right on the show floor (Contact Sales).
- **Opportunity to book high visibility sponsorships and promotions** and gain branding impact with a customized multi-channel package (Contact Sales).
- **Opportunity to schedule your company's promoted presentation** during the Exhibitors Forum to reach all attendees at Display Week.
- **Opportunity to host a press conference and media interviews** in the Display Week Press Room.
- **Eligibility for People's Choice Award**, which earns on-site recognition and special mention in the online and print post-show review issue of Information Display magazine.
- **Complimentary coffee and tea breaks** on the show floor, every day of the show for all attendees and exhibitors.
- **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.
- **Hotel rooms secured at special show block rates.**
- **Hospitality assistance** from the San Jose Convention & Visitors Bureau.



# Reserve Your Space Today Book a High Impact Sponsorship

## Exhibit Space Pricing

Before Feb. 2, 2019

After Feb. 2, 2019

*For corner booths add \$95/corner*

(Contact sales for special discounted member rates for Gold, Silver and Corporate Members)

## Cost/Sq. Ft

\$42

\$44

## Americas & Europe:

Booth Sales & Sponsorships

Jim Buckley

Tel: (203) 502-8283

Email: [jbuckley@pcm411.com](mailto:jbuckley@pcm411.com)

## Asia:

Booth Sales & Sponsorships

Sue Chung

Tel: (408) 489-9596

Email: [schung@sid.org](mailto:schung@sid.org)

## SID and Display Week Are Proud Supporters of Women in Technology



### Women in Tech: Taking on the World Second Annual Women in Technology Forum Display Week 2018

*Pictured (from left to right)*

- **Tara Akhavan**, Moderator, Founder and CTO, IRYSec, Marketing Vice-Chair, Society for Information Display
- **Nadya Ichinomiya**, Director of Information Technology, Sony Pictures
- **Rosalie Hou**, CEO, ELIX Wireless Charging Systems, Inc.
- **Poppy Crum**, Ph.D., Chief Scientist at Dolby Laboratories, Adjunct Professor, Stanford University Center for Computer Research in Music and Acoustics and Program in Symbolic Systems
- **Robin Burrell**, Chief Digital Product Officer, Redflight Mobile/Redflight Innovation



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