



**DISPLAY  
WEEK**

**SAN FRANCISCO 2020**

**2020  
Exhibitor Prospectus**

# Where the World's Display Industry Meets

**57th Annual  
International Display Week**  
Symposium & Seminar: June 7 - 12  
**Exhibition: June 9-11**

**SID**  
SOCIETY FOR INFORMATION DISPLAY

Display Week | June 7-12, 2020 | San Francisco | CA | [www.DisplayWeek.org](http://www.DisplayWeek.org)

# Display Week Exhibition 2020

## Exhibitor Prospectus



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# Why Display at Display Week 2020

**Display Week 2020**, presented by the Society for Information Display (SID) at San Francisco's Moscone Convention Center, is your most effective marketing channel in 2020 to capture increased market share within the world's growing electronic display and visual information technology ecosystem.

**Moscone Center**  
San Francisco, CA



**The Electronic Display Revolution will take its next leap forward at the San Francisco Moscone Convention Center June 7-12, 2020**

## “2020 is a New Era”



*“Today, we are back to the exciting mix of innovation and market growth which resulted in Display Week 2019 being our best-attended show ever. We’re entering a new era with new form factors, novel display technologies, and new applications spaces emerging everywhere. The Society for Information Display and the International Display Week Symposium, Seminar and Exhibition have much to offer our growing global community.”*

**- Helge Seetzen**, President, Society for Information Display and General Partner & CEO, TandemLaunch Inc., Montreal, Canada

At the center of this “New Era” is the **Society for Information Display (SID)** with its mission to propagate electronic display and other visual information technologies from concept to market.

SID is composed of thousands of purpose-driven innovators, technologists, scientists, device makers, designers, developers, researchers, system integrators, OEMs, ODMs, and value-add suppliers that embody the growing global electronic display ecosystem.

Humankind looks to the **Society for Information Display** for ‘what’s next’, because what’s next matters. SID members continue to innovate and create high-tech magic for an ever

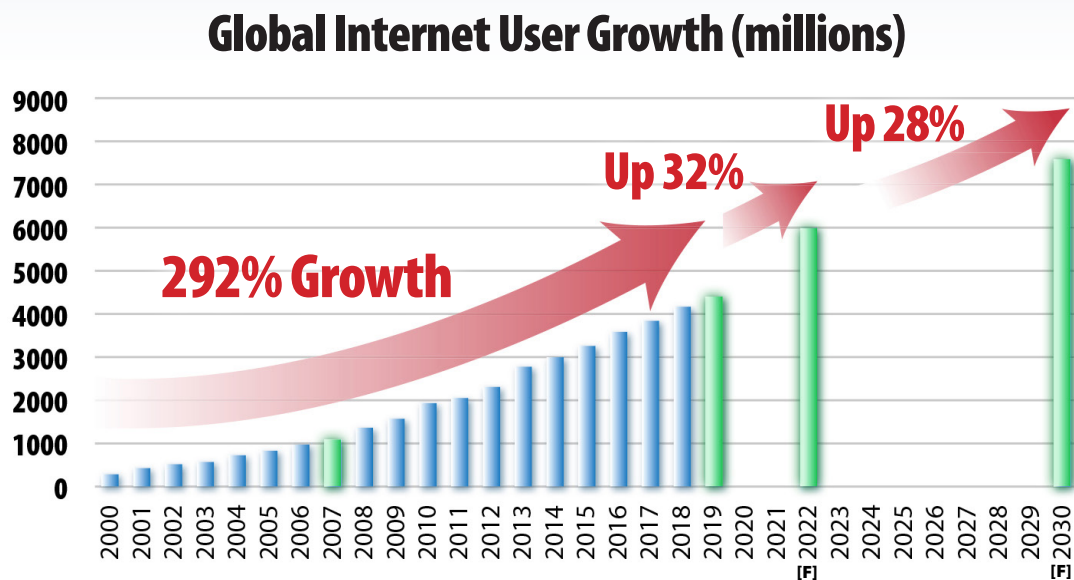
more connected... more productive... more mobile... more informed... and better world.

From its headquarters in Silicon Valley, CA, SID serves a growing scientific, academic, design, development, manufacturing and business community of global professionals who research, design, make, sell, buy, and integrate electronic displays and visual information technology into high performance computer devices.

SID looks forward to welcoming your company to the **57th Annual Display Week International Symposium, Seminar and Exhibition** at the Moscone Convention Center in San Francisco June 7-12, 2020.

# Global Internet User Growth Fueled Global Display Industry Growth 2007-2019

From 2007 to 2019 global Internet users increased a stunning **292%** to a total of **4.4 billion**. In a little more than a decade, immersive digital experiences, enabled by exceptional new display devices and visual information technologies, produced the fastest human behavior and commercial paradigm shift in recorded history. Today electronic displays have been adopted by every major industry sector across the globe.



## The Next Wave of Display Industry Growth Will Follow Global Internet User Growth Headed Up and to the Right

With 11 digital native and immigrant Internet users being added every second, users are projected to increase by **32%** to **6 billion** in 2022, **75%** of projected world population of **8 billion**. An additional **28%** increase to **7.7 billion** users is expected by 2030, **90%** of the world's projected population.

**Industry Sales to Increase by \$90.7 Billion by 2025**

**Global Electronic Display Industry Forecast**

\$115.6B 2017 to \$206.3B by 2025





# The Buyer's Journey Begins at Display Week

## Attendee Activities on the Show Floor

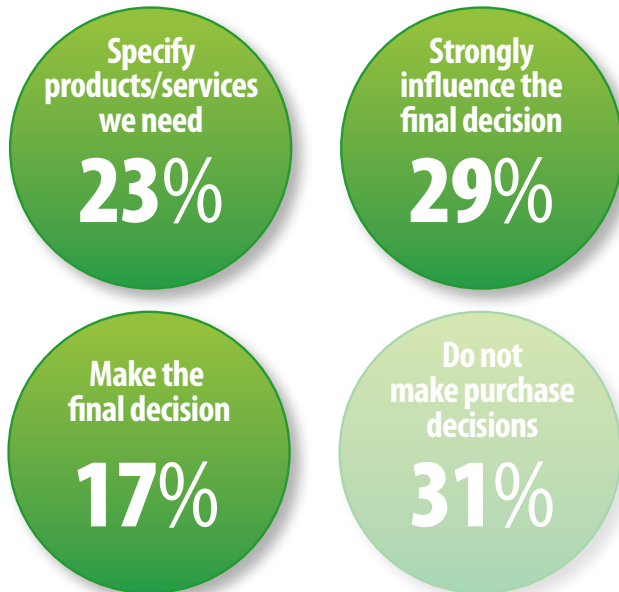
1. See and obtain information on new products, emerging technologies and solutions to challenges
2. Meet with current suppliers
3. Compare various alternatives (performance/specs/costs/etc.)
4. Research suppliers that might satisfy our needs
5. Identify specific needs for new or different technology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

Source: Display Week Attendee Survey 2019

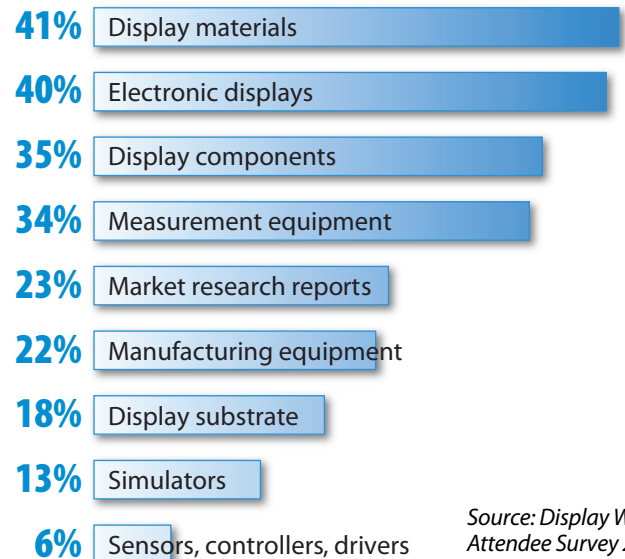


## Connect with More Than 8,000 Display Professionals Who Start Their Buying Journey at Display Week

### 7 in 10 Attendees Influence Purchase



### Purchase Intent within 12 Months



Source: Display Week Attendee Survey 2019

### 8 in 10 Say Attendance Will Influence Purchase



# Target Audience Demographics

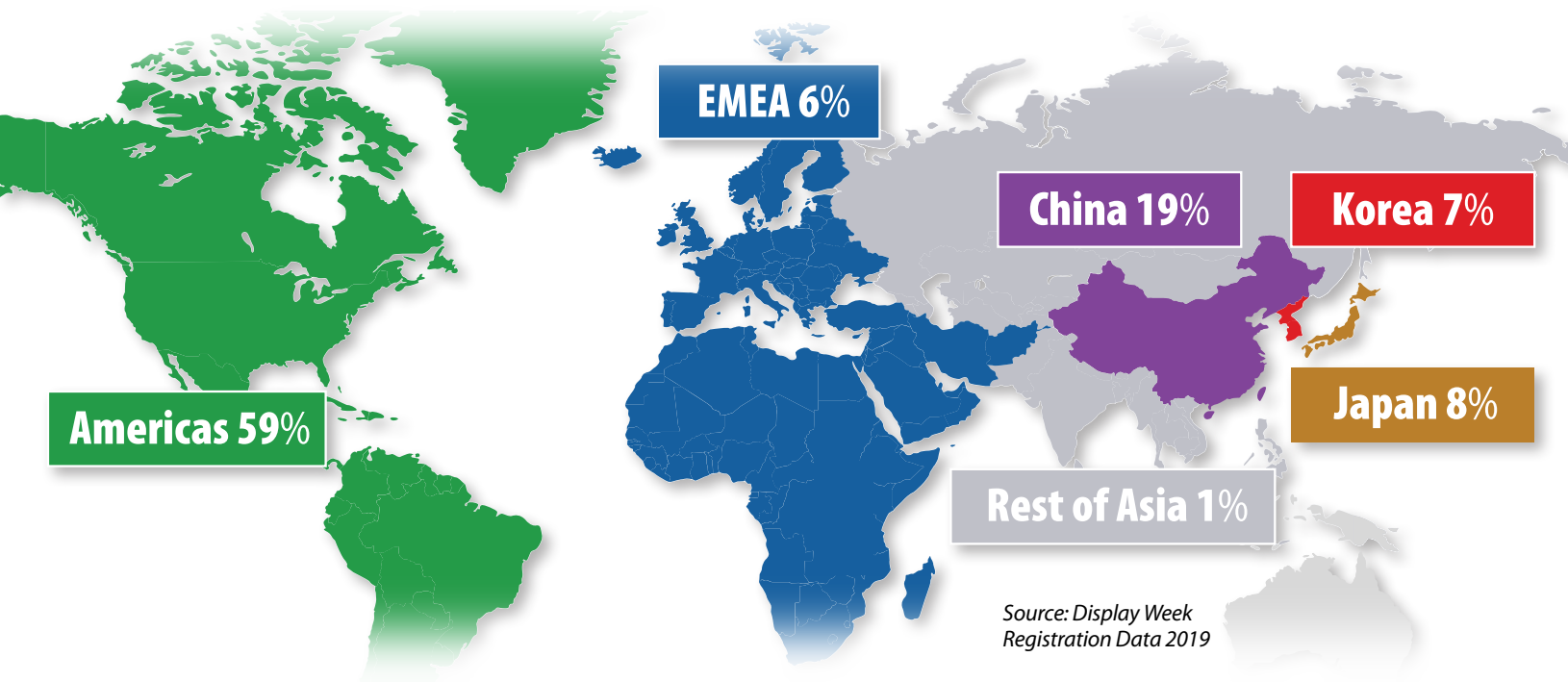
## Attendees Travel to Display Week from Every Corner of the Globe

Attendees board planes for Display Week from every region across the globe to learn about display advancements, evaluate product performance and service capabilities... find new suppliers... and to buy

## Expand or Launch into International Markets Right from Your Booth

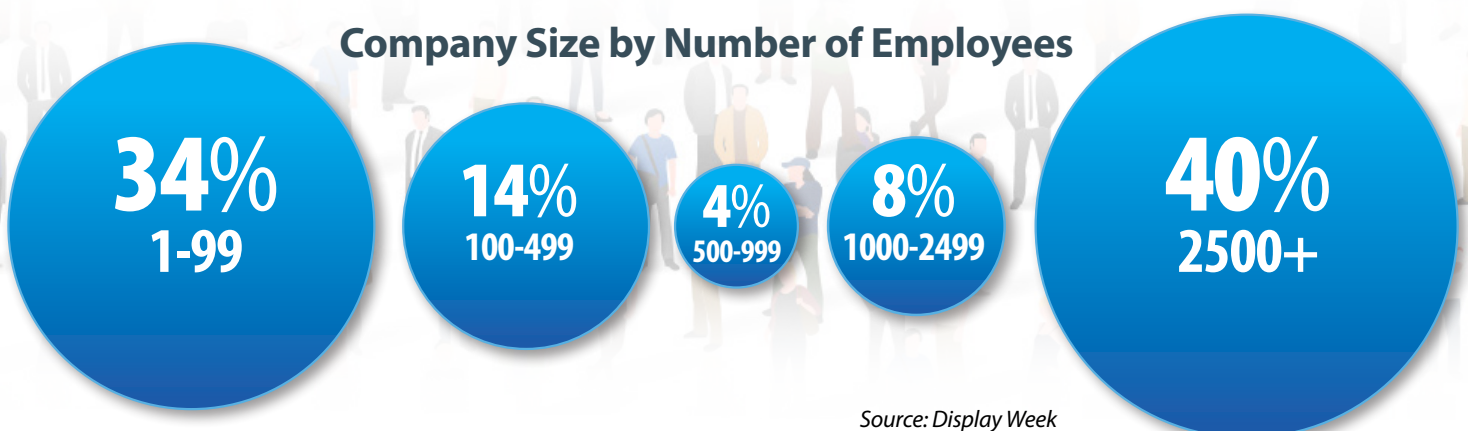
More than 8,000 visitors attend from more than 40 countries... 6 regions... companies large and small... and all the job functions that matter.

## Attendees Come from 6 Geographic Regions



## Attendees Come from Hundreds of Small... Midsize... & Fortune 1000 Companies

### Company Size by Number of Employees

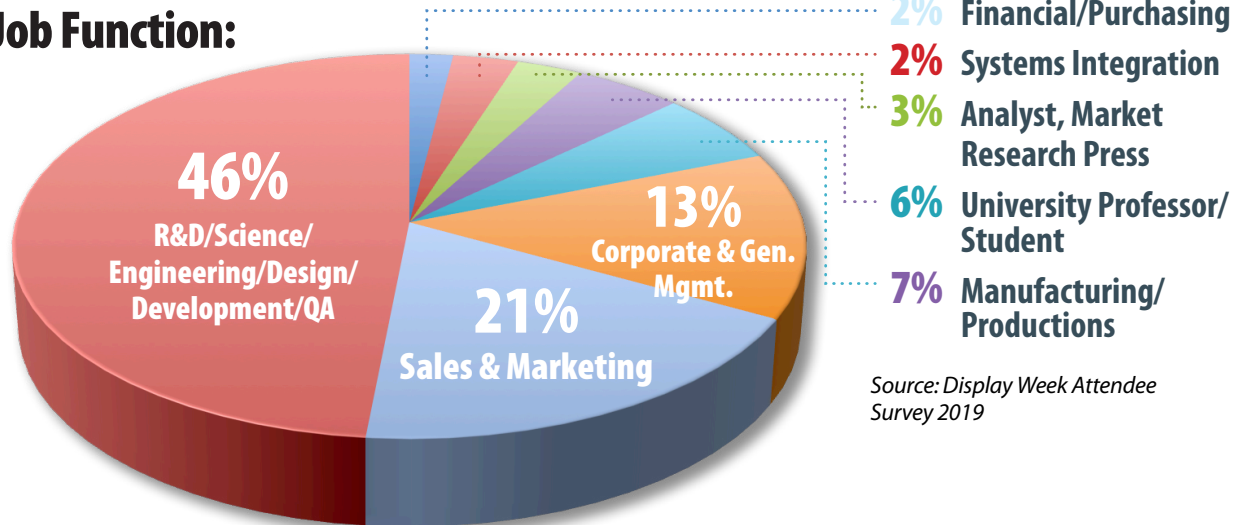




## Target Audience Demographics

# 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 2019

## The Display Value Chain Is Complex, Evolving and Expanding, Which Is Why Attendees Belong to Many Societies and Associations

<b>ACM</b>	Computing Machinery Technologists	<b>MRS</b>	Materials Scientists
<b>ACS</b>	Chemical Scientists	<b>OSA</b>	Optics & Photonics Professionals
<b>AIMCAL</b>	Metal Coating Engineers	<b>SAE</b>	Automotive Engineers
<b>APS</b>	Physicists	<b>SEMI</b>	Electronics Manufacturing Professionals
<b>CEDIA</b>	Home Technology Integrators	<b>SID</b>	Information Display Professionals
<b>CIE</b>	China Electronics Engineers	<b>SMPTE</b>	Motion Picture & TV Engineers
<b>DFF</b>	Danish Cinematographers	<b>SPIE</b>	Optics & Photonics Technologists
<b>IEC</b>	Electrical Contractors	<b>SVC</b>	Vacuum Coating Surface Engineers
<b>IEEE</b>	Electrical & Electronic Engineers	<b>VDA</b>	Automotive Association Germany
<b>IET</b>	UK Engineers and Technologists	<b>VDE</b>	Electrical, Electronic & IT Assn. Germany
<b>IS&amp;T</b>	France Electronic Imaging Engineers	<b>VESA</b>	Video Electronics Standards
<b>ISA</b>	Industrial Supply Professionals	<b>VRARA</b>	AR & VR Technologists
<b>ISO</b>	International Standardization		

Source: Display Week Attendee Survey 2019



# Display Week is the Only Event for the Entire Value Chain

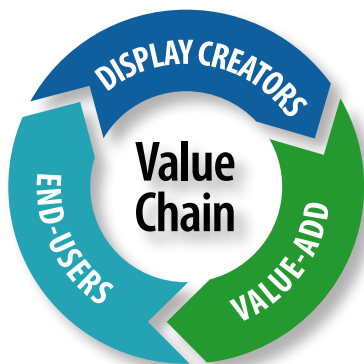


**SID's Display Week**, now in its 57th year, is where the world's next-generation electronic display creators, technologists, value-add suppliers, and market-making end-users gather to stay current, and get ahead.

## Market Your Products and Services to More Than 8,000 Attendees Build Your Brand and Expand Your Customer Base

Put your company at the epicenter of the world's most comprehensive display exhibition, technical symposium, and business conference. Showcase your company's latest displays, materials, components, equipment, simulators, controllers, drivers, and the sensors designed to advance electronic displays and visual information technologies.

## Reach Quality 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 OEMs, ODMs, sensors and equipment suppliers; and

**Downstream** – Systems integrators, EMS, and end-users from market-leading public and private companies from around the world, and all major industry sectors.





# Why Attendees Believe Display Week is a “Must”

*“They don’t call it Display Week for nothing! We are exclusively focused on R&D and creating next-generation holographic displays. We want to see what others are doing and be at the forefront.”*

– **Systems Engineer**, Avalon Holographics, St. John’s, NL, Canada

*“If you work on displays, Display Week is the only event with courses specific to display advancement and with the right level of detail, as well as the chance to meet vendors of all types... displays, technology, manufacturers and measurement.”*

– **Optical Engineer**, Google LLC, Mountain View, CA

*“I come to Display Week to learn new information on display technology and other disciplines.”*

– **Director R&D Engineer**, Shenzhen China Star Optoelectronics Semiconductor Display Technology Co., Ltd., Shenzhen, China

*“This year at Display Week, I’m focused on learning the technology for a project I’m working on before we push the tech forward in a product for market.”*

– **UX Research Engineer**, Lenovo, Morrisville, NC

*“We’re working on a neurodiversity project to tailor display software by disability, and where display technology feels like the real world. Display Week is where I can meet the big companies that don’t respond to my emails.”*

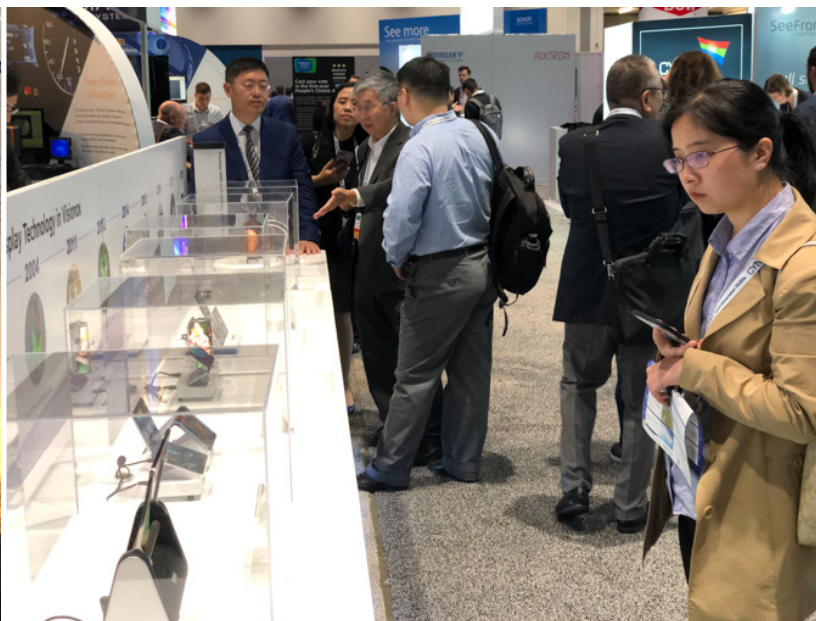
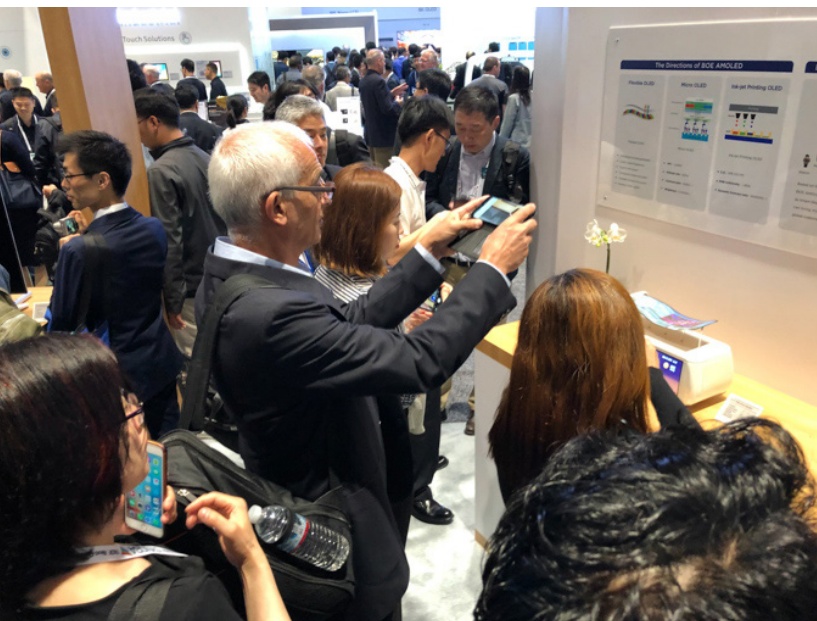
– **Student**, Stanford University, Stanford, CA

*“To keep up with developments in display areas connected with the technology we are working with to simplify life and to make professional connections.”*

– **Senior Specialist Optics**, 3M, Gagnef, Sweden

*“The exhibition is the best and largest in the world, with products and demos that are all new. As an AR/VR researcher, it is important for me to know how and what other people think about this technology.”* –

**Assistant Research Fellow**, National Chiao Tung University, Hsinchu, Taiwan



# Major Industry Verticals Attend

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  
Telecom Equipment

Source: Display Week 2019 Registration Data

## Meet with World-Leading Companies

### 2019 Attendee Companies by Industry Vertical (Partial List)

#### AEROSPACE & DEFENSE

American Panel Corp.  
Astronatics  
BAE Systems  
Boeing  
Collins Aerospace  
General Dynamics  
Gentex  
Honeywell Aerospace  
Joby Aviation  
L-3 Communications  
Lockheed Martin  
Panasonic Avionics  
Raytheon  
Rosen Aviation  
Rockwell Collins  
Thales Avionic  
Universal Avionics

#### AUTO COMPONENTS & PARTS

BHTC  
Continental Automotive  
Denso  
Eastman  
Faurecia  
Futaba\*  
Gentex  
Honda R&D Innovations  
Lumileds  
Panasonic Automotive Systems  
Raxiom  
Sumitomo Electric  
Valeo

#### AUTOMOTIVE MANUFACTURERS

Audi  
BMW  
Daimler AG  
FCA  
Ford Motor Company  
General Motors  
Honda  
Hyundai  
John Deere  
Lucid Motors  
Nissan

Renault

SAAB  
Tesla  
Toyota  
Uber  
Volkswagen  
Volvo  
Waymo

#### BUSINESS PRODUCTS

Epson  
Richo

#### CHEMICALS

DIC  
Dow Chemical  
DuPont  
Eastman Chemical  
Evonik  
Hadoga Chemical  
Hitachi Chemical  
LG Chem  
Mitsubishi Gas Chemical  
Mitsui Chemicals  
Nagase  
Nissan Chemical  
Osaka Gas Chemicals  
PPG Industries\*  
Sekisui Chemical  
Sumitomo Chemical  
Toray Industries  
Wacker Chemical\*

#### COMMUNICATIONS EQUIPMENT

Cisco  
Harris

#### COMPUTER HARDWARE

Advantech  
Dell Technologies  
Fujitsu\*  
HP  
Lenovo  
Seagate Technologies

#### CONSUMER ELECTRONICS

Adobe  
Apple  
Bosch  
Byton Technology  
Canon  
Digilens  
Dimenco  
Dolby  
Dreamworld AR  
Fitbit  
Fujifilm  
Garmin  
GoPro  
Harman (Samsung)  
HTC  
Innolux  
Juniper Systems  
Konica Minolta  
Kopin  
LG Display\*  
Magic Leap  
Microsoft  
Motorola Solutions  
Nikon  
Oculus  
Panasonic  
Samsung Electronics  
Sharp  
SNAP  
Softbank  
Sony  
TCL  
Vestel  
Vivo  
Xiaomi

#### ELECTRONICS & ELECTRICAL EQUIPMENT

Altierre  
Aledia  
Arrow Electronics  
AUO\*  
Avnet  
BOE\*  
Cambridge Touch Technologies  
Daktronics  
Dawar Technologies

Eastman Kodak  
Elo Touch Solutions  
Flex Lighting  
Foxconn  
Glo-USA  
Gortek  
Hitachi  
Honeywell  
Idemitsu Kosan  
IDEX Biometrics  
Immersion Corp.  
Jabil Circuit  
JDI  
JCDcaux  
Kateeva  
Kyocera  
LG Electronics  
Luminet  
Mirrored Technologies  
Mitsubishi Electric  
Murata Electronics  
NEC  
Nissha  
NKK Switches  
Novatek Microelectronics  
Omnivision  
Omron  
Orbotech  
Pacific Goal Optonics  
Panavision  
Parade Technologies  
Photo Research Inc.  
PTC  
Raontech  
Robert Bosch  
Rockwell Automation  
San Technology  
Seagate Technology  
Sensel  
Sony Electronics  
Synaptics  
Tactus Technology  
Tianma\*  
Topcon Technologies  
Toshiba  
Visionox\*

#### ENTERTAINMENT

NBC Universal

NHK Japan Broadcasting  
Sony Pictures  
Stream TV  
Technicolor

#### HOUSEWARES

Delta Faucet

INDUSTRIAL  
General Electric  
Litemax Technologies  
Mitsubishi Diamond Industrial  
Omron  
Optofidelity  
Siemens  
Softbank Robotics  
Teledyne Controls

#### INTERNET SERVICES

Alphabet  
Alibaba  
Amazon  
Apple  
Facebook  
Google  
SNAP

#### LEISURE PRODUCTS

Johnson Outdoors

#### MATERIALS

3M\*  
Amorphyx  
Asahi Glass  
Corning\*  
Dai Nippon Printing  
Henkel  
Itochu Plastics  
Iwatani Corporation  
Kobe Steel  
Kolon Industries  
Lux Labs  
Merck KGaA  
Nippon Steel  
Nitto Denko  
Toray Industries\*  
Tredgar

#### MEDICAL EQUIPMENT

Auris Surgical Robotics  
Barco  
Baxter  
Carl Zeiss  
dpiX  
GE Healthcare  
Holo Surgical  
HOYA  
Intuitive Surgical  
Johnson Medtech  
NDS Surgical Imaging  
Stryker  
Topcon Medical Systems

#### SEMICONDUCTORS

AMAT  
AMD  
ARM  
Intel  
Microchip Technology  
NVIDIA  
Osram Opto  
PlayNtride  
Plessey Semiconductor  
Qualcomm  
Samsung Semiconductor  
Sapien Semiconductor  
Silicon Works  
Sony Semiconductor  
Texas Instruments  
Tokyo Electron  
Truly Semiconductors

#### TELECOMM EQUIPMENT

Huawei  
Nokia  
Softbank  
Verifone

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

Source: Display Week 19  
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

Moscone Center  
San Francisco, 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



Advanced Development Project Engineer	Display Module Engineer	Manager Packaging & Optics	Product Design Engineer
Advanced Display Lab Leader	Display Operations Engineering Manager	Manager System Design & Regulatory	Product Designer
Advanced Manufacturing Engineer	Display Optical engineer	Manager Visual Display Systems	Product Development Engineer
Advanced Scientist	Display Reliability Engineer	Manufacturing Engineer	Product Development Manager
Advanced Technology Engineer	Display Research Engineer	Manufacturing Process Engineer	Production Manager
Application Engineer	Display Silicon Architect	Materials Characterization Manager	Production Specialist
Application Engineering Manager	Display Supplier Quality Engineer	Materials Director	Program Director
Applications Engineer	Display Systems Tech Lead	Materials Engineer	Program Manager
Applications Manager	Display Technologist	Materials Research Scientist	Project Engineer
AR/VR Planner	Display Touch Architect	Materials Scientist	Project Leader
Cabin Control Simulation Engineering	Electrical Architect	Mechanical Design Manager	Project Manager
Chief Engineer	Electrical Engineer	Mechanical Engineer	R&D Director
Chief Research Engineer	Electrical Engineering Supervisor	Mechanical Engineering Team Leader	R&D Manager
Chief Researcher	Electronic Component Specialist	Micro Display Development Department	R&D Optical Engineer
Chief Technologist	Emerging Display Technologist	Micro-Printing Team Lead	R&D Project Manager
Chief of Technology Dev. Dept.	Engineering Manager	New Growth Program Manager	R&D Strategic Technology Director
Colloidal Scientist	Engineering Manager (Display Color Imaging)	New Technology Planning Director	Reliability Engineer
Commodity Manager	Engineering Program Manager	Optical Engineer	Research and Technology Manager
Computational Optics Engineer	Engineering Project Manager	Optical Laboratory Manager	Research Chemist I
CTO	Expert Display Systems	Optical Mechanical Technician	Research Engineer
Design Engineer	Expert Optics-Simulation	Optical Metrology Engineer	Research Fellow
Development Engineer	Display-Application	Optical Scientist	Research Lab Director
Device Scientist	Facilities & Lab Manager	Optics Design Engineer	Research Manager
Device Technologist	Fellow Engineer	Panel Process Engineer	Research Scientist
DFX Engineer	Field Application Engineer	Partner Optical Architect	Researcher Supervisor
Director Device	Fine Optronics Operations	Physicist	Software Architect
Director Device Fabrication & Testing	FPC Design Engineer	Platform Process Engineer	Software Development Manager
Director Engineering	Hardware Design Engineer	Principal Display Hardware Engineer	Software Engineer
Director Imaging Technologies	Hardware Development Engineer	Principal Algorithm Scientist	Solution Architect PM
Director Manufacturing	Hardware Display Engineer	Principal Design Engineer	Sr. Reliability Engineer
Director Touch Technology	Hardware Engineering Manager	Principal EE System Engineer	Sr. Applications Engineer
Director Product Development	Hardware Testing Engineer	Principal Emerging Display Technologist	Sr. Chemical Engineer
Director Product Innovation	HDR Imaging Scientist	Principal Engineer	Sr. Chemist
Director Product Management	Head of Digital Experience	Principal Engineer & Manager	Sr. Director Controls Engineering
Director Product Solutions	Head of Quality & Display	Principal Engineer Process Development	Sr. Display Architect
Director R&D	HUD and R&D Technical Adviser	Principal Optical Architekt	Sr. Display Engineer
Director Sensor & Thin Film Technologies	Human Factors Engineer	Principal Optical Engineer	Sr. Display Exploration Engineer
Director Technology Strategy and Partnerships	IC Design	Principal Product Designer	Sr. Display Quality Engineer
Director Touch Display Development	Image Quality Manager	Principal Research Manager	Sr. Electrical Engineer
Display & Optical Engineer	Image Scientist	Principal Researcher	Sr. Electrical Engineer - Displays
Display Design Validation	Lead Display Architect	Principal Scientist	Sr. Engineer - Media Technologies
Systems Engineer	Lead Mechanical Engineer	Principal Systems Engineer	Sr. Engineering Manager
Display Electro-Optics Engineer	Lead Optical Engineer	Print Process Development Engineer	Sr. FAE Manager
Display Engineer	Lead Quality Engineer Displays	Process Engineer	Sr. Fellow
Display Hardware Engineer	Lead System Architect	Process Technologist	Sr. Hardware Engineer
Display IP Planning	Manager Applications Engineering	Product Applications Engineer	Sr. HW Display Engineer
Display Metrology Engineer	Manager Display Engineering		Sr. Integration Engineer
	Manager Engineering		Sr. Lead EE
	Manager Hardware Development		Sr. Liquid Crystal Engineer
			Sr. Manager Display Ops Engineering
			Sr. Manager Production Control
			Sr. Manager System Engineering



Source: Display Week Registration Data 2019



# Meet Buyers with Purchase Power (cont.)

## Attendee Job Functions That "Strongly Influence" (Partial List)

Advanced Display Leader	Director Display Advance Sourcing Engineering	Engineering Manager	Manager Display Program Management	Quality Manager	Sr. Electronic Systems Engineer
Advanced Product Development Specialist	Director Display Development	EVP Global Supply Chain & Operation	Manager Display Technology	R&D Applications Lab Manager	Sr. Firmware Engineer
Applications Engineer	Director Display Integration	Exec VP	Manager Displays System Eng.	R&D Director	Sr. Manager of Purchasing
Applications Engineer Specialist	Director Display Operations	Executive Director	Manager Product Development	R&D Engineer	Sr. Manager Process Line and Operations
Applications Engineering Manager	Director Display Systems	Executive General Manager	Manager Supplier Development	R&D Manager	Sr. Manager, Display and Touch Hardware
Applied Vision Researcher	Director Electrical Engineering	Executive Managing Director	Manager Touch HW Engineering	R&D Senior Manager	Sr. Manager, Engineering
Architect R&D	Director Emerging Technologies	Executive Officer	Managing Executive Officer (CTO)	Reliability Engineer	Sr. Market Development Manager
Associate Engineering Manager	Director Emerging Technologies in Display	Executive Technology Officer	Materials Scientist	Reliability Engineering Manager	Sr. Mechanical Design Engineer
Business Development & Partnership Manager	Director Engineering	Executive Vice President	Mechanical Design Engineer	Research and Development Manager	Sr. Mechanical Engineer, Adv Headworn
Camera Architect	Director Engineering - Architecture	Expert Engineer	Mechanical Engineer	Research Director	Sr. Optical Metrology Engineer
CEO	Director Hardware R&D	Fellow, Product Technology Strategist	Mechanical Engineering Manager	Research Fellow	Sr. Panel Process Engineer
CEO/CTO	Director Innovation	General Manager	Mechatronics Specialist	Research Fellow Device Engineer	Sr. Process Development Engineer
CFO	Director Market Intelligence	General Manager Oled Materials Division	New Product Development Materials Engineer	Research Scientist	Sr. R&D Manager
Chairman	Director New Product Development	General Manager, Global Flexible Products	NPI Commodity Manager	Senior Chief Researcher	Sr. Reliability Engineer
Chairwoman	Director Operations	Glass Development Manager	Operations Program Manager	Senior Commodity Manager	Sr. Sourcing Engineer
Chief Display Scientist	Director Optical Engineering	Global Category Manager	Optical Architect	Senior Director of Engineering, AR/VR	Sr. Sourcing Manager
Chief Engineer	Director Process Analytics	Global Commercial Director	Optical Designer	Senior Director, Research & Scouting	Sr. Technology Manager
Chief Engineering Manager	Director Process Engineering	Global Commodity Manager	Optical Display Engineer	Senior Director, Technology Partnerships	Sr. Manager Product Development
Chief Executive Officer	Director Product Development	Global Commodity Manager for Display and Touch	Optical Engineer	Senior Display Architect	Strategic Development Director
Chief Operating Officer	Director Product Line Management	Global Procurement Director	Optical Group Lead	Senior Display Engineer	Strategic Procurement Manager
Chief Product Architect	Director Product Management	Global Sourcing Manager	Optical Scientist	Senior Display Mechanical Engineer	Strategic Purchasing MGR
Chief Product Officer	Director R&D	Global Supply Chain Manager	Photophysicist	Senior Embedded System Engineer	Supplier Innovation and Partnership Manager
Chief Research Engineer	Director R&D Center	Global Technical Director	Pres/CEO	Senior Expert - Touch Displays	Supplier Quality Engineer
Chief Researcher	Director R&D Chemistry	GM	President	Senior Expert Display Technologies	Supplier Quality Manager
Chief Scientist	Director Reliability	Group Leader	President / GM	Senior Fellow	Supplier Specialist
Chief Technical Officer	Director Software and Business Development	H/W Design Engineer	President & CEO	Senior Image Science Engineer	Supply Base Manager
Chief Technologist	Director Software and Support Development	Haptics and Sensing Research Engineer	President & CTO	Senior Manager for Application Eng	Supply Chain Management
Chief Technologist HMI	Director Strategic Business Development	Hardware Architect	President and CEO	Senior Material Researcher	Supply Chain Manager
Chief Technology Officer	Director Strategic Supply Relationships	Hardware Design Engineer	President and COO	Senior Material Scientist	SVP Product Development
CIO	Director Strategic Technology Innovation	Hardware Engineer	Principal Display Hardware Engineer	Senior Mechanical Design Engineer	SVP R&D
Co-Founder	Director Supply Chain	Hardware Manager - Display and Touch	Principal Electrical Design Engineer	Senior Polymer Scientist	SVP Technology
Co-Founder/CEO	Director Systems Engineering	Hardware Systems Engineer	Principal Electrical Engineer	Senior Principal Researcher	System Architect
Commercial Technology Manager	Director Technology	Head of Advanced OLED Research Division	Principal Engineer	Senior Principal RF Design Engineer	Team leader
Commodity Manager	Director Technology & Innovation Sourcing	Head of Automotive Market Development	Principal Engineer/Manager	Senior Process Engineer	Team Leader (Senior Manager)
Commodity Manager - Electronics	Director Technology Solutions	Head of Commodity Management	Principal Materials Integration Engineer	Senior Product Development Engineer	Tech Develop Research Manager
Commodity Manager Display Technology	Display Architect	Head of Display Engineering	Principal Mechanical Engineer	Senior Project Engineer	Tech Lead Manager
Computer Engineer	Display Division Manager	Head of Display Technology	Principal Optical Systems Architect	Senior Research Engineer	Technical Architect
COO	Display Engineer	Head of Electrical Engineering	Principal Product Design & Development	Senior Research Fellow	Technical Director
Corporate VP, Display, Thin Film Group	Display Engineering	Head of Global LC Product Development	Principal Research Engineer	Senior Research Scientist	Technical Engineering
Cost Savings Engineer	Display Lead	Head of Manufacturing	Principal Researcher	Senior Scientist	Technical Fellow - Displays
CPO	Display Manager	Head of Material	Principal Scientist	Senior System Architect	Technical Group Leader
CTO	Display Materials/Process Engineer	Head of Optics Sourcing	Principal Scientist, Advanced Materials	Senior Technical Manager	Technical Manager
CTO Display	Display Mechanical Quality Manager	Head of R&D	Principal Systems Architect	Senior Technologist	Technology Director
Department Head of Core Technology Center	Display Module DRI	Head of Research	Principal Systems Engineer	Sourcing Intelligence	Technology Sourcing Specialist
Deputy Chief Engineer	Display Operations Manager	Head of Technology Strategy	Principal Technologist	Sourcing Manager	Test Engineering Manager
Deputy Director	Display Optics	HMI Architect	Principle Engineer	Sr. Manager, Reliability Engineering	Touch TPM Manager
Deputy General Manager	Display Product Manager	Innovation & Scientific Development Manager	Principle Mechanical Engineer	Sr. Advisor to CEO & Golden-i Prog. Mgr.	Virtual Reality Design Specialist
Deputy manager	Display Quality Manager	Innovation Project Manager	Principle Product Developer	Sr. Architect/Manager	VP & Head of Global Procurement
Deputy-Head	Display Systems Architect	Integrations Lead	Process Engineering Manager	Sr. Buyer	VP and Chief Technical Officer
Design Engineer	Display Systems Engineer	Laser System Architect	Procurement Manager	Sr. Camera Architect	VP ASIC Engineering
Design Engineering Team Leader	Display Technologist	Lead Display and Photonics Engineer	Product Design Engineer	Sr. Commodity Manager	VP Display
Design Verification Engineer	Display Test Engineer	Lead Display Engineer	Product Development Engineer	Sr. Computer Graphics Engineer	VP Display Engineering
Developer Relations Manager	Displays and Touch Expert	Lead Engineer - Display Technologies	Product Engineer	Sr. Design Engineer	VP Engineering & Operations
Device Architect	Displays Specialist	Lead Hardware Engineer	Product Manager - Displays	Sr. Director Business Operations	VP Operations
Diamond Turning Lab Manager	Distinguished Engineer	Lead Optical R&D Engineer	Product Planning and Strategy	Sr. Director of Application Engineering	VP Optical Engineering
Dir. Bus Dev, New Markets & Alliances	Distinguished Optical Scientist	Lead Optics Scientist	Product Specialist LED	Sr. Director of Global Sales	VP Optics
Dir. Engineering	Distinguished Research Engineer	Lead Procurement Digital	Production Manager	Sr. Director Product Management	VP Product Development
Dir. of Operations	Electrical Design Engineer	Lead Researcher	Program Manager	Sr. Director, PMTS	VP R&D
Director iPhone & Watch Displays	Electrical Engineer Manager	Liquid Crystal R&D Engineer	Project Engineer Senior	Sr. Display Dev. Manager	VP Research & Development
Director Advance Manufacturing	Electrical Engineering Lead	Manager Display and Optics Engineering	Project Manager	Sr. Display DVE	VP Technology
Director Advanced Products	Electrical Product Architect		Purchasing	Sr. Display Engineer	VP/General Manager
Director Application Engineering	Electro Optical Engineer		Purchasing Manager	Sr. Display Hardware Engineer	VP/GM
Director Commodity Management	Engineering Department Manager		Purchasing Teamlead Display	Sr. Display Mechanical Engineer	
Director Concept Prototyping			Quality and Operations Manager	Sr. Electrical Engineer	
Director Consumer & Health Business			Quality Engineer		
Director Design and Development					
Director Device Formulation					

Source: Display Week Registration Data 2019

# Meet Buyers with Purchase Power (cont.)

## Attendee Job Functions That “Make the Final Decision” (Partial List)

CEO	CTO	Director Technical Standards	Lead Industrial Designer	R&D Director	Manager
CEO & Founder	CTO Executive VP	Engineering Director	Lead Systems Engineer	R&D Manager	Supply Base Manager
CEO & President	CTO & President	Engineering Manager	Manager Procurement	Senior Director of Engineering	SVP & CTO
CEO & CTO	CTO & EVP of Engineering	Engineering Project Manager	Managing Director	Senior Display Engineer	SVP Product
Chairman	CTO & Founder	Engineering Strategy Leader	Managing Executive Officer	Senior VP R&D	SVP GM
Chairman & CEO	CTO & Senior VP	EVP Display Solutions	Managing Partner	Senior VP Strategy	Technical Director
Chief Executive Officer	Deputy Department Manager	EVP Operations	Managing Technologist	Sourcing Program Manager	Technical Fellow
Chief Operating Officer	Deputy Managing Director	EVP Technology Development	Materials Manager	Sr. Director of R&D / QA	Vice General Manager
Chief Resercher	Deputy Senior General Manager	Executive Director	Mechanical Engineering Manager	Sr. Director Early Customer Engagement	Vision Systems Design
Chief Science Officer	Development Engineer	Executive Vice President	Microsystems Manager & Principal Scientist	Sr. Global Supply Manager	VP & CTO
Chief Scientist	Dir. of Military Sales	Fellow Engineer	Owner	Sr. Hardware Manager	VP AR
Chief Technical Officer	Dir. Product Development	Founder	President	Infotainment and Connectivity Engineering	VP Business Development
Chief Technologist	Director	Founder & CEO	President & CTO	Sr. Manager R&D Electrical Engineering	VP Engineering
Chief Vision Scientist	Director Global Supply Management	Founder & President, CTO	President Surface Protection	Sr. Manager Characterization and Adv. Technology	VP LIIDE
CIO	Director Engineering	General Manager	Principal Co-Founder	Sr. Manager Display HW	VP Marketing and Engineering
CMO	Director Operations	General Manager Vision Products	Principal Engineer	Sr. Manager Hardware Engineering	VP of Innovation
Co-Director & Co-Founder	Director Optical Engineering	GM	Principal Program Manager	Sr. Materials Engineer	VP of Technology
Co-founder and CEO	Director Product Management	Hardware Engineer	Principal Scientist	Sr. Project Engineer	VP Operations
Co-Founder/President & CTO	Director R&D	Hardware Lead	Principle Engineer	Sr. Technologist	VP Product Development
Cofounder	Director Research	Hardware Manager (Input Systems)	Product Design Engineer	Sr. VP & CTO	VP R&D
Commodity Manager	Director Technology	Head of Display Test Solutions	Production Supervisor	Staff Display Engineering	VP Science and Technology
COO	Director PMO	Head of Displays Sourcing	Program Manager		VP Technology Incubation
Corporate Buyer & Commodity Buyer	Director Product Line Manager	Innovation Manager			
CPO	Director R&D	Lab Manager			

Source: Display Week Registration Data 2019





# The Industry's Best and Brightest Come to Display Week to Learn What's Next

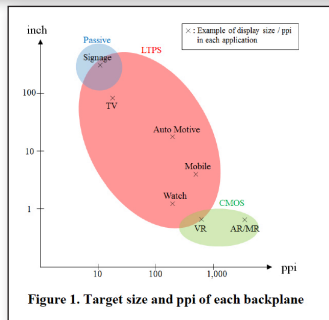
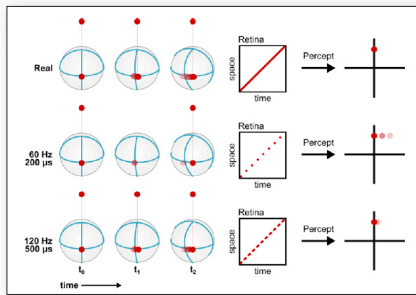


Figure 1. Target size and ppi of each backplane

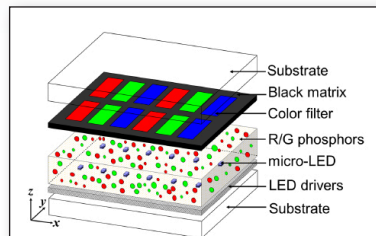


Figure 1. Schematic diagram for configuration of full-color micro-LED display: device A.

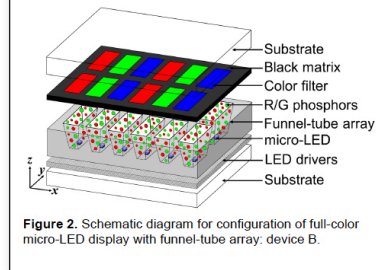
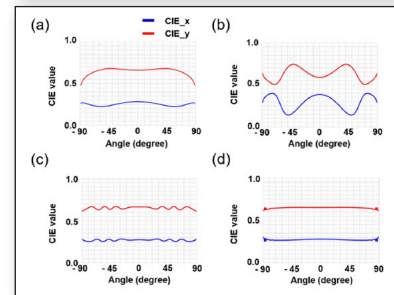
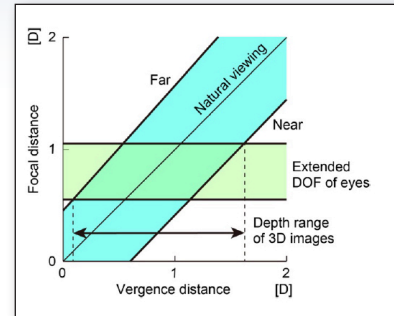


Figure 2. Schematic diagram for configuration of full-color micro-LED display with funnel-tube array: device B.



## The World-Renowned SID Technical Conference is Entirely NEW Each Year. Plus, Special NEW and Expanded Need-To-Know Topics for 2020.

### SPECIAL FORWARD-LOOKING SYMPOSIUM TOPICS FOR 2020

- AR/VR/MR
- Machine Learning for Displays
- Printed Electronic Displays

### NEW & EXPANDED TOPICS FOR 2020

- Advanced Optics
- Automotive, Avionic and Medical Displays
- Backplane Technology for MicroLED
- Camera Under Screen Optical Imaging
- Display Electronics for Foldable Displays
- Displays for IoT Solutions
- Display Testing for Calibration in Mass Production
- Display and Sensor Combinations
- Display Systems and Components
- Displays with Integrated Data Communications
- Electronic Papers
- Flexible Display Components
- Immersive Display Systems
- In-Air Gesture Displays

- Laser and Projection Lighting Systems
- Near-to-Eye Displays and Holography
- New Phosphor and Color Converting Materials
- Quantum-Dot Applications, Processing, Materials, Manufacturing
- Sensors Under Display Technologies and Electronics
- Smart Pixels, Displays and HISDs
- Use of LC Technologies in Sensing Applications



Review 2020 Call For Papers [Click HERE »](#)

# Exclusive Marketing Opportunities

## What's Included with Your Booth When You Register Today

### Pre-Show Marketing Support Opportunities (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, booth#, and registration link to invite your best customers and prospects to visit your booth for Free all three days of the show.
- **Show Website Exposure** with your company name, booth#, product description, address, and link to your company website.
- **Products on Display Listing** in the digital show issue of Information Display Magazine, distributed to all Display Week attendees.
- **Complimentary Listing** for your company in the Exhibit & Product Show Guide.
- **Mobile Show App Listing** on this popular, interactive connection tool, used by attendees and exhibitors before, during and after the show.
- **Innovation Zone Award (I-Zone) Best Prototype Award** for not-yet commercialized prototypes and proof of concepts from small companies, startups, university, government labs, or independent research labs. Plan now to submit your proposal to the I-Zone committee.



Holst Centre Wins Best Prototype Award 2109

- **People's Choice Awards Eligibility** for coveted industry wide media recognition voted on by attendees and exhibitors on Tuesday & Wednesday with their mobile app and announced at Thursday morning award presentations on the show floor.

#### Award Categories:

- **Best New Display Technology**  
(a panel, module, or finished product)
- **Best New Display Component**  
(this might be a film, glass, touch element, or other component)
- **Best Technology Demonstration**  
(the way the product or technology is shown on the floor)
- **Best Small Booth**
- **Best Medium Booth**
- **Best Large Booth**





# Exclusive Marketing Opportunities

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

- **Book a private meeting room** to conduct business right on the show floor. (Contact Sales)
- **Designated exhibit time in the Exhibit Hall** when there are no other concurrent events.
- **Scheduled Exhibitors Forum** speaking opportunity promoted to all attendees at Display Week.
- **Host a press conference** in the Display Week press room.
- **Post a pre-show press releases** to the Display Week website.
- **Opportunity to be listed or quoted** in Display Week press releases at Display Week.
- **Opportunity for discounted admission** to the SID Technical Symposium and Business Conferences. (Contact Sales)
- **Opportunity to book high visibility sponsorships** for competitive advantage. (Contact Sales)
- **Hard wall panels (8' rear wall, 3' side walls)**, and company sign for all linear booths.
- **Complimentary coffee and tea breaks** available on the show floor, every day of the show.
- **Hotel rooms secured at special show block rates.**
- **Hospitality assistance from the San Francisco Convention & Visitors Bureau.**



# SID Corporate Membership Has Its Benefits

## Become a SID Corporate Member and stay ahead of the technology curve



- SID membership provides access to the latest papers on display technology, keeping your company “in the know” for competitive advantage.
- Papers are available online, and in print format.
- Email alerts can be set up to notify your employees when new papers are available.
- Information Display magazine keeps both technical and non-technical staff abreast of market trends.
- SID Chapter meetings and webinars include relevant talks by those shaping the industry; many webinars are recorded for member availability.

## SID Corporate Member Visibility = Brand Strength



- Corporate Member logos and website links appear on SID.org, for increased visibility, prestige and search engine optimization.
- The Corporate Members list is published in Information Display magazine.
- Corporate member web links, and logos for silver and gold members, are included in several email blasts per year to roughly 30,000 display industry contacts.
- Silver members get a half page ad in Information Display magazine.
- Gold members get four half page ads in Information Display magazine.
- Gold members can embed video on sid.org, with the video link being included in the top of outbound email blasts.
- Silver and Gold member logos are included in the Display Week program.

Subscribe at  
[www.DisplayWeek.org](http://www.DisplayWeek.org)

## Optimized Display Week Presence



- Silver and Gold member logos are highlighted in the Display Week program.
- Corporate Members get points toward booth selection seniority at Display Week, enabling better locations on the show floor: 1 point for regular, 7 points for Silver, or 14 points for Gold corporate membership.
- Corporate Members get special Display Week booth rates.



# Why Exhibitors Believe Display Week is a “Must”

*“We find more customers at Display Week, who need our industrial and professional visual solutions.”*

– President, **Data Modul**, Hauppauge, NY

*“One of our largest opportunities of the year to showcase our display glass portfolio in a public setting.”*

– Marketing Communications Specialist, and Exhibits Manager, **Corning, Inc.**, Corning, NY

*“The biggest event we do in the Americas, because of its focus and attendees.”*

– Director Marketing, Sr. FAE Manager, **Tianma America, Inc.**, Santa Clara, CA

*“Our pivotal display industry show. All of our key customers are here. Being in the measurement space, we need to maintain our visibility to manufacturers and display technology that might need to be measured in the future.”*

– Creative Marketing Specialist, **Radiant Vision Systems**, Redmond, WA

*“One of the biggest most special exhibitions for LG Display to introduce our display products. The biggest advantage is industry experts from all industry sectors are here looking at technology.”*

– Manager/Public Relations Team, **LG Display**, Seoul, Korea

*“Our premier show of the year where we highlight our new technology.”*

– Director, Business & Marketing Strategy, **Eink**, Billerica, MA

*“Where we exhibit to show our new technologies and stay engaged with the future of the display industry.”*

– Manager, West Industrial Sales Division, **ThreeBond**, San Jose, CA



*“Where we meet many customers with a technical background to demo our latest display technologies, have insight discussions, and deep discussions about possible collaborations.”*

– Director, Principal Researcher Automotive Solution Business Unit, **AU Optronics Corporation**, Taiwan, R.O.C.

*“Where we promote our innovative film materials to display technology professionals from around the world interested in our market.”*

– CPI Business Team, **Kolon Industries**, Inc., Seoul, Korea

*“Where we connect with engineers looking for the advanced future technologies we show, and for the engineering community to discover our new applications.”*

– Senior Manager Sales & Marketing, **Nagase America Corporation**, Santa Clara, CA

*“One of the most professional and influential events for the global display industry, where we show our latest technologies, products and capabilities to customers, partners and the whole industry. Display Week is also a great platform to communicate with industry friends from all over the world.”*

– VP Global Branding and Marketing Organization, **BOE Technology Group Co., Ltd.**, Beijing, China

# Don't Miss Out in 2020 ~ Reserve Your Booth Today

If you miss Display Week 2020, you'll miss out and have to wait a full year to connect, conduct business, and commercialize with the major display market-movers-and-makers changing our world.

To Book Your Private, Secure Meeting Room On the Show Floor Contact Sales



## Go Beyond Your Booth Elevate Your Brand with a High-Impact Sponsorship

**Go beyond your booth with a powerful sponsorship.** Sponsorships help you build brand, visibility and industry influence, while you get your message delivered to the industry's key stakeholders and decision makers. Many sponsorships are exclusive, so contact your sales representative for the full **Display Week 2020 Sponsorship Brochure** today.

### Exhibit Space Pricing

Before Feb. 3, 2020

After Feb. 3, 2020

For corner booths add \$100/corner

### Cost/Sq. Ft

\$42

\$44

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Booth Sales & Sponsorships

**Jim Buckley**

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

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