

SID



# Virtual Display Week 2021

Where the World's  
Display Industry  
Connects

58th Annual  
International Display Week  
Virtual Symposium,  
Seminar & Exhibition

**May 17-21, 2021**

**EXHIBITOR PROSPECTUS**

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

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# Why You Should Exhibit at Virtual Display Week 2021

Display Week 2021, presented by the Society for Information Display (SID), is your company's most effective marketing channel because it provides direct access to a global audience, including display manufacturers, system integrators, and new, emerging businesses - all specifically focused on visual technologies across the entire supply chain.

“Display Week 2021, our second virtual event, will offer the exciting mix of new electronic display and visual information technology, market research, and education that exhibitors and attendees expect from our annual show. Although the past year has been challenging, the pace of innovation in our industry continues to be swift. The themes that Display Week will address draw from the new display ecosystem, in which human/display interaction has progressed to embrace increasingly wide concepts—beyond a person simply looking at a flat panel. In the new Internet of Things (IoT) era, the visual interface plays a significant role as a human-to-computer-to-sensor interface. This is why newly emerging display technologies, such as AR/VR/MR and light-field displays, have appeared and continue to evolve. Display Week will showcase the latest developments in these and other areas, with novel visual technologies, new form factors, and new applications emerging from all over the world.”

**Dr. Takatoshi Tsujimura**, President, SID

## Bringing What's New and What's Next to a Changing World

SID is dedicated to advancing electronic display and other visual information technologies from concept to market. The SID community includes innovators, technologists, scientists, device makers, designers, developers, researchers, system integrators, OEMs, ODMs, and value-add suppliers. Innovators and industry disruptors have always looked to SID for what's new and what's next.

Display Week itself has adapted and changed in order to serve the display community. Our first virtual event, Display Week 2020, received high marks in a time when many similar online efforts failed to measure up.

“In going virtual for the first time for Display Week 2020, we may have discovered a platform that provides a goldmine of learning opportunities for the display industry. For the first time in two decades, I did not have competing forces fighting for my time, or experience the guilt of missing out, and was able to spend most of my time on the exhibition floor and on business networking. I have a feeling that parts of this digital learning may be here to stay to provide a better platform for business engagement and exhibition.”

**Harit Doshi**, SID Conventions Chair:

**Our second virtual event has been enhanced to keep us all connected, productive, and well-informed. Read on to find out what Display Week 2021 has to offer!**

**We look forward to welcoming your company to the 58th Annual Display Week International Symposium, Seminar, and Exhibition.**

# Advantages of Virtual Display Week 2021

Display Week 2021 is a multifaceted virtual event that will bring together thousands of industry innovators, decision-makers, sellers, and buyers. We're ushering in a new era of communicating and connecting, expanding our reach and setting the standard for exhibitions within the visual display community.

Despite the obvious differences between on-site and online events, a virtual show offers many advantages for both exhibitors and attendees.

## Exhibitor Benefit Highlights

- One-to-one live video chat
- New designs for digital booths
- Tracking and analytics
  - Activity-based metrics
  - Time-based metrics
  - Location-based click-through reporting
- The return of the People's Choice Awards, reimagined for a virtual environment and optimized for increased exhibitor/attendee interaction
- Virtual awards events with sponsorship opportunities, including the most prestigious display product recognition program in the world, the Display Industry Awards
- Additional sponsorship and branding options

## Save Time and Money

Costs for designing and building a physical exhibit space, as well as for on-site staff, food, beverages, travel, and hotels, quickly add up. Hosting an online booth at Display Week 2021 allows you to

- Reduce costs
- Create more flexible staffing hours to accommodate a global audience
- Give attendees access to you/your products 24/7
- Communicate with attendees through a variety of channels at their convenience (during and after the event)

## Attract Qualified Attendees

Purchasers and decision-makers may not have time to travel to and attend a multi-day, on-site event—but most would be interested and curious to see the latest technology, applications and products that will help their businesses succeed. A virtual exhibition gives busy professionals the flexibility to find what they need at their convenience—right from their laptop or even their phone.

## Lead Generation from a Global Audience

Display Week 2021 registrants across the globe who visit your booth can be added to your company's CRM, mailing lists and other software platforms for lead generation in the future.



Advanced tracking features will help you zero in on attendee details to turn prospects into customers.

## Expanded Attendance

Display Week 2020, our first virtual event, attracted more than 5,000 attendees and we expect to attract an expanded global audience in 2021. Additionally, Display Week 2021 will be available online until September 2021, providing increased exposure to a worldwide audience for many months.

## Environmentally Friendly

The online migration of conferences has benefited the environment by reducing the carbon footprint of such events. Virtual conferences also eliminate the need for brochures or any material that wastes paper, as the needed information is readily available online.

# OUR CONTENT- PACKED 2021 LINEUP

## A Technical Program with Staying Power

Display Week's legendary technical program includes short courses, seminars and hundreds of symposium papers. Following the popular format of 2020, Display Week's 2021 online platform allows attendees to view content at their leisure: No more scheduling conflicts!

“ I am really pleased with how well the virtual symposium worked for me. I did not have expectations that the lectures could be so good.”

**Larry Weber, SID Past President and 2020 Attendee**

The Display Week 2021 Technical Symposium will place emphasis on four special topics of interest to address rapid growth in the following areas:

- AR/VR/MR (Augmented Reality/Virtual Reality/Mixed Reality)
- Machine Learning for Displays
- HDR (High-Dynamic Range) Displays
- IoT (Internet of Things) Displays

Core technical areas include:

- Active-Matrix Devices
- Applied Vision/Human Factors
- Automotive/Vehicular Displays and HMI Technologies
- Display Electronics
- Display Manufacturing
- Display Measurement
- Display Systems
- Emerging Technologies and Applications
- Emissive, MicroLED, and Quantum-Dot Displays
- Flexible Displays and E-Paper
- Interactive Displays and Systems
- Liquid-Crystal Technology
- Organic Light-Emitting Diodes

## I-Zone: Innovations of Today and Tomorrow



2021 marks the 10th anniversary of Display Week's Innovation Zone (I-Zone). The I-Zone was created to showcase never-before-seen display technology and – over the past decade – has become one of the must-see events at the annual show.

I-Zone provides a special exhibit area for technology prototypes, proofs of concept, and new products from startups and universities that have been on the market no more than six months prior to Display Week.

## SID/DSCC Business Conference

Organized in conjunction with Display Supply Chain Consultants (DSCC), the SID business conference takes a supply chain approach to addressing the display market outlook with executives from panel suppliers, brands, equipment suppliers, materials manufacturers, industry analysts, and financial analysts.

“ The SID Business Conference is the display industry's oldest, single largest and longest running business conference. It provides the best view of the future of the display business due to all the prestigious financial analysts, market analysts and display industry executives participating. It is also the place where numerous new entrants have signed their first joint development agreements, commercial deals or secured start-up funding. The SID Business Conference plays a critical role for all participants in the display industry supply chain enabling participants to see where each market segment and display technology is headed and to plan appropriately. It is a must-attend event.”

**Ross Young, Founder and CEO, DSCC**



# WHO CAN YOU EXPECT AT DISPLAY WEEK 2021?

## Buyers Will Be Looking for You at Display Week to:

- See and obtain information on new products, emerging technologies, and solutions to challenges
- Meet with current suppliers
- Find new suppliers
- Compare various alternatives (performance/specs/costs)
- Research suppliers that might satisfy their needs
- Identify specific needs for new or different technology

“Source: Display Week Attendee Survey 2020”

## Connect with Thousands of Professionals Who Have Purchasing Power

**The No. 1 reason people come to Display Week is to obtain information about new products, emerging technologies and solutions.**

- Nearly 40% of attendees make purchase recommendations
- Approximately 20% of attendees are final decision-makers
- 51% of attendees agreed that their attendance would influence their evaluation, recommendation, or purchasing of products/technologies/services over the next 12 months

“Source: Display Week Attendee Survey 2020”

# Display Week 2021 Has Your Needs Covered

SID's Display Week lets you 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 and end users from market-leading public and private companies from around the world, and all major industry sectors.

## Target Audience Demographics

Attendees come from hundreds of small, midsize, and Fortune 1000 companies.

### NO. OF EMPLOYEES WORLDWIDE

### PERCENTAGE

2,500 or more	45.41%
Fewer than 20	19.85%
20 - 99	11.91%
500 - 999	7.44%
100 - 249	6.20%
250 - 499	4.96%
1,000 - 2,499	4.22%

# EXHIBIT PACKAGES

## Display Week 21, May 17-21, 2021 Booth Package Options

Benefits / Features	Premium	Superior	Presenting	Basic
Screens in Virtual Booth – Each screen will have unlimited unique digital asset files (may be video, images, text, content, multimedia). Each file can be a maximum 2 GB.	Fully customizable	3	2	1
Virtual booth fully customizable	Yes	No	No	No
Booth background color options	PSD files provided for full customization	3	2	1
Products/Technology shown in DW21 booth to be highlighted on a dedicated webpage/microsite whose location will be shared with all attendees in all pre-show marketing (excellent exposure for exhibitors).	Yes	No	No	No
Links to partner exhibitors	Yes	No	No	No
Complimentary Symposium or Short Course+Seminar registration (a valid regular SID membership is required)	20	10	5	3
Symposium and/or Poster Presentation Sponsorships - exhibitor's logo placed on specific presentations chosen by exhibitor. Logo links to exhibitor's booth. Presentation analytics will be emailed after the conference.	10	4	2	1
Logo added to your Products on Display listing deadline March 26th	Yes	No	No	No
Products on Display listing in Information Display Magazine submission deadline March 26th	Yes	Yes	Yes	Yes
Exhibitors' Forum Presentation (15-minute max) - you can provide a corporate presentation that will be shown as part of the symposium schedule in the same manner as a technical presentation. Presentation analytics emailed after the conference. Abstract deadline March 26th	Yes	Yes	Yes	Yes

Benefits / Features	Premium	Superior	Presenting	Basic
Company logo added to your Exhibitors' Forum Presentation	Yes	Yes	Yes	Yes
Welcome video on first entry	Yes	Yes	Yes	Yes
Adding product category keywords next to booths in exhibit-hall view	Yes	Yes	Yes	Yes
Private Video Chat	Yes	Yes	Yes	Yes
Private chat rooms -real time chat via text	Yes	Yes	Yes	Yes
Public chat room—real time chat via text	Yes	Yes	Yes	Yes
External website—link to your company website direct from your booth	Yes	Yes	Yes	Yes
Social links – no limit to number of links (i.e. Twitter, Facebook, etc.)	Exhibitor's choice	Exhibitor's choice	Exhibitor's choice	Exhibitor's choice
Company name searchable	Yes	Yes	Yes	Yes
Attendee name searchable	Yes	Yes	Yes	Yes
Analytics of attendees visiting your booth. Available at any time throughout the conference and until September 17, 2021	Yes	Yes	Yes	Yes
Provide analytics of attendees (name, company, job position, e-mail, and tech topics of INTEREST) visiting your booth. Full attendee info for your visitors will be available.	Yes	Yes	Yes	Yes
Provide press release materials to Press Room. Include analytics of press/media attendees (name, e-mail) who view the releases.	Yes	Yes	Yes	Yes

## Build Your Brand and Expand Your Customer Base

Our exhibition packages and sponsorship opportunities 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 sensors designed to advance electronic displays and visual information technologies.

## SPONSORSHIP AND BRANDING OPPORTUNITIES

Display Week offers a wide range of sponsorship and branding opportunities in many price ranges.

To find out more, contact [schung@sid.org](mailto:schung@sid.org) or [kiran@sid.org](mailto:kiran@sid.org)

# Exhibitors Speak Out About Display Week

“Year after year, Display Week represents a top opportunity to introduce our full range of products, solutions, and capabilities to partners and customers. The 2020 virtual show enabled our company to maintain valuable connections and visibility in the display community, not only with our virtual booth, but with a variety of business opportunities that included new synergies with the technical program. This was an outstanding chance to connect with the rest of the display community during challenging times, and we are eagerly anticipating Display Week 2021.”

**Feng (Philip) Yuan**, Vice President, BOE  
Display Week 2020

“Display Week 2020 and its virtual format absolutely worked for us; we showcased our OTFT technology that enables flexible OLED, color e-Paper, and mini-LED backlights to the whole world.”

**Ian Jenks**, Chairman and CEO, SmartKem, Ltd.  
Display Week 2020 I-Zone

“Even in a virtual conference environment, Display Week lets us reach the brightest display minds in the world to showcase Looking Glass Factory's one-of-a-kind holographic displays.”

**Shawn Frayne**, Co-Founder and CEO, Looking Glass Factory

## Exhibitor Support

SID is dedicated to giving Display Week 2021 exhibitors the best possible return on investment at this year's virtual exhibition. From assisting you in driving traffic to your booth to providing exclusive value-added opportunities, we offer a variety of tools and services to help ensure your success!

- Comprehensive training to help you set up your virtual booth (including webinars and videos)
- Use of the Display Week 2021 logo to promote your participation and show presence
- Ready-made graphics you can use to promote the show and encourage prospects to visit your booth
- Press exposure through Display Week's global publicity efforts; virtual press room to host your company's materials, videos and other information, and more
- Eligibility for the People's Choice Awards
- Opportunity to highlight an outstanding product in the
- Products on Display section of the special show edition of Information Display magazine
- Exhibitor's Forum, an opportunity for exhibitors to present technical, product, and company information to attendees
- Tracking and analytics

## Contacts

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## Important Dates

**Display Week 2021**  
**May 17-21, 2021**

**Online content available through:**  
**September 17, 2021**

A man wearing a VR headset is shown in a futuristic, neon-lit environment. The background features vertical light streaks in shades of purple and blue. The man is wearing a dark jacket and is gesturing with his hands as if interacting with a virtual world. The overall aesthetic is high-tech and immersive.

# **DON'T MISS OUT IN 2021!**

**Reserve your booth  
today!**

Display Week 2021 is expected to draw a huge audience of display industry professionals—movers and shakers and industry disruptors. This must-attend virtual event will showcase the latest technologies, products and capabilities to a vast global audience of customers, partners, and thought leaders. Miss out and you'll have to wait a full year to connect, conduct business, and commercialize with the major display market innovators changing our world.