



May 18-23, 2008
Los Angeles Convention Center
Los Angeles, California, USA
www.sid2008.org








Sponsorship Opportunities

Is your company a major player in the information-display industry? Want to get the word out? The premier way to promote your brand is to become an official sponsor at Display Week 2008. Myriad sponsorship opportunities are available, and can be tailored to fit your specific needs.

Sponsorship 5-Star Point System

Once again in 2008, SID will recognize its top sponsors with special designations of 1-5 stars. Every dollar spent will earn your company points toward a higher level of recognition. The Star levels are as follows:

Amount Spent	Star Level
\$50,000+	 5 Stars
\$25,000 - \$49,999	 4 Stars
\$15,000 - \$24,999	 3 Stars
\$5,000 - \$14,999	 2 Stars
\$2,500 - \$4,999	 1 Star

Display Week Elite Sponsorship - \$20,000

The most comprehensive sponsorship at Display Week 2008, the Display Week Elite Sponsorship allows you to promote your company across multiple platforms, both before the event and during the show in Los Angeles. By becoming a Display Week 2008 Elite Sponsor, you will ensure that your brand will be intricately linked to Display Week 2008, the premier annual display-technology event in the world. For the price of \$20,000, your brand will receive an unparalleled level of promotional coverage, including:

- Full-page advertisement in Official Display Week 2008 Exhibit Guide
- One Complimentary 10x10 Booth
- Company Logo appears on all Primary Banners
- Company Logo on "run of site" of Official Display Week 2008 Web Site
- 1 Complimentary Symposium Conference Registration
- Custom notepad & pen with your company logo/name in each technical-session attendee's tote bag

To learn more about becoming an official Display Week 2008, contact:
Danielle Rocco, Exhibit Manager
Danielle@sid.org or (212) 460-8090 ext. 218



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New for 2008

Main Staircase Logo Placement – Call for Pricing

Throughout Display Week 2008, every attendee will have to use the main staircase at the Los Angeles Convention Center to go to and from the exhibition hall, making the stairs one of the most valuable pieces of real estate throughout the conference. This is a terrific opportunity to promote your brand by having your logo superimposed on the staircase so that everyone at Display Week 2008 will be looking at it several times a day. Those who attended Display Week 2006 in San Francisco remember how prominent and effective this sponsorship can be. Exclusive sponsorships are available for the left and right staircases—only 2 sponsorships available, so act today!

Outdoor Column Logo Wrap - \$4,500 per Column

As attendees arrive each day, make sure your brand is the first thing they see by having your logo wrapped around the exterior columns that flank the entrance of the Los Angeles Convention Center. These prominent placements will also be recognized as attendees head outside for breaks to enjoy the beautiful Southern California weather. There are 5 columns available, so be sure to act quickly.

Entrance-Area Window Clings - \$3,600 per Window

Along the same lines as the Column Logo Wrap, the window clings will display your corporate identity in the window spaces at the entrance area to the convention center throughout Display Week—a very effective location. There are 2 windows available.

Logo Floor Stickers – Call for Pricing

Place your logo on floor stickers that can be sited throughout the convention center, including the top and bottom of all staircases and escalators. This is a cost-effective way to get great coverage throughout Display Week.

Café Table Logo Placements – Call for Pricing

Have your corporate brand displayed throughout the convention center atop the many tables at the myriad cafes and dining spots throughout the facility.

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**Display
Week 2008**
The SID International Symposium,
Seminar & Exhibition

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SID Society for Information Display



Sponsorship Opportunities

Returning Sponsorship Opportunities

Media Breakfasts/Lunches - \$5,000/\$7,500

The old saying "The way to a man's heart is through his stomach" is doubly apropos for the media. The 200-plus members of the international media expected at Display Week 2008 will be scrambling to cover the show, but media members always take time to eat, especially if food is provided to them for free. Your company can get its message out to a captive media audience by sponsoring one of the media breakfasts or lunches at Display Week 2008. During the function, your company can make presentations regarding new products or anything you wish to discuss with the media. We will help you promote your sponsorship of media meals via our media distribution list. Breakfast sponsorships are available Wednesday and Thursday, May 21-22, while lunch sponsorships are available Tuesday, Wednesday and Thursday, May 20, 21 and 22. Please note: Attendance is limited.

Exhibit Guide Belly Band - \$4,000

Take advantage of this opportunity to expose your brand to all SID attendees as they head into the Display Week 2008 exhibition. A belly band with your corporate identity will be wrapped around the outside of the official Display Week 2008 Exhibit Guide, meaning that anyone who picks one up will instantly read about your company. This is a one-time opportunity so don't delay!

Hotel Room Drop - \$2,600

When attendees arrive at Display Week 2008, they are inundated with materials. Your company can rise above the clutter by participating in the Hotel Room Drop, ensuring that your promotional literature gets delivered to attendees before they arrive at the convention center. Your company's material will be delivered directly to each room in the SID room blocks in the official hotels for Display Week 2008. This \$2,600 fee is per piece of material, and does not include hotel charges.

SID Los Angeles Map - \$2,500

Advertise your company on the resource that all attendees will reference constantly throughout Display Week, whether they are in the exhibit hall or out seeing the Hollywood sights. This attractive, professionally designed map features the official layout of the exhibition hall on one side, and a map of Los Angeles on the other, with advertising opportunities on each side. This is a resource that Display Week 2008 attendees will refer to again and again, meaning that your return on investment for this sponsorship will be sky high! Contact us for a sample of the map.

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Refreshment Break - \$2,700

Our popular morning and afternoon refreshment breaks inside the exhibit hall will take place Tuesday, Wednesday and Thursday. Posters will identify your company as a sponsor during your designated break, as will an announcement over the public-address system throughout the Exhibit Hall. For a nominal fee, you can add various promotional items to decorate your sponsored break and further promote your brand. The opportunity to select which break you want to sponsor will be determined on a first-come, first-serve basis, so book this great sponsorship opportunity now!

Display Week 2008 Tote Bag Novelty Item - \$1,500

To ensure that your corporate identity has staying power, sponsor a novelty item that will be placed in the Official Display Week 2008 Tote Bag. The Tote Bag will be distributed to every person who attends the technical sessions, so calendars, pens, key chains or any other item with your logo on it will keep your brand name at the fingertips of the 3,500+ expected attendees at the technical sessions. You may supply your own product, or we can produce the item for you. (NOTE: The \$1,500 fee does not include production of the novelty items.)

Your Suggestions

We are open to hear your suggestions for potential sponsorships at Display Week 2008. We want to help your company achieve optimal exposure to both attendees and other exhibitors. Please feel free to contact us with your ideas.

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