

International Display Technology Exhibition

9 See Display Trend

-  **Date:**
April 1st-3rd afternoon 2024 (2.5 days)
-  **Venue:**
Hall 3, Binhu Hefei International Convention and Exhibition Center
-  **Address:**
No.3899, Jinxiu Avenue, Baohe District,
Hefei City, Anhui Province



A Letter to Exhibitors

Dear Exhibitors,

Welcome to the ICDT 2024 exhibition, which will be held in , Binhu Hefei International Convention and Exhibition Center from April 1 to 3. ICDT Display Technology Exhibition, held with International Conference on Display Technology (ICDT), is an excellent venue where global display companies showcase hot display technology, promote display applications, stay ahead with display trends, explore potential customers, expand overseas market, and communicate with end-users. As one of the highlights in ICDT, ICDT Exhibition attracts the whole display industry players, including material, equipment, panel manufactures, and system integrator enterprises. It can satisfy different demands, like looking for upstream resources, panels, and downstream system integrators, reducing the cost of communicating with technical experts and enhancing brand image. It is hoped to promote technical exchanges and enhance market cooperation among display industry practitioners all over the world through ICDT Exhibition.

As one of the most important international conferences sponsored by SID outside the United States, ICDT attracted over 1000 display professionals around the world, of which there were 20%-30% overseas attendees. ICDT has become the annual international display conference. ICDT 2024 Exhibition will last two and a half days, with a planned area of 10,000 square meters, and 3,000+ professional visitors anticipate to see the exhibition. There will be four special areas and five events in the exhibition hall, including exclusive display booths (customized booth & standard booth), I-zone, SID China Display Industry Award Exhibition Zone, Exhibitor Technology Forum and, ICDT Exhibitor Global Outreach Platform, New Technology & New Product Launch Event, Roadshow of Innovation Projects, CDIA Award Ceremony.

We'd like to invite you to showcase your company's display technology and products in our exhibition. You will enjoy heartfelt, considerate, and professional exhibition service from the ICDT organizing committee. At the same time, the ICDT exhibition will offer unparalleled opportunities to our exhibitors besides seeing and being seen. You can also vote on-site, witness who will be the CDIA winner, get access to visionary keynote speeches, the world-renowned international technical symposium and business conference at a discount price, have the chance to discuss face-to-face with top experts, and gain valuable insights from industry icons in VIP banquet.

We are looking forward to your presence at the ICDT Display Technology Exhibition. If you are interested in further enhancing your company's international awareness, welcome to be the ICDT 2024 sponsor. If you are a corporate member of the SID Beijing Chapter, you will benefit from substantially lower exhibition fees at ICDT Exhibition.

Best regards,

ICDT Organizing Committee



The largest international display industry event with the highest specifications in China

ICDT Display Technology Exhibition, held during International Conference on Display Technology (ICDT), is an excellent venue where display companies all around the world showcase hot display technology, promote display applications, stay ahead with display trends, explore potential customers, expand overseas market, and communicate with end-users. As one of the highlights in ICDT, ICDT Exhibition attracts the whole display industry players, including material, equipment, panel manufactures, and system integrator enterprises.

10,000m²

Exhibition area

3000+

Viewers

130+

**Universities
& institutions**

350+

**Enterprises
& companies**

64+

Symposia

650+

Talks

17

Technical files

To be Seen

ICDT provides your company an unparalleled marketing opportunity to get before more than 1000 display professionals from world-leading companies and end-users across the value chain.

Four Special Areas

- a. Exclusive display booth (Customized booth & standard booth)
- b. I-zone
- c. SID China Display Industry Award (CDIA) Exhibition Zone
- d. Exhibitor Promotion and Exhibitor Technology Forum

Five Activities

- a. ICDT Exhibitor Global Outreach Platform
- b. Exhibitor On-site Technology Forum
- c. New Technology & New Product Launch Event
- d. Roadshow of Innovation Projects
- e. CDIA Award Ceremony

What do we have in ICDT exhibition?



Professional procurement platform

Exhibits including materials, components, chips, equipment, panels to system integrators and terminal products.



Cutting-edge display technology

Get a quick insights of next-generation display technologies and applications, innovations and novel products, and latest trends of display industry development.



Display industry awards

Enhance the influence of your technology or products through being a CDIA winner. There are six award categories: Display of the Year, Display Application of the Year, and Display Component of the Year. Innovation Display of the Year, Innovation Display Application of the Year, and Innovation Display Component of the Year.



Visitors across whole display value chain

Visitors specializing in corporate management, purchasing, design, R&D, engineering, technology, manufacturing, sales & marketing, project management and quality control.



High level international conference

Display elites all around the world gather at the ICDT featuring with 17 technical fields, 9 popular technical topics, 50+ symposia and 400+ talks.



Rich activities in Exhibition

4 exhibition areas and 5 on-site activities elaborately planned in the ICDT exhibition.

What can you show in ICDT exhibition?



Display Material

Substrate glass, Wet chemical material, Liquid crystal material, OLED material, Quantum dot, Polarizer, Color filter, optical thin film, Backlight module, Driver IC, Target material, Glass cover-plate, Printing ink, Optically clear adhesive, Conductive silver paste, Clean material, Connector, Membrane material and so on.



Display screen

LCD displays, PMOLED displays, AMOLED displays, Micro-LED display, Mini-LED displays, e-paper, Laser display, Flexible display, Holographic display, 3D display, Microdisplays and so on.



Manufacturing equipment

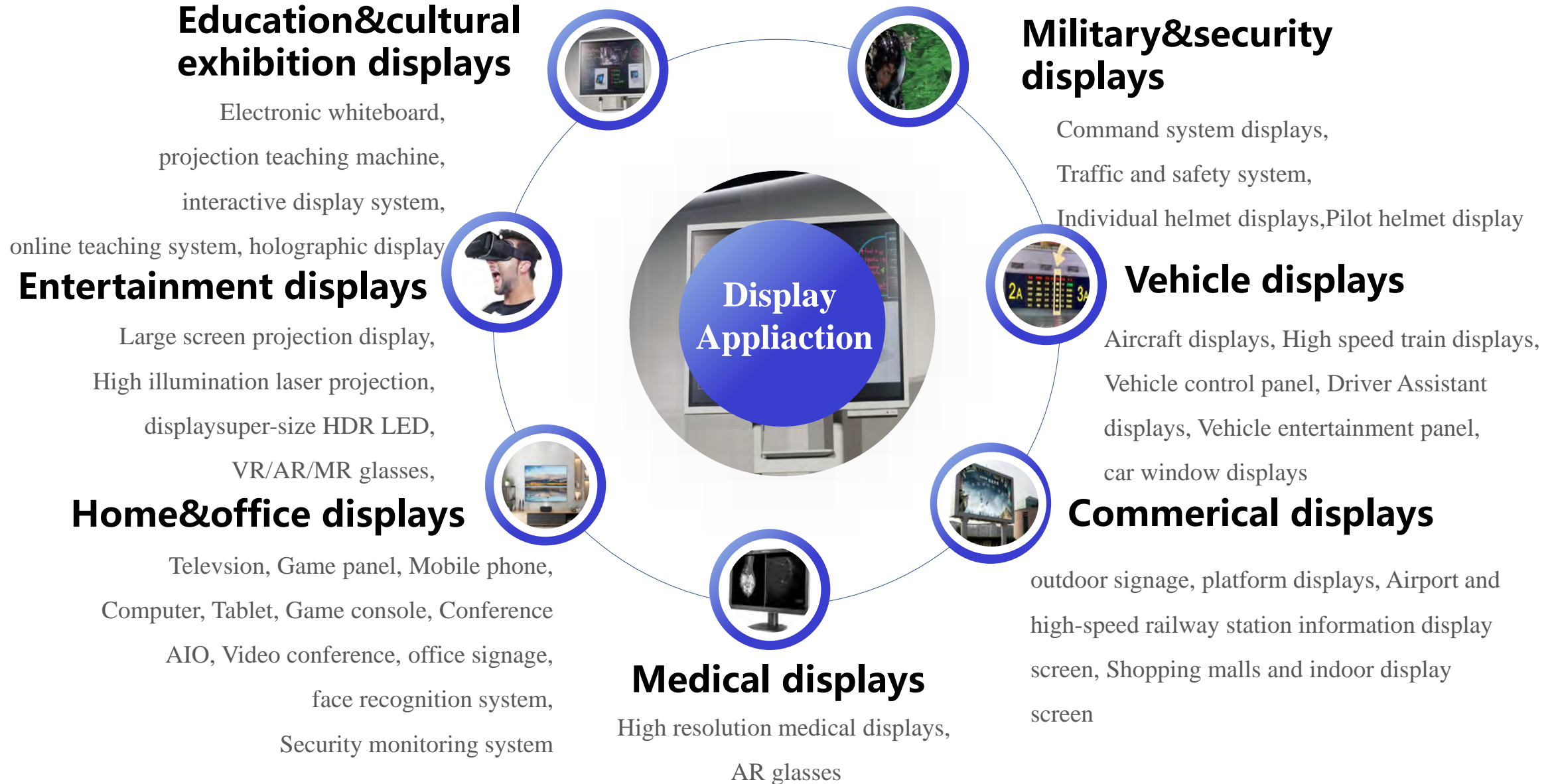
Exposure machine, Developing apparatus, Etching machine, Clean equipment, Laminating machine, Repairing facilities, PI curing Machine, Directional friction equipment, Perfusion/sealing machine, Inkjet printer, Cutting equipment, evaporation equipment, Bonding device, Laser gear, Test instrument, Packing equipment, Mass transfer equipment etc.



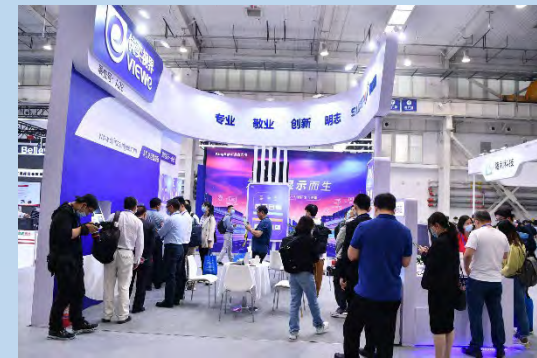
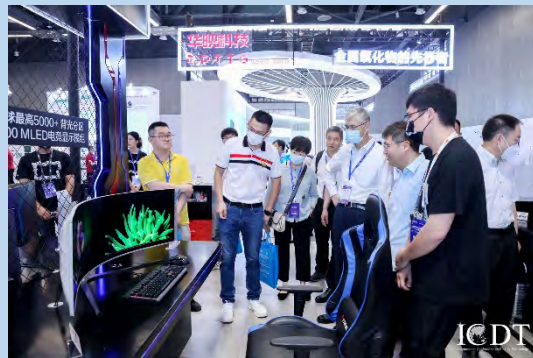
Display application

Education and cultural exhibition, Entertainment, Home and office, Medical, Commercial display, Vehicle display, Military and security applications. For details, please go to the next.

Display Application

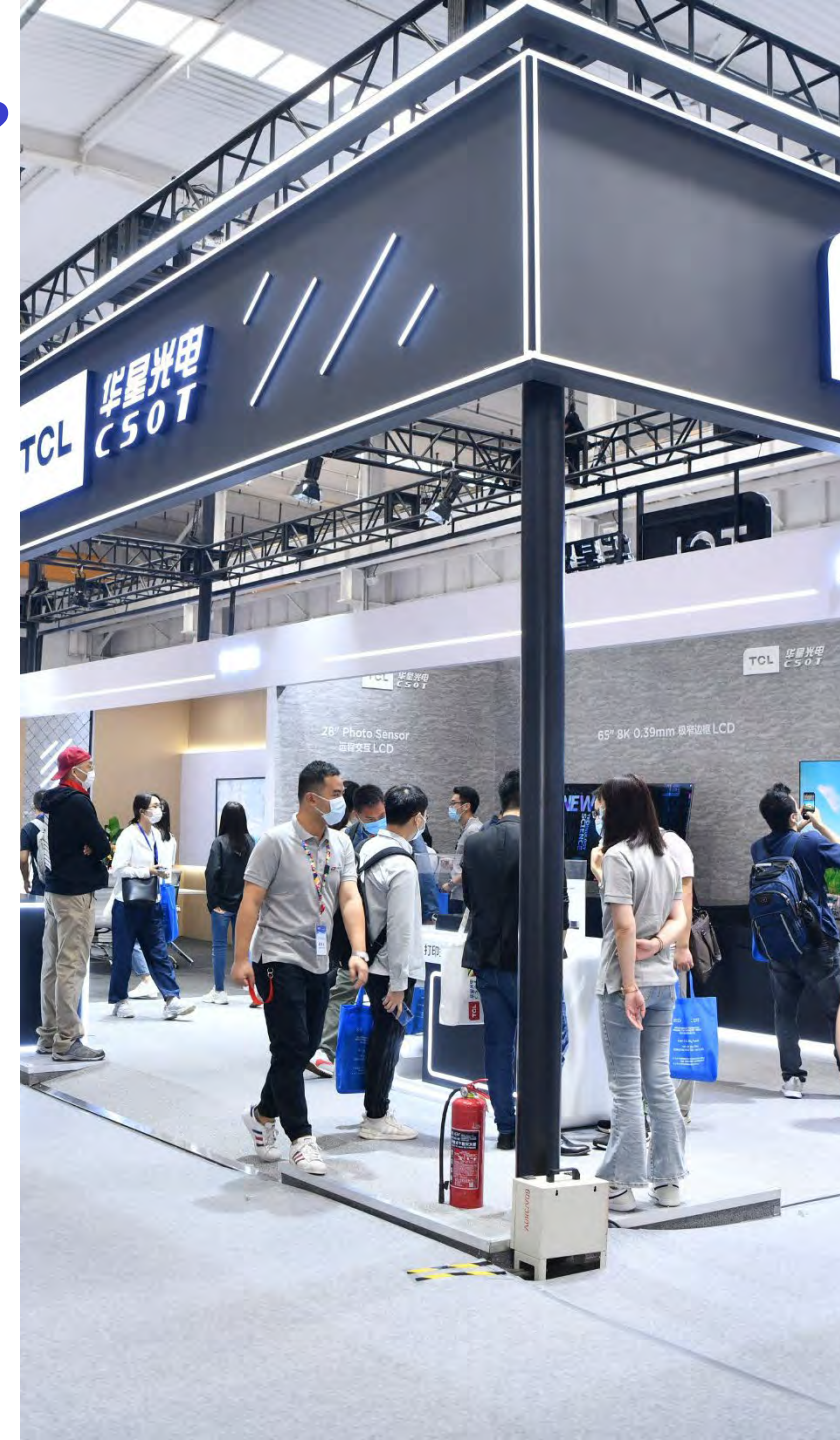


Splendid moments of previous ICDT exhibition



What are Benefits of Becoming ICDT Exhibitors?

- ✧ Your company shall enjoy the privilege to send out VIP exhibition invitations to your (potential) customers so that they can visit your booth.
- ✧ Enhance your company's exposure and public awareness by publishing your company's profile and product introduction in the ICDT 2024 conference brochure which will be sent out to every attendee.
- ✧ Your company's name, booth number, and company profile showed on the exhibition web page of the ICDT official website.
- ✧ Your company's website will be linked to your company's exhibition information on ICDT official website.
- ✧ Allowed to use the ICDT logo in your ICDT related marketing and exhibition promotion.
- ✧ Enjoy opportunities to be seen on SID China social media platform.
- ✧ Complimentary tea breaks are available in the exhibition hall every day.
- ✧ Provide 9m² standard exhibition booth or a multiple of 9m² exhibition booth
- ✧ In the exhibition area, exhibitors can use the exhibitor promotion stage* to publicize their products to consumers or hold a new product launch conference, 5-10 minutes free of charge. The publicity time is subject to the schedule arranged by the organizing committee.
- ✧ Meet your products' end-users and expand your customer base.
- ✧ *Free use of the Exhibitor Promotion stage according to the order of registration.



Pre-Exhibition



- We conduct a comprehensive publicity campaign designed to drive traffic to the ICDDT Exhibition through the WeChat public platform, public relations, Web page, and e-mail blast.
- Please send an e-mail about your pre-exhibition promotional materials to ICDDT staff so that we can assist you in outbound publicity efforts.
- Based on the promotion materials your company gives us, we will create an exclusive promotion for your company's exhibiting at ICDDT on our social media platform.
- Show your company's name, booth number, and company profile on the exhibition web page of the ICDDT official website.
- Your company's website will be linked to your company's exhibition information on ICDDT official website.
- Your company can use the ICDDT logo in your ICDDT related marketing and exhibition promotion.

We are dedicated to giving ICDDT exhibitors the best possible return on investment at the ICDDT Exhibition. From assisting you in driving traffic to your booth, to providing exclusive value-added opportunities and services, we will make efforts to ensure the success of your exhibit.



During the Exhibition

Complimentary

Enjoy one complimentary VIP banquet ticket (the evening of April 1), a good chance to enlarge your circle of contacts.

To be ICDT Sponsor

By becoming the ICDT official sponsor, your company's brand will hover in the mind of all the attendees for a long time after the conference ends. Sponsorship programs of various budgets are available, like badge lanyards, tote bags, the conference souvenir to name a few. In addition, we can work with your company to customize a sponsor scheme to achieve maximum exposure and impact.

Brand Promotion

Publish your company's profile and product introduction free of charge in the ICDT 2024 conference brochure which will be sent out to every attendee.



**Benefits
for
Exhibitors**

During the Exhibition

Conference discount

Free access to ICDT plenary session;
Exhibitors attend the technical symposium at a discount registration fee.
Attendees from exhibitor companies who also attend technical symposiums can enjoy a 400 RMB discount compared to a regular attendee.

Exhibitor Promotion

In the exhibition area, exhibitors can use the exhibitor promotion stage to publicize their products to consumers or hold a new product launch conference, 5-10 minutes free of charge. The publicity time is subject to the schedule arranged by the organizing committee.

Exhibitor Services

Complimentary tea breaks are available in the exhibition hall every day.
We will arrange the staff to shoot the interview video for your booth and post it on the SID WeChat Video Channel.
We will arrange the staff to shoot the wonderful moments for your booth.



**Benefits
for
Exhibitors**

Post Exhibition

E-mail Marketing

To assist our exhibitors in the marketing promotion, after the exhibition, we will send out an email blast with your company's information to all the ICDT attendees.

Social Platform Promotion

The highlights of your company's booth will be seen in the ICDT 2024 promotional summary on SID publicity platform and ICDT official website.



Booth Price

Type	Area	Regular price	Oversea exhibitor discount price	Mainland China Discount price
Island booth	Brand area	1580 RMB/m ²	1185 RMB/m ²	1185 RMB/m ²
	Standard area	1380 RMB/m ²	1035 RMB/m ²	1035 RMB/m ²

◆ The charge only covers fee for the customized booth area. It does not include charge for designing and constructing the booth. Please contact the booth builder on your own.

Type	Area	Booth size (m ²)	Regular price	Oversea exhibitor discount price	Mainland China Discount price
Linear booth	Brand area	9	14800 RMB	11100 RMB	12580 RMB
	Standard area	9	13800 RMB	10350 RMB	11730 RMB

9m² around 97sqft

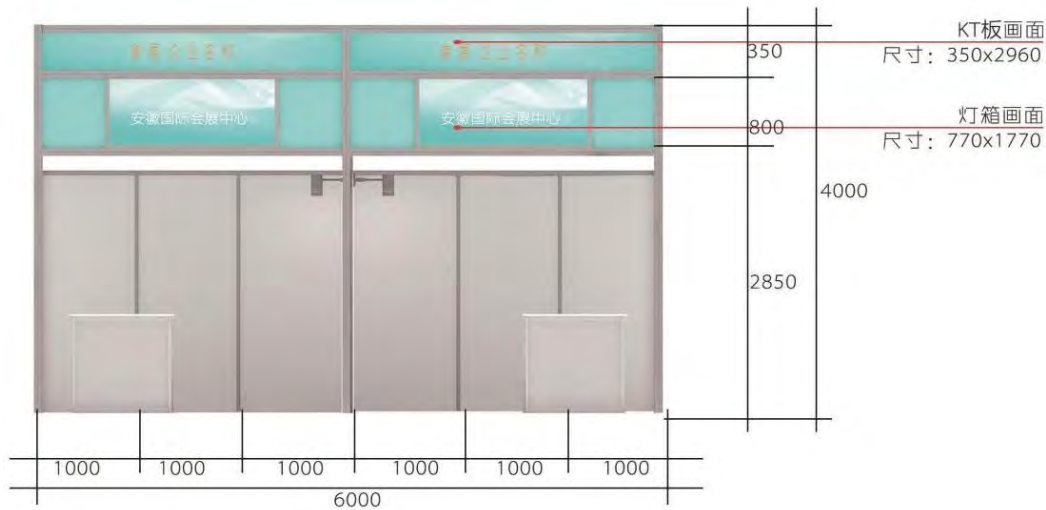
Meeting room

Small room(3m*3m), 5000RMB

Discounted price: 4250RMB



Linear booth (Brand area)



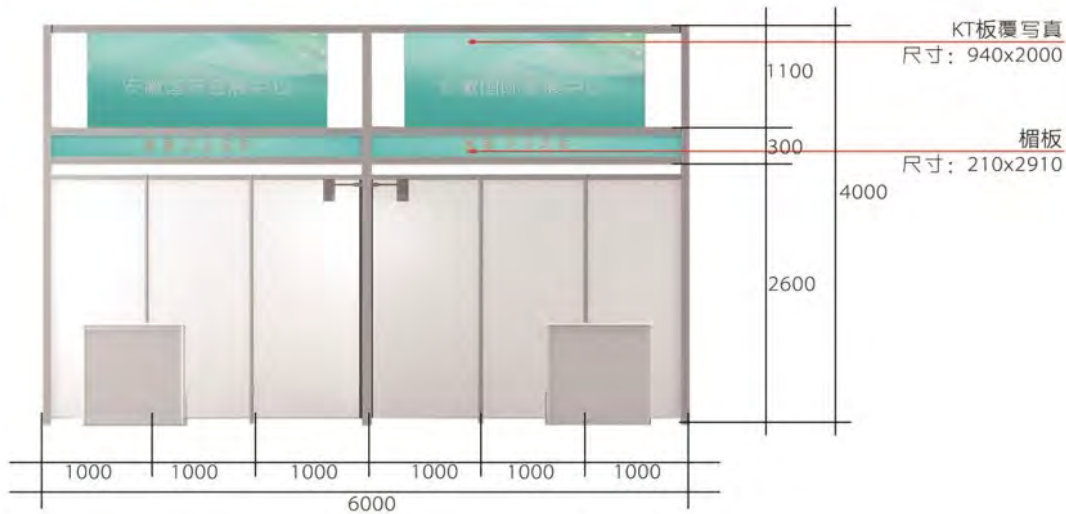
The above picture is only the appearance design illustration of the booth, not the final rendering of the ICDT booth

Type	Area	Booth size (m ²)	Regular price	Overseas exhibitor discount price	Mainland China Discount price
Linear booth	Brand area	9	14800 RMB	11100 RMB	12580 RMB

- ◆ Additional fee: 500 RMB per exposed corner
- ◆ The price of the exhibition does not include the power electricity of the booth, including the booth construction fee and the basic equipment required for the exhibition listed below

No.	Items	Size	One opening	Dual openings
1	Square column booth	3m*3m*4m (L*W*H)	1	1
2	KT board	0.35m*2.96m	1	2
3	Front Panel	0.6*0.8m	2	4
4	Light box	1.8m*0.8m	1	2
5	Picture on light box	1.77m*0.77m	1	2
6	Fluorescent lamp		2	2
7	Carpet	3m*3m	9	9
8	Reception Table	0.97m*0.47m*0.76m (L*W*H)	1	1
9	Padded Side Chair		2	2

Linear booth (Standard area)



The above picture is only the appearance design illustration of the booth, not the final rendering of the ICDT booth

Type	Area	Booth size (m ²)	Regular price	Oversea exhibitor discount price	Mainland China Discount price
Linear booth	Standard area	9	13800 RMB	10350 RMB	11730 RMB

- ◆ Additional fee: 500 RMB per exposed corner
- ◆ The price of the exhibition does not include the power electricity of the booth, including the booth construction fee and the basic equipment required for the exhibition listed below

No.	Items	Size	One opening	Dual openings
1	Square column booth	3m*3m*4m (L*W*H)	1	1
2	Lintel board	0.21m*2.91m	1	2
3	KT board	0.94*2m	1	2
4	Fluorescent lamp		2	2
5	Carpet	3m*3m	9	9
6	Reception Table	0.97m*0.47m*0.76m (L*W*H)	1	1
7	Padded Side Chair		2	2

Exhibitor Promotion and Exhibitor Technology Forum



The Exhibitor Technology Forum is set up in the exhibition hall, equipped with an LED screen, console, stereo system, podium, and chairs. It will create a high-quality audio-visual effect. There will be an exhibitor forum in the exhibition area. Every exhibitor shall enjoy 5-10 minutes to introduce your company's products to the audience or hold a new product launch event free of charge.

(*Free use of the Exhibitor Promotion stage according to the order of registration.)

The company that has registered to exhibit at ICDT 2024 shall enjoy 5-10 minutes to promote your company products on the exhibitor promotion stage. If your company cherishes this chance, remember to tell us when you book the booth. The publicity time is subject to the schedule arranged by the organizing committee. The company that has not reserved the booth at ICDT 2024 needs to pay a fee to publicize products on the exhibitor promotion stage, 5000 RMB/20 minutes.



CONTACT US

联系我们

Selina Zhang (张霜霜)

E-mail: selina@sidchina.org

Tel.: +86-15605175801

Tina Li (李立佛)

E-mail: tinali@sidchina.org

Tel.: +86-15327153369

Hanms Zhang (张平)

E-mail: hanms@sidchina.org

Tel.: +86-15899872300

Eason Chen (陈肖晟)

E-mail: eason@sidchina.org

Tel.: +86-13296622661