

Make CONNECTIONS that MATTER.

Secure your exhibit
space today!



DIGITAL SIGNAGE EXPO 2016

CONFERENCE: MARCH 15-18

EXHIBITION: MARCH 16-17

LAS VEGAS CONVENTION CENTER

WWW.DSE2016.COM



“DSE 2015 was the best show ever. In two days we made more than 80 valuable contacts and just one week after the show we recouped our booth cost. The DSE team was great and gave us the best support possible.”



Guillaume de la Tour
President
Bluefox

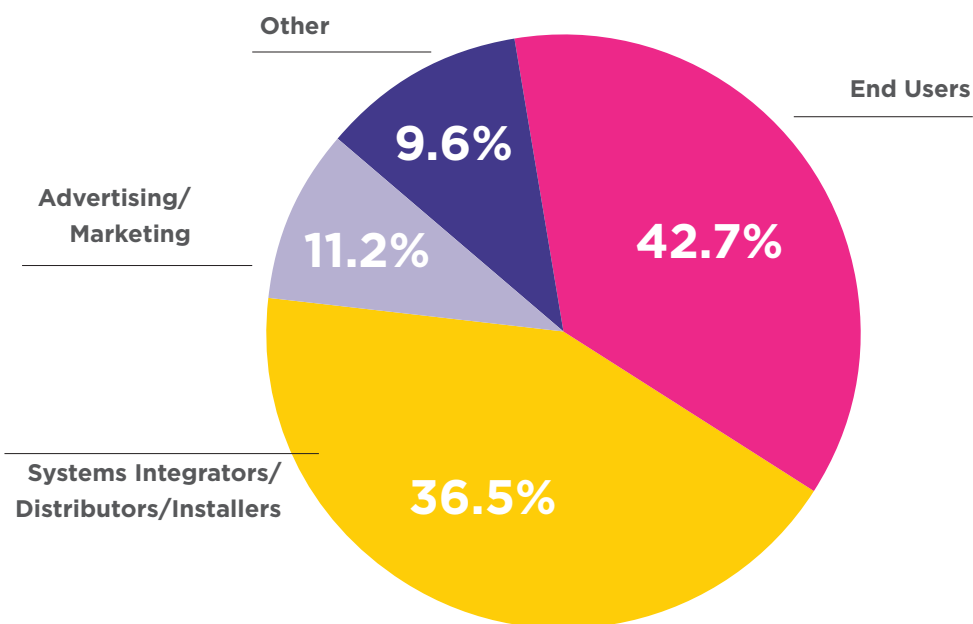
Customers and prospects — all in one place

DSE has a loyal following of end users and systems integrators who make travel to our event an annual “must” on their schedule. But, we also invest heavily in promotion to find new end users who are either thinking about purchasing or getting ready to deploy digital display networks. **More than 60% of DSE’s annual attendance is new to the show floor.**

We work hard to get these key prospects to Las Vegas so YOU can have the chance to meet and interact with them face-to-face. Your investment in a DSE exhibit is a fraction of the cost you would otherwise incur to meet with a large number of potential customers. And, because DSE’s core focus is on digital communications for the end-user environment, exhibitors are assured **the right prospects will be on the show floor.**

Each year many DSE exhibitors collect hundreds of high-quality sales leads from the two-day expo. **Shouldn’t you do the same?**

DSE 2015 by the numbers



ATTENDEES

- **4,082 verified attendees** (does not include exhibitors)

INTERNATIONAL

- 1,067 attendees and exhibitors
- **60 countries**
- 17.7% of total attendance

EXHIBITORS

- **246 exhibiting companies**
- 1,939 exhibitor personnel
- Show floor expanded to 83,290 net square feet, **an increase of 18.9% over 2014**

TOTAL ATTENDANCE: 6,021

Join the other industry leaders exhibiting in 2016

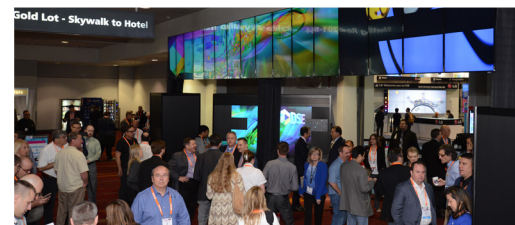
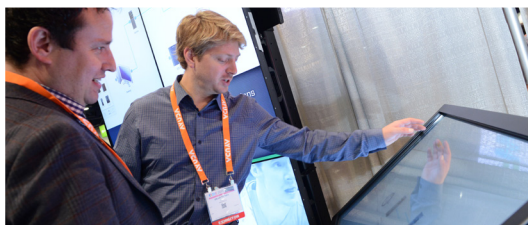
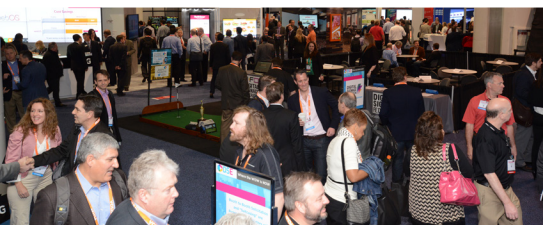
(As of 7/1/15)

- 11 Giraffes
- 22MILES Wayfinding
- 3M Touch Systems
- AccuWeather, Inc.
- Actineon, Inc.
- Advantech Corp.
- Adversign Media GmbH
- AFP
- AMD
- AOTO Electronics Co., Ltd.
- Armagard, Ltd.
- Audio Everywhere
- Ayuda Media Systems
- Baanto International
- Barco/X2O Media
- BenQ America
- Best Practices Theater
- Bi-Search International
- Black Box
- BrightSign, LLC
- BroadSign International, LLC
- Canon USA
- Chief
- Cognitec Systems
- ComQi
- Convergent Media Systems
- CreateLED
- Crimson
- Data Call Technologies
- DIGICHIEF - LICENSED CONTENT FEEDS
- Digital Signage Federation
- DT Research
- DynaScan
- Dynasign
- E Ink Corporation
- Elo Touch Solutions
- Enplug
- Four Winds Interactive
- FriendMedia
- GDS - Global Display Solutions
- GeoVision
- Giada
- GIGABYTE
- GLIC LED Displays Inc.
- Guangzhou Huaxin Electronics Co., Ltd.
- GVision
- Hall Research
- Hughes
- IBASE Technology (USA), Inc.
- inLighten
- Installation & Service Technologies
- Intel Corporation
- ITSENCLOSURES - ViewStation
- Jetway Computer Corp.
- Jiangsu Optimum Information Technology
- Keyser Retail Solutions
- Konchris America Inc.
- KONTECH USA
- LG Electronics USA, Inc.
- Lightware USA
- Mimo Monitors
- MultiTaction
- Nanjing Odin Technology Co., Ltd
- NanoLumens, Inc.
- Navori Inc.
- NCR Corporation
- NEC Display Solutions
- Nexcom
- North American Cable Equipment, Inc.
- OEM Production
- Omnivex Corporation
- Opticon, Inc.
- Panasonic
- Parabit Systems
- Parker Hannifin Corp.
- Peerless - AV
- Philips Signage Solutions
- Pilkington North America/ NSG Group
- Planar Systems
- Premier Mounts
- Premio
- Prism Technologies
- Real Digital Media
- Realfiction
- Reflect Systems, Inc.
- Rose Electronics
- rp Visual Solutions
- Samsung Electronics America
- Screenfeed - The Digital Signage Content Store
- SEEYOO ELECTRONIC & TECHNOLOGICAL CO., LTD.
- Sharp Electronics Corporation
- ShenZhen Geniatech Inc., Ltd.
- ShenZhen Nainuo Technology Corporation Ltd.
- Shuttle Computer
- SICOM
- SmarterSign, Inc.
- SoundTube Entertainment
- Spencer Technologies, Inc.
- STRATACACHE
- StratosMedia
- Strongarm Designs
- Studio Squared
- Sun Innovations
- SurgeX
- SYNEX Corporation
- T. S. MicroTech Inc.
- TIV
- Tightrope Media Systems
- TransitScreen
- TRIPP Lite
- TSItouch
- Ubiquitous Computing Nano Technologies Inc.
- Twinwill Communtech Inc.
- Videotel
- ViewPoint Interactive Kiosks
- Visix
- VISTAPLUS CO., LTD.
- Wondersign
- Wovenmedia
- Zytronic Displays Limited

“From our perspective 2015 was a very successful year at DSE. We were able to meet with many great companies over the two-day period. We are excited for next year!”



Jeffrey Weitzman
Director of Business Development
NAVORI Digital Signage



DSE delivers top-tier end users

HERE IS A SAMPLE OF THE END USERS THAT ATTENDED DSE 2015:



> The widest cross-section of end users

EACH YEAR, DSE DRAWS BUYERS AND INFLUENCERS FROM THESE INDUSTRY SECTORS:

- Ad Agencies/Brand Marketers
- Architects/Designers
- Arts/Entertainment Venues
- Banking
- Bars
- Casinos
- Corporate Communications
- DOOH Networks
- Educational Facilities
- Government
- Healthcare
- Hospitality
- Houses of Worship
- Museums
- Public Spaces
- Restaurants/QSR
- Retail
- Stadiums/Arenas
- Systems Integration/Installation
- Transportation

“As a manufacturer, we find DSE to be the perfect venue for unveiling new products targeted to the digital signage market as well as network with our colleagues on new solutions and opportunities. The show has a great energy surrounding it that will only continue to grow over time.”

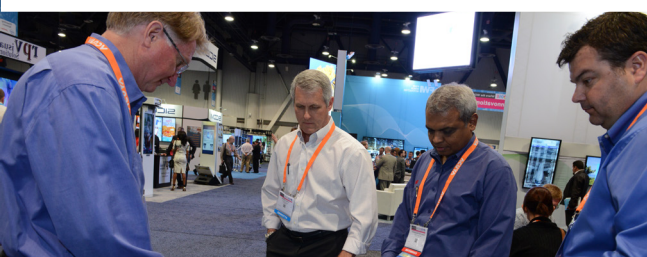
> Who should exhibit?

DSE ATTENDEES HAVE INDICATED THEY WOULD LIKE TO SEE THESE TYPES OF PRODUCTS AND SERVICES AT THE SHOW:

- Cables
- Connectivity
- Content
- Content Management Systems
- Data Analytics/Management
- Delivery Systems
- Interactive Displays
- Kiosks
- Maintenance and Services
- Media Players
- Mobile Integration
- Projection Mapping
- Projectors
- Routers
- Screen Mounts
- Screens/Displays
- Software
- Vending Machine Applications



Frank Pisano, CTS
Director of Sales
Chief - A Milestone AV
Technologies brand





A growing show grows your business

DSE's high-quality attendee base is comprised of decision-makers who are ready to buy. For that reason, the event has continued to grow its exhibit footprint, **reaching 83,290 net square feet in 2015.**

Top 5 things attendees want to see at DSE

#1 - New Technology

#2 - Content Solutions

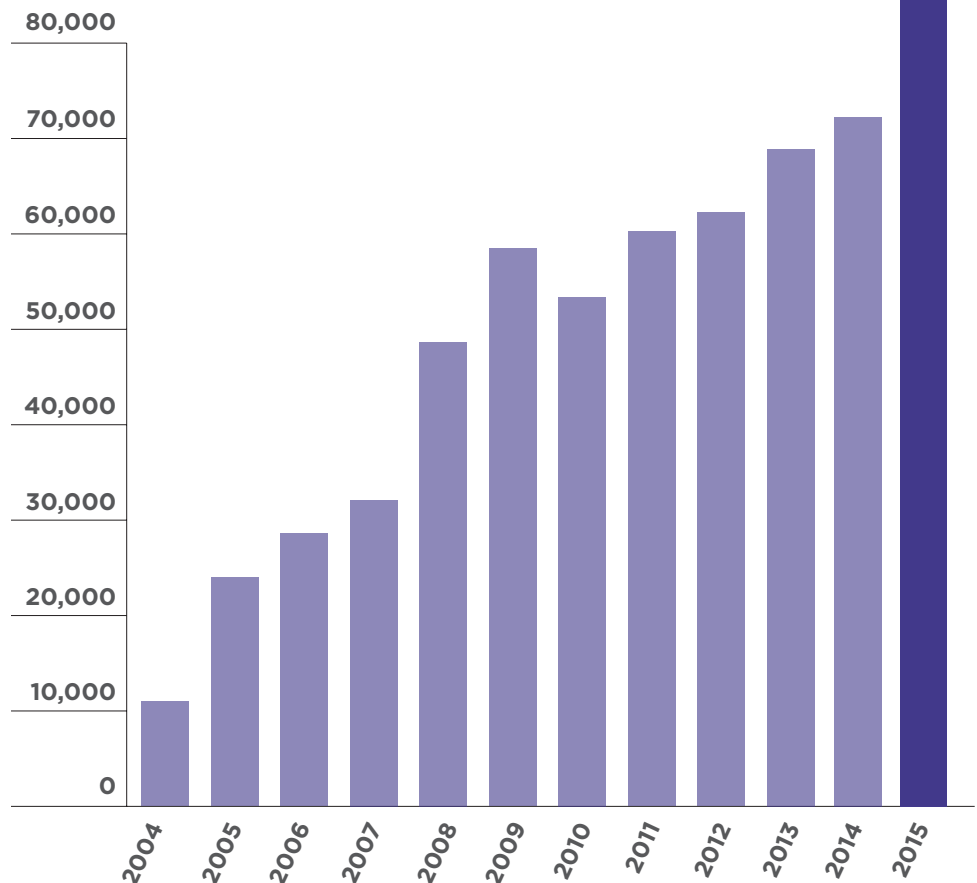
#3 - Software

#4 - Mobile Apps/DOOH

Integration Technology

#5 - Network Connectivity

NET SQUARE FEET



The leader in education

DSE'S CONFERENCE PROGRAM IS THE INDUSTRY'S MOST COMPREHENSIVE, HOSTING OVER 130 INDUSTRY EXPERTS. THE 2016 PROGRAM WILL FEATURE:

- 2 co-located events
- 4 pre-show conferences
- 40 at-show seminars — all with digital signage certification credits
- Keynote breakfast
- 40 roundtable discussion groups
- 36 FREE on-floor workshops
- 2 post-show conferences

> No better place for industry networking

No other event provides as many opportunities to connect with peers and sought-after decision makers. DSE offers exciting after-hours events, the annual APEX awards program, FREE hands-on workshops — all with the backdrop of the entertainment Las Vegas offers.

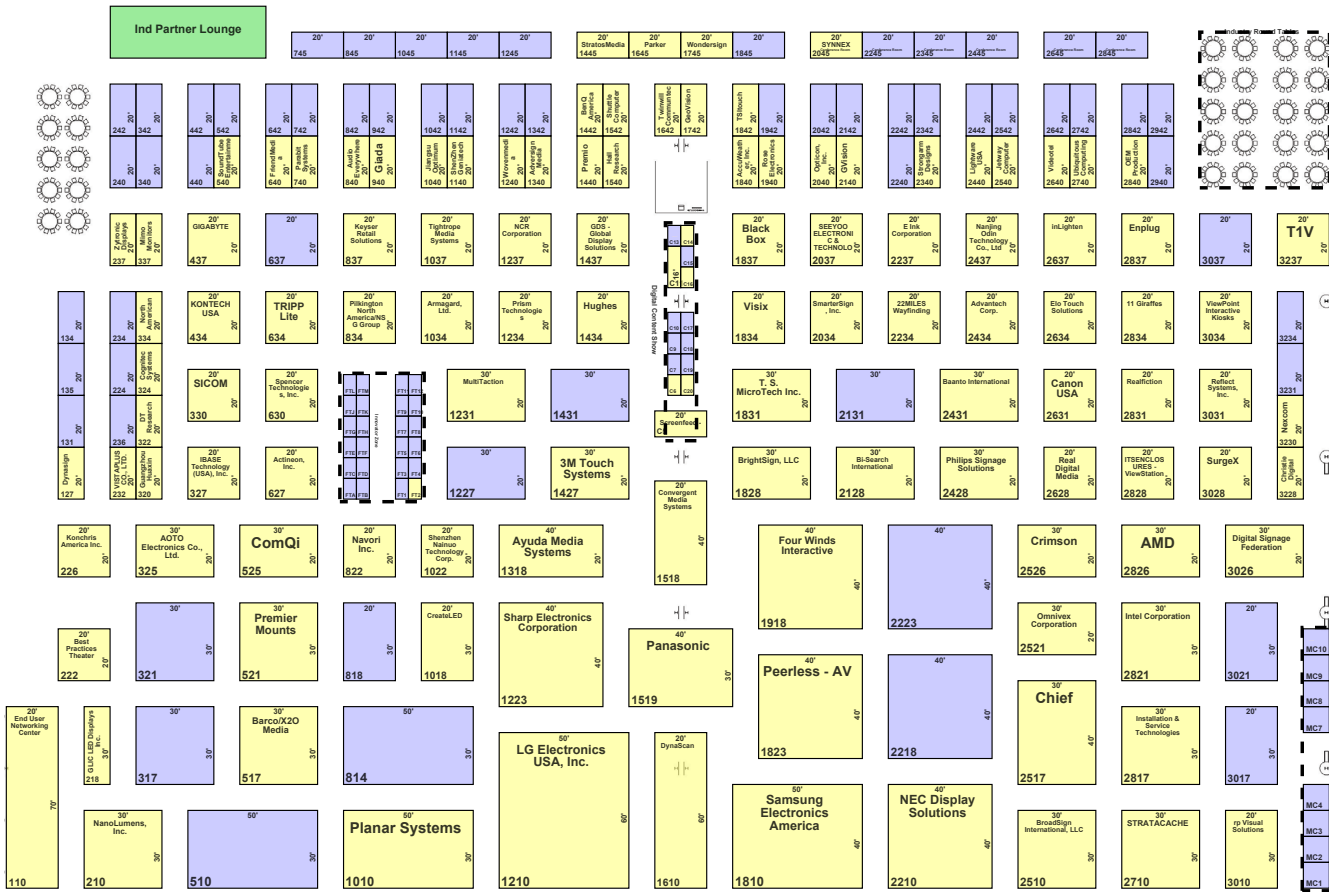
> Tools to help put your exhibit on attendees' agendas

- **New Products Pavilion Sponsorship**—a showcase of exhibitors' newly introduced products.
- **Industry Partner Program**—Discounts on exhibit rates and placement on digitalsignageexpo.net are among the many benefits of this program. (Available to qualifying exhibitors.)
- **VIP Pass Program**—Exhibitors receive unlimited \$100 discount vouchers for clients and important partners. Vouchers may be applied toward seminars or act as a free pass to the event.
- **Free Exhibitor Invites program** to promote your involvement with the show.
- **Show Directory Ad Packages.**
- **Website, email and show app** promotion opportunities.
- **Free company listing** in show directory and year-round online e-booth listing — with options to upgrade for higher visibility.
- **Exclusive sponsorship packages.**





Book your booth today before prime space is sold out!



KEY
(As of 7/3/15)

Available SOLD

ENTRANCE

New Product Pavilion

NEW Prod NEW Prod

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