



# THE CELEBRATION OF LIFE AND TECHNOLOGY

The 10th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia

CONFERENCE 27 – 30 November 2017

EXHIBITION 28 – 30 November 2017

BITEC, Bangkok, Thailand

SA2017.SIGGRAPH.ORG

10<sup>th</sup> Edition



## APPLICATION / CONTRACT FOR PARTICIPATION

The undersigned (hereafter, called the "Exhibitor") hereby applies for space in the 10<sup>th</sup> ACM SIGGRAPH Conference and Exhibition in Asia (hereinafter, called "SIGGRAPH Asia 2017") sponsored by Association for Computing Machinery's (hereinafter, called ACM) Special Interest Group on Computer Graphics and Interactive Techniques. The exhibition management agent is Koelnmesse Pte Ltd incorporated pursuant to the laws of the Republic of Singapore and registered under registration number 20020827C and with its principal place of business at 152 Beach Road, #25-05 Gateway East Singapore 189721.

### A1. MAIN EXHIBITOR

COMPANY (Include legal status, such as "Limited", "Corporation", etc.)

\_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/POSTAL CODE \_\_\_\_\_

COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ (Include country & area/city codes)

EMAIL \_\_\_\_\_

CONTACT PERSON FOR THIS EXHIBITION IS:

CONTACT PERSON 1

CONTACT PERSON 2

NAME \_\_\_\_\_

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

TITLE \_\_\_\_\_

PHONE \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

EMAIL \_\_\_\_\_

### A2. EXHIBITING NAME (Max 30 letters including spaces)

\_\_\_\_\_

\*For use in SIGGRAPH Asia printed exhibition guide, website & booth fascia name

### A3. EXHIBIT SPACE RENTAL

We order the following exhibit space at the price of:

For application received **ON / BEFORE 30 APRIL 2017:**

- USD 350 per sqm      SPACE ONLY (min. 18sqm)
- USD 380 per sqm      SPACE + SHELL (Min. 9sqm)
- USD 400 per sqm      STANDARD PACKAGE (min. 9sqm)
- USD 440 per sqm      PREMIUM PACKAGE (min. 18sqm)

For application received **ON / AFTER 01 MAY 2017:**

- USD 410 per sqm      SPACE ONLY (min. 18sqm)
- USD 450 per sqm      SPACE + SHELL (Min. 9sqm)
- USD 470 per sqm      STANDARD PACKAGE (min. 9sqm)
- USD 510 per sqm      PREMIUM PACKAGE (min. 18sqm)

SPACE IN TOTAL SQMS: \_\_\_\_\_ (space in total must be divisible by 3)

TOTAL AMOUNT: USD \_\_\_\_\_

Applications received from 01 JULY 2017 must include full payment. See paragraphs 2 and 3 of General and Special Conditions of Participation for rules governing exhibition.

### A4. LOGO INSERTION

- Yes, I would like to include our Company Logo in the 'List of Exhibitors' (Print + Online) at USD 140.

### A5. EXHIBITION GUIDE ADVERTISING

- Yes, I would like to advertise in the Exhibition Guide at USD 1,250 (Specifications: 4C, Full-Page, Run-of-Page)

### A6. JOB FAIR

- Yes, I would like to participate in the Job Fair at USD 2,200.  
\*Strictly for recruitment purposes only.

### A7. SME Area

- Yes, I would like to participate in the SME Area at USD 2,000.  
\*Your participation in the SME Area will be based on approval by the Exhibition Management; taking into consideration the stated eligibility requirements.

### A8. EXHIBITOR TALK

- Yes, I would like to organize an Exhibitor Talk at USD 2,500.

Each session is on a 90 minutes basis inclusive of setup and tear-down. Standard AV equipment (excluding laptop) will be provided.

TOTAL NO. OF SESSION(S): \_\_\_\_\_

TOTAL AMOUNT: USD \_\_\_\_\_

### A9. ACCEPTANCE:

Upon acceptance, if any, of this application by Koelnmesse Pte Ltd, Exhibitor and Koelnmesse Pte Ltd agree to be bound by the Terms, Conditions and Rules set forth, including the General and Special Conditions of Participation, in the Exhibitor Manual, and in any correspondence outlining revised booth location or exhibit space size, all of which are incorporated herein and made part of this Contract.

Exhibitor agrees to prepare an exhibit of its products or services which shall be directly pertinent to the function of industry represented by the Exhibition specified above, and as approved by Koelnmesse Pte Ltd.

The undersigned parties confirmed that they have authority to enter into this Contract and hereby agree to the terms set forth herein.

Please sign above the line and accompany with company stamp (if any).

NAME TITLE DATE

Exhibition Management Use Only

Date Application Received \_\_\_\_\_

Remarks \_\_\_\_\_



Sponsored by ACM SIGGRAPH



# THE CELEBRATION OF LIFE AND TECHNOLOGY

The 10th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia

CONFERENCE 27 – 30 November 2017

EXHIBITION 28 – 30 November 2017

BITEC, Bangkok, Thailand

SA2017.SIGGRAPH.ORG

10<sup>th</sup> Edition



## LIST OF PRODUCTS / SERVICES

**Must be returned by Main Exhibitor / Co-Exhibitor (Please complete and return with the Application / Contract for Participation)**

Your Basic Catalogue Entry in the Exhibition Guide is free-of-charge and includes an entry in the alphabetical list of exhibitors with company name in English, address, tel. and fax number, e-mail and website, as well as a short description of the company or the products (max. 100 characters including punctuation and spaces).

Your entry will be listed according to the information provided together with your Space Application Form.

**If you wish to publish information different from Form A1 Main Exhibitor, order company logos and/or photos, please fill-in below.**

### B1. Alphabetical List of Exhibitors

To be entered under letter:

#### Company Details

Company Name

Street

Postal Code

City

Country

Contact Person

Designation

Telephone

Fax

E-mail

Website

**Product Description / Company Profile** (max of 100 English letters including punctuation and spaces)

#### Trademark / Company Logo Insertion

Please tick where applicable

We would like to include our trademark/company logo above our entry in the **Alphabetical List of Exhibitors** (print + online). Please email files in **TIF** or **JPEG** format. 300dpi for clear resolution.

**Logo Insertion fee:** USD 140



# THE CELEBRATION OF LIFE AND TECHNOLOGY

The 10th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia

CONFERENCE 27 – 30 November 2017

EXHIBITION 28 – 30 November 2017

BiTEC, Bangkok, Thailand

SA2017.SIGGRAPH.ORG

10<sup>th</sup> Edition



## B2. PRODUCT CATEGORIES

Please tick where applicable

### HARDWARE

- 3D Printers / Rapid Prototyping
- 3D Scanners
- Augmented Reality
- Commercial Game Equipment
- Digital Cinemas
- Digital Video Hardware
- Digitizing Cameras
- Display Technology
- DVD Authoring Tools
- Encoders/Decoders
- Geographic Information Systems
- Graphics Accelerator Boards
- Haptic Input Devices
- HDTV
- Head Mounted Displays
- High Performance Graphics Processors
- Hi-Res Technologies
- Imaging
- Input Devices
- Interface Tools
- Mobile Computing
- Monitors and Displays
- Motion Capture Equipment
- Multimedia Tools/Applications
- Networking Equipment
- OEM Components
- Printers and Plotters
- Projectors
- RAID Systems and Storage
- Robotics
- Scan Converters
- Scanners
- Storage Devices: Tape/Disk
- Video Effects Equipment
- Virtual Reality
- Visual Computing
- Workstations
- Others (Please specify)

### SOFTWARE

- 2D Graphics
- 3D Graphics
- 3D Modeling
- Aerospace & Automotive Applications
- Animation
- Architecture Applications
- Artificial Intelligence
- Augmented Reality
- Authoring Software
- Broadcast Design Software
- Business & Financial Graphics
- CAD/CAM/CAE/CIM
- Commercial Game Engines
- Computer-Video Interfacing
- Data Analysis
- Desktop Publishing
- Desktop Video Production Software
- Digital Imaging
- Electronic Publishing
- Encoders/Decoders
- Engineering Applications
- Geographic Information Systems
- Graphic Design Systems
- Graphic Accelerator Boards
- Graphic Standards Software
- Image Based Modeling
- Image Management
- Industrial Design
- Information Visualization
- Mapping and Cartography
- Medical Imaging Software
- Multimedia Tools & Applications
- Rendering and Modeling
- Scientific Visualization
- Simulation
- Streaming Technology
- Visual Effects Software
- Virtual Reality Software
- Web 3D
- Others (Please specify)

### SERVICES

- Animation / Film / VFX
- Augmented / Virtual Reality
- Cloud Computing
- Community
- Conferences & Exhibitions
- Consulting
- Contract Graphics/Programming
- Education/Training
- Online Video Platform
- Publications
- Rendering
- Others (Please specify):

---



---



## GENERAL AND SPECIAL CONDITIONS OF PARTICIPATION

### 1. Principal Purpose

Exhibitors/Participants should present, display and promote products and services that target the computer graphics and interactive techniques industry and academia at large. Selling is allowed on the show floor however, exhibitors/participants are required to be solely responsible for the collection and remittance of any sales or other taxes imposed on them.

### 2. Application Fee and Deposit

- A. A non-refundable application fee ("Application Fee") equal to 10%, together with any other sums due pursuant to number 3 below, of the total rental amount is due on the application date. The application date is the date on which the Application for Participation is received by Koelnmesse Ltd, as noted below in the area designated "For Exhibition Management Use Only."
- B. In the event that Koelnmesse Pte Ltd receives this application by fax, Koelnmesse Pte Ltd may, in its sole discretion, reserve exhibit space/room for Exhibitor/Participant, subject to the terms of the following sentence. If the original Application, accompanied by the Application Fee and any other sums due pursuant to number 3 below, is not received by Koelnmesse Pte Ltd within seven (7) business Days of receipt by Koelnmesse Pte Ltd of the faxed Application, the Exhibition Space(s)/Room(s) reserved for Exhibitor/Participant, if any, shall be released without notice to Exhibitor/Participant.
- C. Upon assignment of the appropriate exhibit space(s)/room(s) as designated by Koelnmesse Pte Ltd, the Application Fee will be converted to a 10% non-refundable deposit and the Application will be deemed accepted by Koelnmesse Pte Ltd, subject to the terms and conditions contained herein and in the Exhibitor Contract attached hereto.

### 3. Payment Terms and Schedule

Terms of payment due are described in the following paragraphs, and are determined by the application date, as defined in number 2 above.

- A. For applications **RECEIVED before 1 April 2017** – 10% non-refundable deposit due with submission of the Application (refer to Paragraph 2 above); 40% of total rental amount due from 1 May 2017; 50% of total rental amount due from 1 July 2017.
- B. Applications **RECEIVED from 1 April 2017** but before 1 July 2017 – 50% of total rental amount due with submission of this Application (refer to number 2 above).
- C. Applications **RECEIVED from 1 July 2017** – 100% of total rental amount due with submission of this Application (refer to Paragraph 2 above).

### 4. Cancellations, Withdrawals and Changes

- A. If Exhibitor fails to pay according to the Terms and Payment Schedule specified in Paragraph 3 above, the exhibit space(s)/room(s) reserved for Exhibitor/Participant shall be released without notice to Exhibitor/Participant and Exhibitor/Participant shall remain liable to Koelnmesse Pte Ltd for the total rental amount, which shall become immediately due and payable to Koelnmesse Pte Ltd.
- B. i. If Exhibitor/Participant cancels its participation from 1 April 2017, Koelnmesse Pte Ltd will retain the 10% deposit.
- ii. If Exhibitor cancels participation after 1 April 2017 but before 1 July 2017, Koelnmesse Pte Ltd will retain the 10% deposit and the 40% payment, and Exhibitor shall remain liable for, and shall pay to Koelnmesse Pte Ltd, any balance due at the time of cancellation.

iii. If Exhibitor cancels its participation from 1 July 2017 or fails for any reason whatsoever to utilize the exhibit space(s)/room(s), such cancellation or failure to utilize space shall be considered a default on Exhibitor/Participant's part, and Exhibitor/Participant shall remain liable for, and shall pay to Koelnmesse Pte Ltd, the total (100%) rental amount (including any balance due at the time of cancellation) of its exhibit space/room.

iv. Any notice of cancellation to be given hereunder is required to be in writing to Koelnmesse Pte Ltd and shall not be effective until such cancellation notice is received by Koelnmesse Pte Ltd. No cancellation shall relieve Exhibitor of its obligation to pay Koelnmesse Pte Ltd any sums due to Koelnmesse Pte Ltd prior to the effective date of such cancellation.

C. i. If a written request to change (downsize) the assigned exhibit space(s) is received by Koelnmesse Pte Ltd before 1 April 2017, Koelnmesse Pte Ltd will retain the 10% deposit for the original exhibit space(s). No portion of the deposit for the original exhibit space(s) will be applied to the replacement exhibit space(s), and Exhibitor is liable for the total rental amount of the replacement exhibit space(s). Such replacement exhibit space(s), if any, shall be provided based on availability as determined in Koelnmesse Pte Ltd sole discretion.

ii. If a written request to change (downsize) the assigned exhibit space(s) is received by Koelnmesse Pte Ltd from 1 April 2017 and before 1 July 2017 Koelnmesse Pte Ltd will retain the 10% deposit and the 40% payment of the original square footage, and Exhibitor shall remain liable for, and shall pay Koelnmesse Pte Ltd, any balance due at the time of the change (downsize).

iii. If a written request to change (downsize) the assigned exhibit space(s) is received by Koelnmesse Pte Ltd from 1 July 2017 Exhibitor shall remain liable for the total rental amount (including any balance due at the time the request for downsizing is received) of its original square footage, and Koelnmesse Pte Ltd shall be entitled to retain all sums previously paid. Such replacement exhibit space(s), if any, shall be provided based on availability as determined in Koelnmesse Pte Ltd sole discretion.

D. If a written request to change the assigned exhibit space(s) by means of an increase in size is received by Koelnmesse Pte Ltd at any time, Exhibitor is liable for, and shall pay to Koelnmesse Pte Ltd, any payment of balance due on the rental amount of the replacement exhibit space(s) at the time the request for the increase in size is received. Such replacement exhibit space(s), if any, shall be provided based on availability as determined in Koelnmesse Pte Ltd sole discretion.

E. Upon failure of Exhibitor to pay any rental amounts as set forth above, or upon receipt by Koelnmesse Pte Ltd of the cancellation notice, as set forth above, Koelnmesse Pte Ltd shall have the right to assign to a third party the exhibition space(s)/room(s) previously assigned to Exhibitor without further obligation to Exhibitor. Any sums received from such third party shall not reduce sums due to Koelnmesse Pte Ltd from Exhibitor/Participant hereunder.

F. Nothing contained herein shall limit, restrict or otherwise derogate from the rights Koelnmesse Pte Ltd may have, at law or equity, all of which are hereby, expressly reserved.

G. No waiver by Koelnmesse Pte Ltd of any default of Exhibitor/Participant (including, without limitation, their failure to pay according to the foregoing schedule) shall operate as a waiver of any subsequent default by Exhibitor/Participant.

### 5. Sub-Leasing

Exhibitor/Participant may not sublet his/her space, not any part thereof, nor exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in his/her own name, except where such articles are required for the proper



demonstration of operation of Exhibitor's display. Exhibitor may not permit in his/her booth non-exhibiting companies' representatives. Rulings of ACM and Koelnmesse Pte Ltd shall in all instances be final with regard to use of any exhibit space/room.

#### 6. Eligible Exhibits

ACM and Koelnmesse Pte Ltd have the sole right to determine the eligibility of any company or product for inclusion in the Exhibition.

#### 7. Limitation of Liability

Neither the ACM, nor Koelnmesse Pte Ltd, nor Bangkok International Trade & Exhibition Centre (BITEC), nor Thailand, nor any of their officers, agents, employees, or other representatives, shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor/Participant or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The Exhibitor/Participant shall indemnify, defend and protect ACM, Koelnmesse Pte Ltd, Bangkok International Trade & Exhibition Centre (BITEC) and Thailand harmless from, any and all claims, demands, suits, liability, damages, loss, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor/Participant or any of its officers, agents, employees or their representatives.

#### 8. Insurance Requirement

All exhibitors/participants participating in the SIGGRAPH Asia 2017 are advised to obtain a general public liability insurance in the amount of US one million dollars (US\$ 1,000,000) per occurrence. ACM and Koelnmesse Pte Ltd shall be named as additional insured on the general liability policy. Such insurance maintained by the exhibitor/participant must be issued by an insurance company with an A.M. Best rating of A- or higher and shall include coverage of the indemnification obligations of the exhibitor/participant under these rules and regulations. Each exhibitor/participant is also required to carry workers compensation protecting employees in accordance with the laws of the state in which the exhibition is being held. Nothing in this paragraph shall limit the amount of liability an exhibitor/participant may be responsible for.

#### 9. Installation-Showing-Dismantling

Hours and dates for installation, showing, and dismantling shall be those specified by Koelnmesse Pte Ltd. Exhibitor/Participant shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exhibition / Exhibitor Talks / Sessions before conclusion of the dismantling period specified by Koelnmesse Pte Ltd.

#### 10. Damage to Property

Exhibitor/Participant is liable for any damage caused to building floors, wall, or columns, or to standard booth equipment, or to other Exhibitors/Participants' property. Exhibitor/Participant may not apply paint, lacquer, adhesive or other coating to building columns and floors or to standard booth equipment.

#### 11. Attendance

Koelnmesse Pte Ltd shall have sole control over admission policies at all times.

#### 12. Exhibitors/Participants Representatives' Responsibility

Exhibitor/Participant agrees to indemnify ACM and Koelnmesse Pte Ltd against and hold harmless for any claims arising out of the acts or negligence of Exhibitor, his/her agents or employees.

#### 13. Failure to Hold Exhibition

Except as the Exhibitor's rental obligations may be modified as set forth in number 4 above, the Exhibitor is responsible for total booth rental irrespective of the reason for the cancellation by the Exhibitor because of the failure of an exhibit to arrive for any reason, or cancellation by ACM or Koelnmesse Pte Ltd of the Exhibition, in whole or in part, as the result of riot, strike, civil disorder, act of war, act of nature, or any other reason of any kind whatsoever not within the organizer's and owner's control.

#### 14. Rejected Displays

Exhibitor agrees that his/her exhibit shall be admitted and shall remain from day to day solely in strict compliance with the rules herein laid down. Koelnmesse Pte Ltd reserves the right to reject, eject, or prohibit in whole or in part, or Exhibitor or his/her representatives, with or without giving good cause. If cause is not given, liability shall not exceed the return to Exhibitor of the amount of rental unearned at the time of ejection. If an exhibit or Exhibitor is ejected for violation of these rules or for other stated reasons, no return shall be made.

#### 15. Safety Devices

Exhibitor/Participant agrees to accept full responsibility for compliance with national, state, and city regulations in the provision and maintenance of adequate safety devices and conditions for the operation of equipment.

#### 16. Amendment to Rules

Any matters not specifically covered by the proceeding rules shall be subject solely to the decision of Koelnmesse Pte Ltd. These rules may be amended at any time by Koelnmesse Pte Ltd, and all amendments so made shall be binding on Exhibitor/Participant equally with the foregoing rules and regulations.

#### 17. Agreement to Rules

Exhibitor/Participant, for himself/herself and his/her employees, agrees to abide by the foregoing rules and by any amendments that may be put into effect by ACM and Koelnmesse Pte Ltd.

#### 18. Governing Policies, Regulations and Laws

- i. All actions undertaken under this Contract shall be consistent with the constitution, bylaws, and policies of the ACM and Koelnmesse Pte Ltd. The Special Conditions of Participation apply together with the Koelnmesse General Conditions of Participations for Trade Fairs outside Germany. The regulations stipulated in the Special Conditions of Participation shall prevail over the regulations stipulated in the Koelnmesse General Conditions of Participations for Trade Fairs outside Germany should there be a conflict between both.
- ii. Singapore in which the exhibition management agent is registered is the place of fulfillment for the exhibitors' payment obligations, regardless of the legal ground.
- iii. Singapore in which the exhibition management agent is registered is the place of jurisdiction, provided the exhibitor is a merchant, a legal person governed by public law, or a special asset regulated by public law. This also applies to processes relating to documents, notes, and checks. The organizer may also assert claims at the court of the city in which the event is held or where the exhibitor/Participant or opposing party is registered or based.
- iv. Singapore law and the English text of these Conditions of Participation apply to all contractual relationships between the exhibitor/participant and the exhibition management agent.
- v. The contract is subject to Singapore law.