



**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**



**2017 FACTS & FIGURES**

<b>EVENT NAME</b>	SIGGRAPH Asia 2017	
<b>DATE</b>	Conference: 27 – 30 November 2017 Exhibition: 28 – 30 November 2017	
<b>WEBSITE</b>	sa2017.siggraph.org	
<b>SPONSORED BY</b>	ACM SIGGRAPH	
<b>ORGANIZER</b>	Koelnmesse Pte Ltd (Singapore)	
<b>EVENT FREQUENCY</b>	Annual, Rotate Regionally in Asia Pacific	
<b>VENUE</b>	Bangkok International Trade & Exhibition Centre (BITEC), Thailand	
<b>EXHIBIT SPACE FEE</b>	Space Only (min. 18 sqm)	USD 350 per sqm before 30 April 2017 <b>USD 410 per sqm from 1 May 2017</b>
	Space + Shell Stand (min. 9 sqm)	USD 380 per sqm before 30 April 2017 <b>USD 450 per sqm from 1 May 2017</b>
	Standard Package (min. 9 sqm)	USD 400 per sqm before 30 April 2017 <b>USD 470 per sqm from 1 May 2017</b>
	Premium Package (min. 18 sqm)	USD 440 per sqm before 30 April 2017 <b>USD 510 per sqm from 1 May 2017</b>
<b>TARGETED VISITOR</b>	65% Asia Pacific	
<b>GEOGRAPHIC REACH</b>	20% North America	
	15% Europe & Middle East	
<b>PREVIOUS EVENT STATISTIC</b>	<p><b>2013 – Hong Kong SAR, China</b> : Number of Visitors: 6,078 from 61 countries/regions</p> <p><b>2014 – Shenzhen, China</b> : Number of Visitors: 5,968 from 53 countries/regions</p> <p><b>2015 – Kobe, Japan</b> : Number of Visitors: 7,050 from 62 countries/regions</p> <p><b>2016 – Macao, China</b> : Number of Visitors: 5,217 from 42 countries/regions</p>	



## VISITOR PROFILE

### SEGMENTS

Advertising / Marketing  
 Animation  
 Architecture, Industrial, Urban  
 Automotive  
 Banking / Financial  
 Broadcast, Film/TV Production  
 Cinematography / Photography  
 Computer Graphics  
 Education / Training  
 Electronics  
 Enterprise / Commercial  
 Games  
 Government / Association  
 Immersive Reality (AR/VR/Mix Reality)  
 Information Technology  
 Media / Entertainment  
 Manufacturers (Hardware)  
 Multimedia Production & Services  
 Post-Production  
 Public Relations / Communications  
 Visual Effects

### ROLES

Analyst  
 Artist / Illustrator (Animation,  
 Computer  
 Graphics, Digital, Visual Effects)  
 Architect  
 Designers (Architecture, Graphic,  
 Industrial,  
 Interior, Product)  
 Digital Innovator  
 Developers (Application, Games,  
 Software,  
 Web)  
 Distributor / Reseller  
 Educator / Professor  
 Engineer  
 Digital Video / Film Maker  
 Investors  
 Programmer  
 Publisher  
 Researcher / Scientist  
 Press / Publisher  
 Student (University, PhD Candidate)  
 Top Management (CEO, CTO,  
 Director)

## EXHIBIT SEGMENT

- Animation & Visual Effects, Hardware, Software, Post Production & Solutions associated with **Computer Graphics**.
- **Interactive & Innovative Technologies** including Virtual Reality, Motion Capture, 3D Printing and Gaming Technologies.
- **High Performance Computing** including Visualization, Big Data, Cloud Based System and Solutions.
- **Education, Training & Research** in Computer Graphics, Science, Technology, Media Arts and Digital Media.



**EXHIBIT PROFILE**

**Hardware**

3D Rapid Prototyping  
3D Scanners  
Commercial Game Equipment  
Consumer Electronics  
Digital Cinemas  
Digital Signage  
Digital Video Hardware  
Digitizing Cameras  
Display Technology  
DVD Authoring Tools  
Encoders / Decoders  
Eyes Tracking Devices  
Furniture  
Geographic Information Systems  
Graphics Accelerator Boards  
GroupWare  
Haptic Input Devices  
Hardcopy Devices; Photographs / Slides  
HDTV  
Head Mounted Displays  
High Performance Graphics Processors  
High Resolution Technologies  
Imaging  
Input Devices  
Interface Tools  
Mobile Computing  
Monitors and Display  
Motion Capture Equipment  
Multimedia Tools and Applications  
Networking Equipment / Infrastructures  
OEM Components  
Online Network Services  
Printers and Plotters  
Projector  
RAID Systems and Storage  
Robotics and Gadgets  
Scan Converters  
Scanners  
Smartphone Chipset Solutions  
Storage Devices; Tape / Disk  
Terminals, Monitors and Displays  
Video Effects Equipment  
Video Servers  
Visual Computing  
Workstations

**Software**

2D / 3D Graphics  
3D Modeling  
3D Scanning  
Aerospace and Automotive  
Applications  
Animation  
Architecture Design and Applications  
Artificial Intelligence  
Authoring Software  
Broadcast Design Software  
Business and Financial Graphics  
CAD / CAM / CAE / CIM  
Commercial Game Engines  
Computer-Video Interfacing  
Data Analysis  
Desktop Publishing  
Desktop Video Production Software  
Digital Imaging  
Digital Publishing Platform  
Electronic Publishing  
Engineering Applications  
Geographic Information Systems  
Graphics Design Systems  
Graphics Accelerator Boards  
Graphics Standards Software  
Groupware Software  
Image Based Modeling  
Image Management  
Industrial Design  
Information Visualization  
Mapping and Cartography  
Medical Imaging Software  
Mobile Marketing  
Motion Capture Software  
Paint Systems  
Rendering and Modeling  
Scientific Application and  
Visualization  
Simulation  
Smartphone Application Development  
Streaming Technology  
System Integrators  
Video Encoding and Compression  
Visual Effects Software  
Virtual Reality  
VR Software  
Web 3D / Graphics



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### EXHIBIT PROFILE

#### Services

Animation / Film / Visual Effects  
Augmented Reality  
Community  
Conferences and Exhibitions  
Consulting / Outsourcing  
Contract Graphics / Programming  
Education / Training  
Government / Association  
Media / Publications  
Online Video Platform  
Rendering

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For more information, please contact:

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