SIGGRAPH ASIA 2017 BANGKOK

10th Edition

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

THE CELEBRATION OF LIFE AND TECHNOLOGY

INVITATION
TO EXHIBIT & SPONSOR

CONFERENCE 27 – 30 November 2017
EXHIBITION 28 – 30 November 2017

BITEC, BANGKOK, THAILAND

SA2017.SIGGRAPH.ORG

Sponsored by acm

Organized by koelnmesse
we energize your business | since 1924

WELCOME

Be in the center of digital innovations at the 10th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia – **SIGGRAPH Asia 2017**. A magnet for digital communities, SIGGRAPH Asia attracts over 7,000 industry leaders, computer graphics and interactive techniques professionals in business, education, art and technology.

To celebrate its 10th edition, SIGGRAPH Asia is set to infuse the latest technologies, state-of-the-art products and innovative services into one of Asia's major cities for its dynamic business environment, Bangkok – Thailand. Located in the heart of Southeast Asia, Bangkok – the hub for art, culture, economic development and growing digital technologies – is positioned as the gateway to the Asia-Pacific region.

SIGGRAPH ASIA 2016 AT-A-GLANCE

5,217	Attendees
42	Countries & Regions
Over 600	Speakers
1	Grand Reception Party
42	Media Representatives

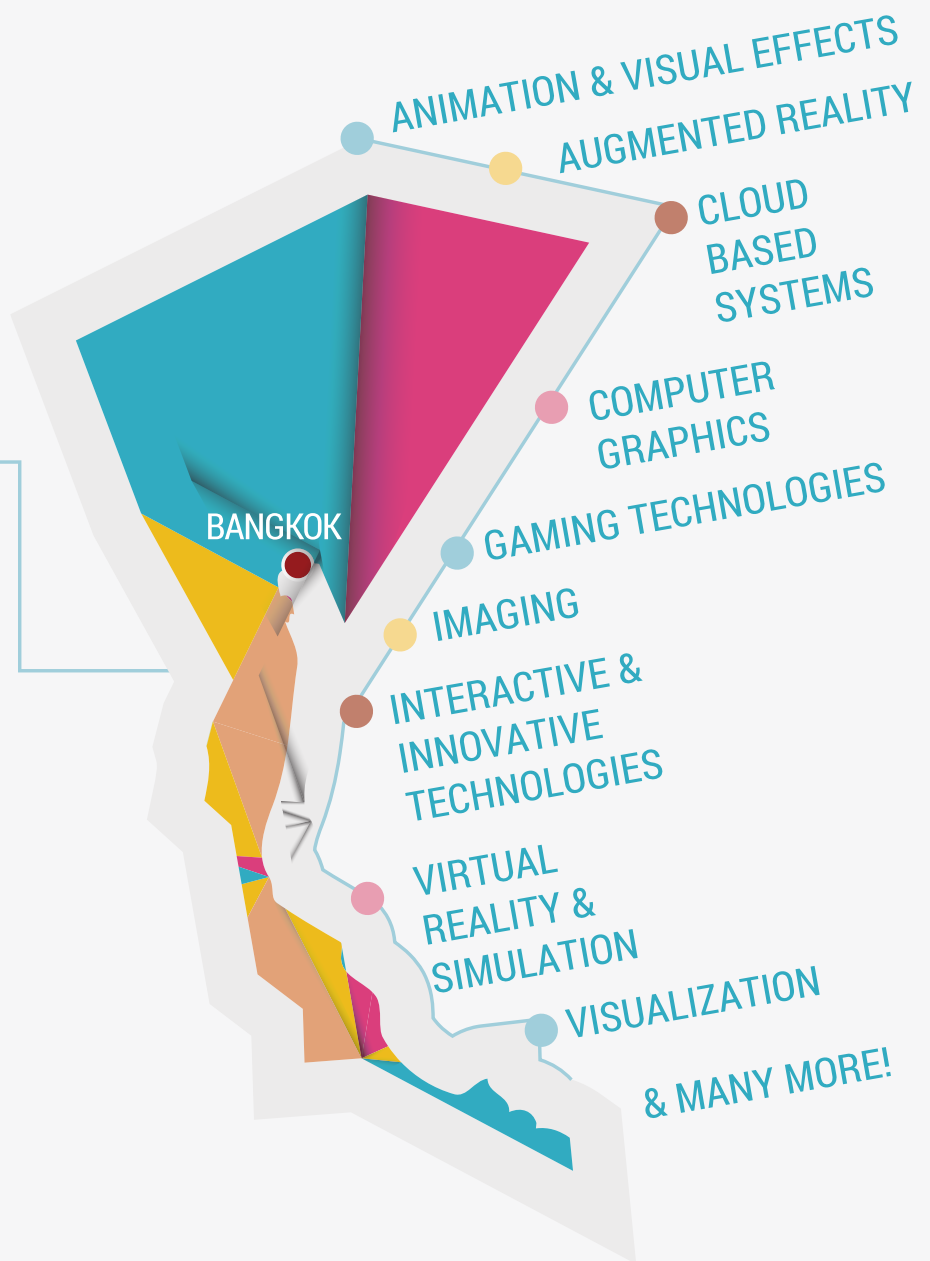|	
Conference Dates	27 – 30 November 2017
Exhibition Dates	28 – 30 November 2017
Event Venue	BITEC, Bangkok, Thailand

IMPORTANT DATES

Exhibit Space Early-bird Rate Deadline	30 April 2017
Exhibit Space Registration Deadline	11 November 2017
Exhibition Build-up	27 November 2017
Exhibition Tear-down	30 November 2017

KEY EXHIBIT SEGMENTS

SIGGRAPH Asia 2017 attracts a depth and breadth of traders, researchers, developers, producers and providers of computer graphics and interactive techniques like no other Asia-Pacific conference or trade exhibition.

The four-day event includes a computer animation festival, conferences, courses, networking events, student programs, symposiums, technical talks, a trade exhibition, and workshops presenting the latest developments and techniques in (not limited to):

BANGKOK

ANIMATION & VISUAL EFFECTS

AUGMENTED REALITY

CLOUD BASED SYSTEMS

COMPUTER GRAPHICS

GAMING TECHNOLOGIES

IMAGING

INTERACTIVE & INNOVATIVE TECHNOLOGIES

VIRTUAL REALITY & SIMULATION
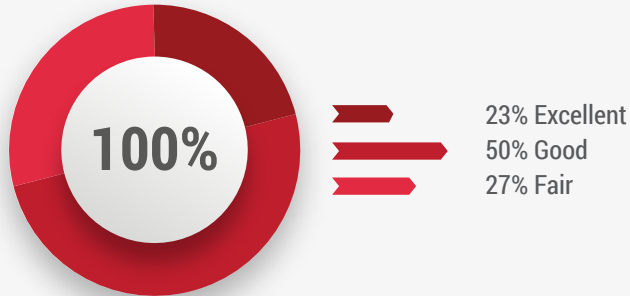
VISUALIZATION

& MANY MORE!

WHY PARTICIPATE?

Whether it is your goal to gain industry exposure, to build and strengthen your brand in the region, to launch new products, or to network with industry professionals, SIGGRAPH Asia is your perfect platform in Asia! A three day exhibition platform for your company to:

- **Showcase** your technology and equipment; whether they are newly launched products or if they have already been introduced into the market, there is always a spurring interest from the community

- **Communicate** your market presence and brand in the Asia-Pacific region
  (Follow the footsteps of Lenovo, Forum8, uSens Inc, to name a few)

- **Connect** with relevant people and companies from the digital community internationally

- **Network** and **Foster** new opportunities; meet up with over 7,000 leading experts, industry leaders, developers, potential investors, international media, young professionals and academia
  (63% of attendees have not segmented SIGGRAPH in North America)

- **Inspire future generations**
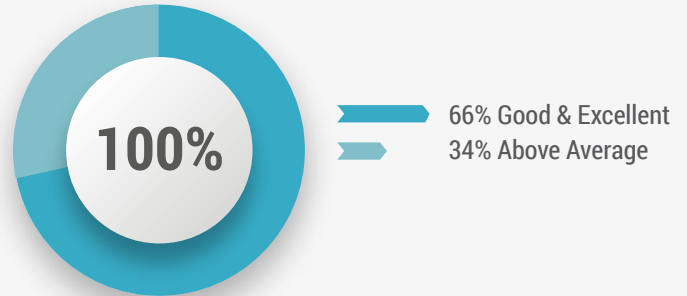 (Leverage on our student volunteer program or recruit by participating in in our Job Fair segment)

SIGGRAPH ASIA STATISTICS

SIGGRAPH ASIA 2016 EXHIBITOR STATISTICS

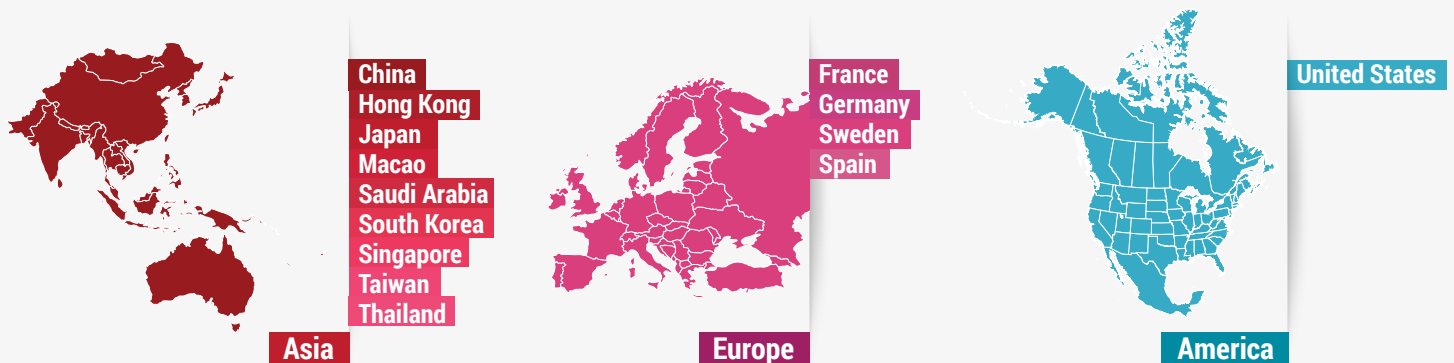**100%** of Exhibitors are generally satisfied with SIGGRAPH Asia 2016

100% of Exhibitors rated the Quality of Visitors at SIGGRAPH Asia to be above Average

100%

23% Excellent
50% Good
27% Fair

100%

66% Good & Excellent
34% Above Average

Top Five Participating Objectives

- Introduction of New Products / Services
- To Find New Prospective Clients
- Market Research and Analysis
- To Recruit Potential Staffs
- To Strengthen Existing Business Contacts

Countries and Regions represented at SIGGRAPH Asia 2016

Asia
China
Hong Kong
Japan
Macao
Saudi Arabia
South Korea
Singapore
Taiwan
Thailand

Europe
France
Germany
Sweden
Spain

America
United States

MEDIA OUTREACH

International Media:

Animation World Network/GIMC Global Entertainment, China

Animation World Network, USA

AVGChannel, Hong Kong

CGVisual.com (Animazu Studios), Hong Kong

DV ASIA LTD, Taiwan

Eizo Shimbun Visual Communications Journal, Japan

Game Watch / Impress Corporation, Japan

InCG Media, Taiwan

Leifong Network, China

Nova Il Sole 24 Ore, Italy

O.tech.com, China

Stars HK, Hong Kong

Silkroad Digital Technology Company, Taiwan

Sight & sound effects, United Kingdom

Social Lab, Thailand

South China Morning Post, Hong Kong

Techwave, Japan

Thomson Reuters, Hong Kong

Thumbs Up Man, Hong Kong
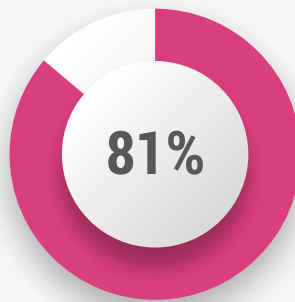
VFX blog, USA

VReality HK, Hong Kong

42

Media Representatives

from

26

Media Outlets

SIGGRAPH ASIA 2016 VISITOR STATISTICS

Much anticipation and excitement was realized amongst visitors of SIGGRAPH Asia as the annual event heads to Southeast Asia for its 10th edition!

Visitors Returning in 2017

81%

81% of visitors present at SIGGRAPH Asia 2016 in Macao intend to visit the next edition of SIGGRAPH Asia 2017 in Bangkok, Thailand.

Top 5 Visitor Profiles That Attended
*Visitors were allowed to pick more than one field.

40%	Animation and Visual Effects
39%	Research
35%	Augmented/ Virtual Reality
34%	Education
20%	Art/ Industrial Design

Top 5 Visitors' Primary Fields of Business

49%	Education/ Research
26%	Developer
11%	Content Provider
8%	Service Provider
5%	Manufacturer (Hardware)

Top 10 Visiting Countries & Regions at SIGGRAPH Asia 2016

28%	China
22%	Hong Kong
13%	Japan
7%	South Korea
5%	United States
3%	Macao (Host Country)
3%	Taiwan
2.5%	Thailand
2%	Germany
2%	Singapore

Top 10 Products & Services Interest at SIGGRAPH Asia Exhibition
*Visitors were allowed to pick more than one field.

59%	3D Graphics
52%	Augment/ Virtual Reality
48%	Animation/ Visual Effects
34%	Research
33%	Visualization
31%	3D Printing
30%	Rendering & Modeling
26%	Gaming Technologies
23%	Simulation
22.7%	Graphic Processors

Others include Graphic Processors, Motion Capture, Robotics, Mobile Computing, Commercial Game Engines / Equipment, High Performance Computing, Cloud-based Systems, Workstation and Consumer Electronics.
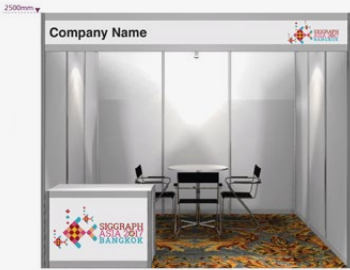
YOUR PARTICIPATION OPTIONS

1. Exhibit
Immerse into the future, and explore new business opportunities.

Exhibition Options	
SPACE ONLY (Minimum 18m²)	Rent a space to build your own stand, carpet not included **USD 350** per m² before 30 April 2017 **USD 410** per m² from 1 May 2017
SPACE + SHELL STAND (Minimum 9m²)	Each 9m² Space + Shell Stand comes with: • System wall on all closed sides • Fascia board with English company name and booth number • One (1) power socket, 500W (not for lighting use) • Three (3) spotlights, 100W **USD 380** per m² before 30 April 2017 **USD 450** per m² from 1 May 2017
STANDARD PACKAGE* (Minimum 9m²)	Each 9m² Standard Package comes with: • System wall on all closed sides • Fascia board with English company name and booth number • One (1) lockable cabinet • One (1) discussion table • Three (3) chairs • One (1) wastepaper basket • One (1) power socket, 500W (not for lighting use) • Three (3) spotlights, 100W • Carpet **USD 400** per m² before 30 April 2017 **USD 470** per m² from 1 May 2017
PREMIUM PACKAGE* (Minimum 18m²)	Each 18m² Premium Package comes with: • System wall on all closed sides • Fascia board with English company name and booth number • One (1) logo on signage with color graphic print • One (1) lockable cabinet • One (1) barstool • One (1) discussion table • Three (3) chairs • One (1) wastepaper basket • Two (2) power socket, 500W (not for lighting use) • Six (6) spotlights, 100W • Carpet **USD 440** per m² before 30 April 2017 **USD 510** per m² from 1 May 2017

* Exhibit packages' and booth visuals illustrated are subject to changes.

2. Sponsor

Be our exhibiting sponsor and have a choice of between four sponsorship levels to increase your exposure and optimize your participation.

PLATINUM PACKAGE
USD 63,000

GOLD PACKAGE
USD 39,000

SILVER PACKAGE
USD 25,000

BRONZE PACKAGE
USD 13,000

3. Host Technical Or Recruitment Talks

Host your user group meetings and presentation sessions at SIGGRAPH Asia to deliver in-depth information about your products and services, upcoming projects and recruitment plans. Your sessions will be promoted on our online, print and mobile platforms.

- **USD 2,500** per session; each session includes a 90-minute speaking slot inclusive of room rental, theater style seating for 100 delegates and standard audio-visual equipment.

- Private meeting rooms are available, contact us for more details.

4. Other Advertising, Sponsorship And Creative Marketing Opportunities

Creative Marketing Opportunities

- Lanyard
- Attendee badge
- Form-filling counter
- Conference bag
- Bag inserts
- Standing banner
- Attendee lounge
- Charging station

Special Functions

- Official reception title sponsor
- Official reception co-sponsor
- Focus group breakfast meeting
- Coffee and tea break sponsor
- Networking luncheon
- After-conference party

Advertising – Digital

- Official website leader board banner advertisements
- Official website square banner advertisements
- Registration sponsor
- Official website registration banner advertisements
- Mobile app banner advertisements
- E-newsletter static banner advertisements
- E-newsletter featured write-up

Advertising – Print

- Print advertisements in event guide
- Print advertisements in venue and exhibition map
- Standing banner

Conference Support And Sponsorship

- Program sponsor

- Technology and equipment sponsor
  - 3D/ DLP projectors
  - 3D glasses
  - Laptops
  - Monitor screens
  - Workstations

- Student volunteer support
  - Student volunteer uniform
  - Souvenirs and giveaways
  - Meals
  - Accommodation
  - Cash support and donation

- Conference USB sponsor

For more sponsorship enquiries, please contact Ms. Clariss Chin at +9230 6128 or clariss.chin@siggraph.org

BE A PART OF SIGGRAPH ASIA 2017!

For More Information, Please Contact:

Clariss Chin (Ms.)

Koelnmesse Pte Ltd
SIGGRAPH Asia 2017
Exhibition & Sponsorship Management

+65 9230 6128
Clariss.chin@siggraph.org

SA2017.SIGGRAPH.ORG

**Like Us, Follow Us & Connect With Us
To Get The Latest Event Updates!**

www.facebook.com/
ACMSIGGRAPHAsia

www.twitter.com/
SIGGRAPHAsia

@SIGGRAPHAsia

www.youtube.com/user/
ACMSIGGRAPH

www.linkedin.com/groups/
ACM-SIGGRAPH-42742