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

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 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):

**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 attended 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

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

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 Shim bun 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
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% 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

### YOUR PARTICIPATION OPTIONS

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

#### Exhibition Options

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Description</th>
<th>Before 30 April 2017</th>
<th>From 1 May 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Only (Minimum 18m²)</td>
<td>Rent a space to build your own stand, carpet not included</td>
<td>USD 350 per m²</td>
<td>USD 410 per m²</td>
</tr>
<tr>
<td>Space + Shell Stand (Minimum 9m²)</td>
<td>Each 9m² Space + Shell Stand comes with:</td>
<td>USD 380 per m²</td>
<td>USD 450 per m²</td>
</tr>
<tr>
<td>Standard Package* (Minimum 9m²)</td>
<td>Each 9m² Standard Package comes with:</td>
<td>USD 400 per m²</td>
<td>USD 470 per m²</td>
</tr>
<tr>
<td>Premium Package* (Minimum 18m²)</td>
<td>Each 18m² Premium Package comes with:</td>
<td>USD 440 per m²</td>
<td>USD 510 per m²</td>
</tr>
</tbody>
</table>

*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.

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

**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
For More Information, Please Contact:

Clariss Chin (Ms.)
Koelnmesse Pte Ltd
SIGGRAPH Asia 2017
Exhibition & Sponsorship Management

+65 9230 6128
Clariss.chin@siggraph.org

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

[Facebook](www.facebook.com/ACMSIGGRAPHAsia)
[Twitter](www.twitter.com/SIGGRAPHAsia)
[Instagram](@SIGGRAPHAsia)
[YouTube](www.youtube.com/user/ACMSIGGRAPH)
[LinkedIn](www.linkedin.com/groups/ACM-SIGGRAPH-42742)

SA2017.SIGGRAPH.ORG