



**SIGGRAPH
ASIA 2016
MACAO**

KEY TO THE FUTURE

The 9th ACM SIGGRAPH Conference and Exhibition on
Computer Graphics and Interactive Techniques in Asia

SA2016.SIGGRAPH.ORG

CONFERENCE: 5 - 8 DECEMBER 2016

EXHIBITION: 6 - 8 DECEMBER 2016

THE VENETIAN MACAO, MACAO

SPONSORSHIP & MARKETING OPPORTUNITIES



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SIGGRAPH Asia Exhibiting Sponsorship Opportunities (At-A-Glance)

	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Exhibit Space	<input type="checkbox"/> Up to 54 m ² Space Only or <input type="checkbox"/> 36 m ² Premium Package	<input type="checkbox"/> Up to 36 m ² Space Only or <input type="checkbox"/> 18 m ² Premium Package	<input type="checkbox"/> Up to 27 m ² Space Only or <input type="checkbox"/> 18 m ² Standard Package	<input type="checkbox"/> 18 m ² Space Only or <input type="checkbox"/> 9 m ² Standard Package
Conference Pass	10 Full Conference Passes Unlimited Exhibitor Pass	6 Full Conference Passes Unlimited Exhibitor Pass	4 Full Conference Passes Up to 40 Exhibitor Passes	3 Full Conference Passes Up to 20 Exhibitor Passes
Discount on Online Registration for Full Conference & Basic Conference Pass	25% Exclusive Online Registration Code	20% Exclusive Online Registration Code	15% Exclusive Online Registration Code	10% Exclusive Online Registration Code
Marketing Recognition & Exposure	- Premium Media Package (online + print + mobile) - Listing of Company Logo with hyperlink on SIGGRAPH Asia 2016 website - Priority Listing of Company Logo and 200-word write-up in SIGGRAPH Asia's printed Exhibition Guide - Prominent Display of 1 Company Logo on Entrance Arch		- Premium Media Package (online + print + mobile) - Listing of Company Logo with hyperlink on SIGGRAPH Asia 2016 website - Priority Listing of Company Logo and 150-word write-up in SIGGRAPH Asia's printed Exhibition Guide - Prominent Display of 1 Company Logo on Entrance Arch	
Coverage in E-Newsletter	2 Coverages* with Logo/Product Photo and 200-word write-up	1 Coverage* with Logo/Product Photo and 100-word write-up	-	-
Lead Retrieval Unit to Capture Attendees Data	1	1	1	1
Print Advertising in Exhibition Guide	1 Full Color Print Ad in Event Guide, Inside Page		-	-
SIGGRAPH Asia Reception Tickets	10	6	4	2
Event Bag Inserts	Brochure (up to A4 size) or giveaway in Bag		1 Flyer (up to A4 size) Insert	
Additional Choices	Choose 2 Sponsorships*: <input type="checkbox"/> Bag Sponsor <input type="checkbox"/> Lanyard Sponsor <input type="checkbox"/> Badge Sponsor <input type="checkbox"/> Website Leaderboard Banner Ad <input type="checkbox"/> Registration Sponsor <input type="checkbox"/> Reception Co-Sponsor	Choose 1 Sponsorship*: <input type="checkbox"/> Bag Sponsor <input type="checkbox"/> Lanyard Sponsor <input type="checkbox"/> Badge Sponsor <input type="checkbox"/> Website Leaderboard Banner Ad	Choose 1 Sponsorship*: <input type="checkbox"/> Website Leaderboard Banner Ad <input type="checkbox"/> Coverage on E-News (100-word) <input type="checkbox"/> Full Color Print Ad in Event Guide	Choose 1 Sponsorship*: <input type="checkbox"/> Coverage on E-News (100-word) <input type="checkbox"/> Full Color Print Ad in Event Guide
Access to Emerging Technologies	Complimentary Access with Exhibitor Pass			
Contribution / Investment	HKD 350,000 Before 01 May 2016 HKD 380,000 From 01 May 2016	HKD 250,000 Before 01 May 2016 HKD 280,000 From 01 May 2016	HKD 150,000 Before 01 May 2016 HKD 180,000 From 01 May 2016	HKD 80,000 Before 01 May 2016 HKD 100,000 From 01 May 2016
Limit	Limited to 1 Sponsor	Limited to 3 Sponsors	Limited to 4 Sponsors	Limited to 5 Sponsors

Rates are in Hong Kong dollars (HKD).

*Subject to availability based on first come first served basis.

SPEAKING OPPORTUNITIES



❑ EXHIBITOR TALK: HKD \$15,000

Organize talks at the stage located within the exhibition hall to deliver in-depth information about your products and services, upcoming projects, recruitment plans and job openings. These 90-minute presentations are available on a first-come, first served basis with no limitation on commercial content. Includes standard AV (microphone, projector and screen). Talks promoted in the event guide and on conference website.

❑ EXHIBITOR SESSION: CALL FOR PRICING

Host your private group meetings and presentation sessions during SIGGRAPH Asia in a more intimate setting. Fee covers one-day cost of the room and marketing of the session in the mobile event program schedule of events and listing on our website. Does not include food and beverage costs, internet connection or AV.



Stratasys at SIGGRAPH Asia 2013

“A big part of the RenderMan division of Pixar’s business is in Asia so SIGGRAPH Asia is a natural place for us to be at.”

- Pixar’s RenderMan®, United States

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SPECIAL FUNCTION SPONSORSHIP

**☐ FOCUS GROUP BREAKFAST MEETING:
HKD \$28,000**

Collecting feedback directly from your customers is priceless. Take advantage of a breakfast focus group at SIGGRAPH Asia to gain information and feedback about your product, service or the market. We can help you invite 10 to 12 attendees who represent your target audience and will provide the insight and opinions you need to hear. We will provide a room and breakfast for up to 15 people; you come equipped with questions and a moderator. Exclusive to 3 sponsors.

☐ NETWORKING LUNCH: CALL FOR PRICING

**☐ AFTER-CONFERENCE PARTY:
CALL FOR PRICING**

**☐ COFFE & TEA BREAK SPONSOR:
CALL FOR PRICING**

- Logo placement on web, print and mobile
- Signage at coffee & tea pick-up station(s)
- 1 flyer insert in conference bag

**☐ OFFICIAL RECEPTION TITLE SPONSOR:
HKD \$180,000**

- 2 minute speech during Reception opening
- Acknowledgement on Reception Ticket/Wristband
- 1 demo/ info desk at Reception
- Logo placement on cocktail tables
- Receive details of all attendees attended the Reception

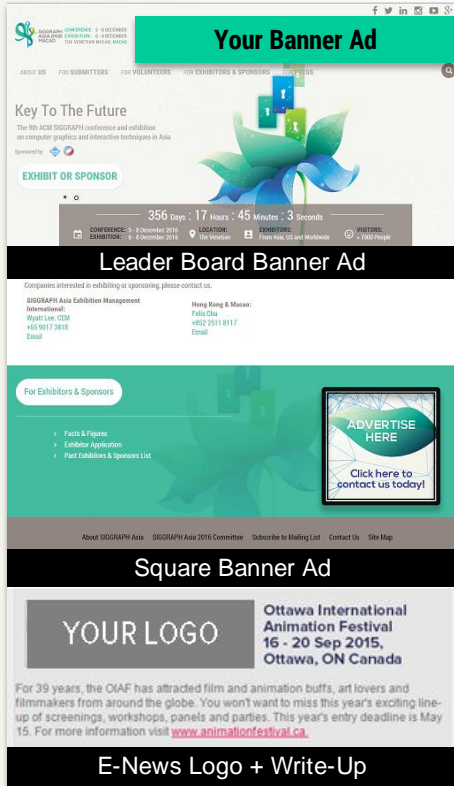
**☐ OFFICIAL RECEPTION CO-SPONSOR:
HKD \$55,000**

- Acknowledgement on Reception Ticket/Wristband
- 1 demo/ info desk at Reception
- Logo placement on cocktail tables



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ADVERTISING – DIGITAL



OFFICIAL WEBSITE LEADER BOARD BANNER AD: HKD \$21,000

Specification: 728w x 90h pixels, rotated.

OFFICIAL WEBSITE SQUARE BANNER AD: HKD \$15,000

Specification: 250w x 250w pixels, rotated.

E-NEWS BANNER AD 1: HKD \$10,000

Specification: 600w x 250h pixels, static

E-NEWS BANNER AD 2: HKD \$6,000

Specification: 300w x 250h pixels, static

E-NEWS LOGO + WRITE-UP: HKD \$12,000

Up to 50 words write-up, web links accepted.

MOBILE APPLICATION AD: CALL FOR PRICING

REGISTRATION SPONSOR: HKD \$65,000

- Exclusive placement of your banner ad on SIGGRAPH Asia registration system
- Exclusive placement of your company logo and URL on e-mail confirmation to all pre-registered attendees
- Logo acknowledgement on registration desks
- For sign up before 31 May 2016

ONLINE REGISTRATION BANNER AD: HKD \$21,000

Don't see what you are looking for?
Contact us to develop a custom marketing
program that is right for you.

SECURE YOUR SPONSORSHIP TODAY!
Wyatt Lee | wyatt.lee@siggraph.org

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ADVERTISING - PRINT

□ PRINT AD IN EVENT GUIDE

The Event Guide offers you maximum reach to all attendees with a full page, full color ad that places your company right ahead of the competition. It is distributed to all attendees.

- Inside Page **HKD \$10,000**
- Inside Front Cover **HKD \$12,000**
- Inside Back Cover **HKD \$12,000**
- Back Cover **HKD \$15,000**

□ PRINT AD IN VENUE & EXHIBITION MAP: HKD \$12,000

□ STANDING BANNER: HKD \$10,000

- Strategically placed in high-traffic areas, this is a perfect opportunity to showcase your advertisement or session schedule for all attendees to see.

“SIGGRAPH Asia is well-organised, well-targeted and gives us the opportunity to meet with people of different levels.”

- Chaos Group, Bulgaria



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CREATIVE MARKETING OPPORTUNITIES

❑ LANYARD

- WITHOUT PRODUCTION: HKD \$15,000
- WITH PRODUCTION: HKD \$55,000

Have your company name or logo printed exclusively on the lanyard worn by all SIGGRAPH Asia 2016 attendees. 6,000 pieces, exclusive to 1 sponsor.

❑ ATTENDEE BADGE: HKD \$45,000

Badges will be carried throughout the event by all attendees; it offers prime back advertising spot and serves as a reminder of your presence at the event.

❑ CONFERENCE BAG: HKD \$45,000

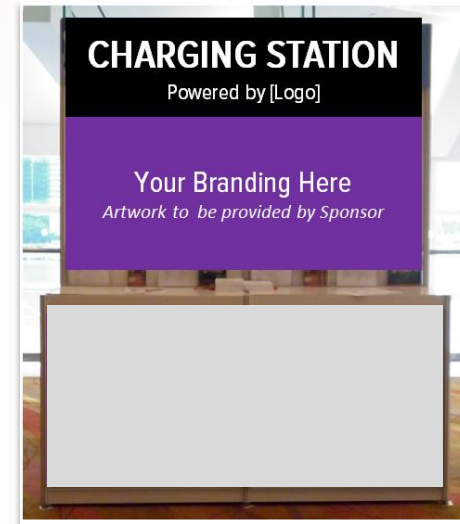
Have our attendees advertise for you as they walk around the venue carrying bags printed with your brand and key message. 2,500 pieces, exclusive to 2 sponsor.

❑ FORM-FILLING COUNTER: HKD \$8,500

❑ CHARGING STATION: HKD \$15,000

❑ ATTENDEE LOUNGE: HKD \$55,000

❑ BAG INSERT: HKD \$12,000



“SIGGRAPH Asia has been great; from preparation with vendors to interaction with the team, it has been a pleasure and that is a great success for us.”

- Double Negative, Singapore

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CONFERENCE SUPPORT & SPONSORSHIP



❑ PROGRAM SPONSOR: CALL FOR PRICING

Support and sponsor one of the SIGGRAPH Asia programs:

- Computer Animation Festival
- Courses
- Emerging Technologies
- Posters
- Symposium on Education
- Symposium on Mobile Graphics and Interactive Application
- Symposium on Visualization
- Technical Briefs
- Technical Papers

❑ STUDENT VOLUNTEER SUPPORT

Every year, more than 150 dedicated computer graphics enthusiasts contribute to SIGGRAPH Asia through the Student Volunteer program. By funding this program, you get to reach out exclusively to our Student Volunteers from all over the world.

We seek the following support:

- Accommodation
- Cash support
- Giveaways
- Meals vouchers
- Uniform / T-shirts

❑ TECHNOLOGY SPONSOR / PARTNER

Place your technology in the workshops, conference rooms and in general areas of the event. It is a great way for attendees to experience your product!

Technology we are seeking:

- 3D glasses & 3D Projector
- Laptops
- Monitor screens
- Data Projectors

Don't see what you are looking for?
Contact us to develop a custom marketing
program that is right for you.

SECURE YOUR SPONSORSHIP TODAY!

Wyatt Lee | wyatt.lee@siggraph.org

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ORDER FOR SPONSORSHIP, ADVERTISING & CREATIVE MARKETING

Order: HKD \$ _____

Company Name (Provide company legal status such as <Limited, Corporation> etc.)

Contact Person

Job Title

Phone Number

Email Address

Address

City / Postal Code

Country



HAVE QUESTION?

Wyatt Lee
SIGGRAPH Asia 2016
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SPONSORSHIP

- Platinum Sponsorship HKD \$380,000
- Gold Sponsorship HKD \$280,000
- Silver Sponsorship HKD \$180,000
- Bronze Sponsorship HKD \$100,000

- Exhibitor Talk HKD \$15,000
- Exhibitor Session *
- Focus Group Breakfast Meeting HKD \$28,000
- Networking Lunch *
- After-Conference Party *
- Coffee & Tea Break *
- Official Reception Title Sponsor HKD \$180,000
- Official Reception Co-Sponsor HKD \$55,000

ADVERTISING

- Website Leader Board Ad HKD \$21,000
- Website Square Ad HKD \$15,000
- E-News Banner Ad 1 HKD \$10,000
- E-News Banner Ad 2 HKD \$6,000
- E-News Logo + Write-Up HKD \$12,000
- Mobile Application Ad *
- Registration Sponsor HKD \$65,000
- Online Registration Banner Ad HKD \$21,000
- Print Ad in Event Guide
 - Inside Page HKD \$10,000
 - Inside Front Cover HKD \$12,000
 - Inside Back Cover HKD \$12,000
 - Back Cover HKD \$15,000
- Print Ad in Venue & Exh. Map HKD \$12,000
- Standing Banner HKD \$10,000

CREATIVE MARKETING

- Lanyard
 - Without Production HKD \$15,000
 - With Production HKD \$55,000
- Attendee Badge HKD \$45,000
- Conference Bag HKD \$45,000
- Form-Filling Counter HKD \$8,500
- Charging Station HKD \$15,000
- Attendee Lounge HKD \$55,000
- Bag Insert HKD \$12,000

ACCEPTANCE

Upon acceptance, if any, of this application by Koelnmesse Pte Ltd, Advertiser/Sponsor 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 incorporated herein and made a part of the Contract.

Advertiser/Sponsor agrees to meet all requirements and deadlines outlined in the Confirmation Letter as well as full payment with Contract or upon receipt of invoice. This Contract is binding and any attempt to cancel all or part of this Contract shall result in the forfeit of 100% of advertising/sponsorship fee.

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

Signature, Company Stamp & Date

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