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

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM SPONSOR</th>
<th>GOLD SPONSOR</th>
<th>SILVER SPONSOR</th>
<th>BRONZE SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibit Space</strong></td>
<td>□ Up to 54 m² Space Only or □ 36 m² Premium Package</td>
<td>□ Up to 36 m² Space Only or □ 18 m² Premium Package</td>
<td>□ Up to 27 m² Space Only or □ 18 m² Standard Package</td>
<td>□ 18 m² Space Only or □ 9 m² Standard Package</td>
</tr>
<tr>
<td><strong>Conference Pass</strong></td>
<td>10 Full Conference Passes Unlimited Exhibitor Pass</td>
<td>6 Full Conference Passes Unlimited Exhibitor Pass</td>
<td>4 Full Conference Passes Up to 40 Exhibitor Passes</td>
<td>3 Full Conference Passes Up to 20 Exhibitor Passes</td>
</tr>
<tr>
<td><strong>Discount on Online Registration for Full Conference &amp; Basic Conference Pass</strong></td>
<td>25% Exclusive Online Registration Code</td>
<td>20% Exclusive Online Registration Code</td>
<td>15% Exclusive Online Registration Code</td>
<td>10% Exclusive Online Registration Code</td>
</tr>
<tr>
<td><strong>Marketing Recognition &amp; Exposure</strong></td>
<td>- 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</td>
<td>- 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</td>
<td>- 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</td>
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</tr>
<tr>
<td><strong>Coverage in E-Newsletter</strong></td>
<td>2 Coverages* with Logo/Product Photo and 200-word write-up</td>
<td>1 Coverage* with Logo/Product Photo and 100-word write-up</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Lead Retrieval Unit to Capture Attendees Data</strong></td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Print Advertising in Exhibition Guide</strong></td>
<td>1 Full Color Print Ad in Event Guide, Inside Page</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>SIGGRAPH Asia Reception Tickets</strong></td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td><strong>Event Bag Inserts</strong></td>
<td>Brochure (up to A4 size) or giveaway in Bag</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Additional Choices</strong></td>
<td>Choose 2 Sponsorships*: □ Bag Sponsor □ Lanyard Sponsor □ Badge Sponsor □ Website Leaderboard Banner Ad □ Registration Sponsor □ Reception Co-Sponsor</td>
<td>Choose 1 Sponsorship*: □ Bag Sponsor □ Lanyard Sponsor □ Badge Sponsor □ Website Leaderboard Banner Ad</td>
<td>Choose 1 Sponsorship*: □ Website Leaderboard Banner Ad □ Coverage on E-News (100-word) □ Full Color Print Ad in Event Guide</td>
<td>Choose 1 Sponsorship*: □ Coverage on E-News (100-word) □ Full Color Print Ad in Event Guide</td>
</tr>
<tr>
<td><strong>Access to Emerging Technologies</strong></td>
<td>Complimentary Access with Exhibitor Pass</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Contribution / Investment</strong></td>
<td>HKD 350,000 Before 01 May 2016 HKD 380,000 From 01 May 2016</td>
<td>HKD 250,000 Before 01 May 2016 HKD 280,000 From 01 May 2016</td>
<td>HKD 150,000 Before 01 May 2016 HKD 180,000 From 01 May 2016</td>
<td>HKD 80,000 Before 01 May 2016 HKD 100,000 From 01 May 2016</td>
</tr>
<tr>
<td><strong>Limit</strong></td>
<td>Limited to 1 Sponsor</td>
<td>Limited to 3 Sponsors</td>
<td>Limited to 4 Sponsors</td>
<td>Limited to 5 Sponsors</td>
</tr>
</tbody>
</table>

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.

“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
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.

- **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

- **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

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NVIDIA at SIGGRAPH Asia 2013 Official Reception

Over 1,200 attendees at SIGGRAPH Asia 2015 Official Reception
- 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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SIGGRAPH Asia is well-organised, well-targeted and gives us the opportunity to meet with people of different levels.”

- Chaos Group, Bulgaria

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 Font 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.

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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
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
Order: HKD $________________________

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

________________________________________
Country

________________________________________
City / Postal Code

________________________________________
Address

________________________________________
Email Address

________________________________________
Phone Number

________________________________________
Job Title

________________________________________
Contact Person

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

CREATIVE MARKETING

- Lanyard
  - Without Production HKD $15,000
  - With Production HKD $55,000
- Attendee Badge
- Conference Bag HKD $45,000
- Form-Filling Badge 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

HAVE QUESTION?
Wyatt Lee
SIGGRAPH Asia 2016
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wyatt.lee@siggraph.org

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Order for Sponsorship, Advertising & Creative Marketing