



# SIGGRAPH ASIA 2014 SHENZHEN



***BIG IDEAS START SMALL***



**CONFERENCE** 3 DEC - 6 DEC  
**EXHIBITION** 4 DEC - 6 DEC

**SHENZHEN CONVENTION  
& EXHIBITION CENTER**

**[SA2014.SIGGRAPH.ORG](http://SA2014.SIGGRAPH.ORG)**

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# The 7th SIGGRAPH Asia Calls Shenzhen Home

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Hosted in Shenzhen, China for the first time from 3 – 6 December 2014, SIGGRAPH Asia gathers only the most respected technical and creative individuals from all over the world.

Featuring an array of programs helmed by industry experts and academics, the conference attracts different attendees. Excited by research, science, art, animation, games, interactive technologies, mobile apps, education, and the web; the opportunities for attendees to learn, discover, and be inspired are endless.

At the exhibition, leading hardware and software vendors, animation, VFX and game studios, production houses, educational and research institutions will showcase their latest innovative products and services to professionals and enthusiasts from Asia and beyond.

China's megacity, Shenzhen makes for a strategic location and ideal base for multimedia and digital entertainment production. In recent years, the city has become a regional hub for media and creative-related industries, offering a wide spectrum of exciting opportunities. Today, over 70% of China's cartoon and animation artists are based in the city, making it a lucrative location for producing entertainment and games software, computer animation, and digital effects for the video and film industries.

Be a part of **SIGGRAPH Asia 2014** when it debuts in Shenzhen!

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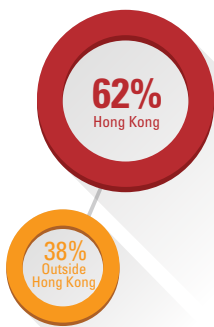
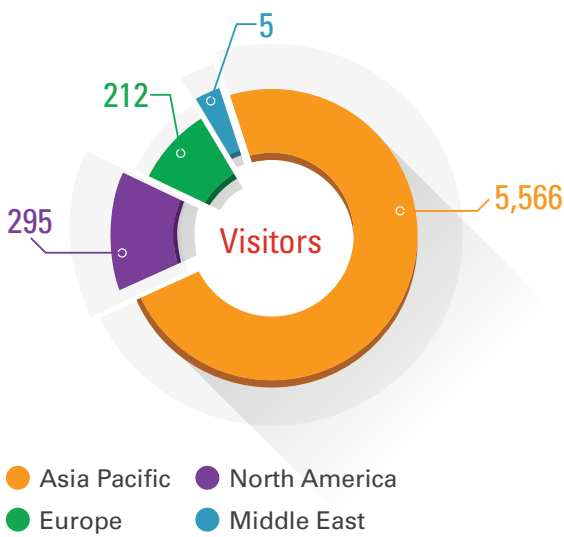
中国科学院深圳先进技术研究院  
SHENZHEN INSTITUTES OF ADVANCED TECHNOLOGY  
CHINESE ACADEMY OF SCIENCES



Tsinghua-Tencent  
清华-腾讯联合实验室



# SIGGRAPH Asia at a Glance



## Majority of SIGGRAPH Asia attendees are from Asia.

Asia is our key market, and there's no doubt about it. In 2013, 62% of attendees were from Hong Kong and 38% from outside of Hong Kong. Other key Asian countries include China, Japan, Singapore, South Korea, Taiwan and United States.



## Hear about the latest industry happenings only at SIGGRAPH Asia

55% of our attendees' main objective for visiting the exhibition is to gather information and keep up with the latest industry developments.

## SIGGRAPH Asia attracts the industry's key experts

36% of exhibition visitors held jobs in animation and visual effects, 16% in higher education, and a further 7% are researchers or scientists.

## A reliable platform for establishing new business opportunities

52% of exhibitors want to find new prospective clients to introduce their latest products and services. 17% of exhibitors look to strengthen existing business relations.

## SIGGRAPH Asia connects exhibitors to the right customers

67% of exhibitors get to meet relevant customers at SIGGRAPH Asia. Relevance, quality, and exposure help establish the ground for future business and research projects.

## 2D/3D graphics and game engines are trending topics of interest

43% of exhibition visitors are interested in products/services related to 2D/3D graphics design and modelling/rendering. Another 10% look for game engines.

## SIGGRAPH Asia draws a healthy mix of international and local exhibitors

In 2013, 53% of exhibitors were from Hong Kong and 47% from outside of Hong Kong. Key countries include China, South Korea, and United States.

## Quality coverage from local and international media outlets

2013 saw 96 media hits from Hong Kong and international media outlets, spanning print, broadcast, and online news outlets, including local and global trade publications.

## Be a Part of SIGGRAPH Asia 2014

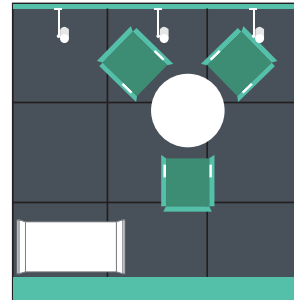
Showcase your latest products and services, meet and connect with only the most relevant visitors to explore lucrative business opportunities. Here's how you can establish your presence at SIGGRAPH Asia.



### Space Only

Build your own stand and differentiate yourself from others. A customized booth design will stand out and leave an impression on the trade floor.

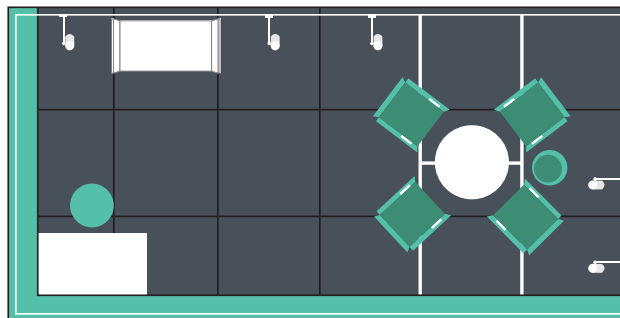
**SGD 420** per sqm (before 1 August 2014)  
**SGD 465** per sqm (from 1 August 2014)



### Standard Shell Scheme

A budget-friendly option, get a space with regular furniture and fittings. This includes fascia board, carpet, lightings, and power socket.

**SGD 470** per sqm (before 1 August 2014)  
**SGD 520** per sqm (from 1 August 2014)



### Premium Shell Scheme

A step up and comes with additional furniture and fittings. Also includes a prominent fascia board with your company logo to attract customers.

**SGD 505** per sqm (before 1 August 2014)  
**SGD 555** per sqm (from 1 August 2014)



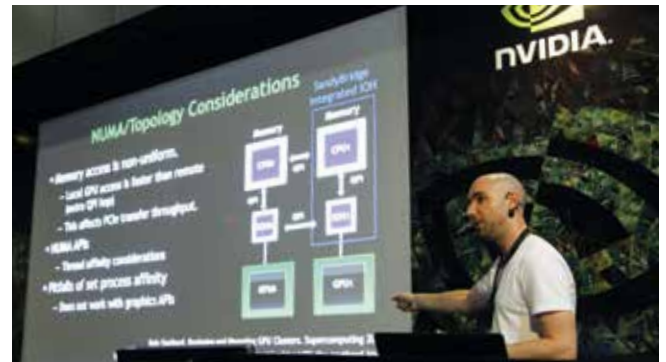
We offer you a variety of options, all of which come with different entitlements. Further customization is always welcome. Please get in touch with us at [exhibits\\_asia@siggraph.org](mailto:exhibits_asia@siggraph.org) or call **+65 6500 6711**.

# Your Participation Options



## Exhibitor Sessions

Host user group meetings and presentation sessions in a theatre-style room or presentation area in the exhibition hall. Display your company's branding in the room and conduct your session throughout the exhibition days. Single-day bookings are also available.



## Exhibitor Talks

Organize talks at the stage located within the exhibition hall to deliver in-depth information about your products and services. Your talks will be promoted in our exhibition guide, program matrix, website, and social media channels.



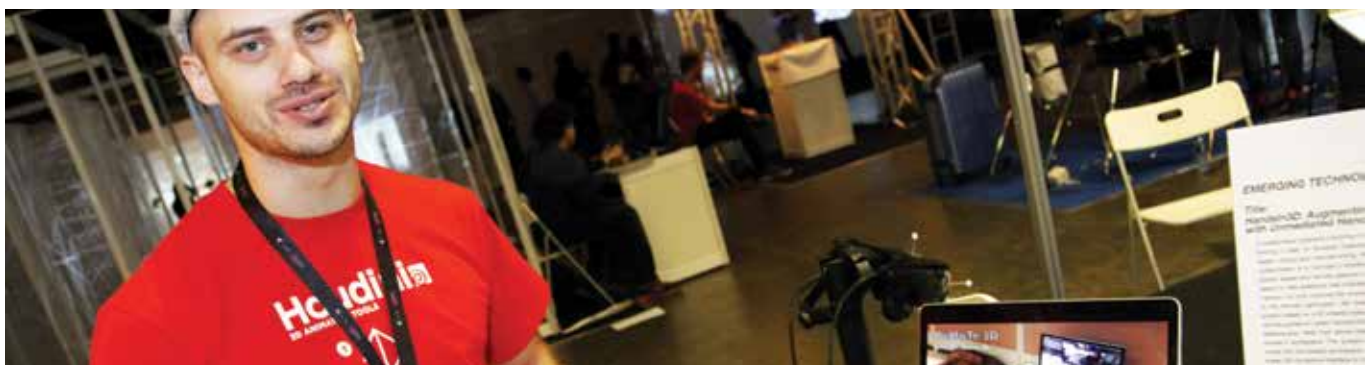
## Recruitment Talks

Recruit talents through talks and share about your company, past and upcoming projects, recruitment plans, and job openings with our attendees. Your talks will be promoted in our exhibition guide, program matrix, website, and social media channels.



## Exhibiting Sponsorship Packages

Be an exhibiting sponsor to increase your exposure and maximise your participation. Your company's branding will be included in prominent areas such as the exhibition entrance arch, our website's homepage, and priority listing in our exhibition guide.



## Advertising & Sponsorship

The right combination of advertising and sponsorship tactics, both pre- and post-show will help you maximize your presence. Explore various onsite and online options that let you get a head start and stand out from the competition.

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## Reasons to Enhance Your Participation

Play an active role and contribute to the future of computer graphics and interactive techniques. Only at SIGGRAPH Asia 2014.

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### It's about **INTERACTION**

We know how important face-to-face interaction is when enhancing customer experience. The exhibition attracts visitors from Asia and beyond, across multiple industry sectors. Explore partnerships and collaborations, meet prospective contacts, and strengthen existing relations in person at SIGGRAPH Asia 2014.



### It's about **QUALITY**

At SIGGRAPH Asia, we attract industry leaders through an unparalleled quality of conference programs and the exhibition. Join us in 2014 to get access to a highly-qualified audience who seek to be inspired and make purchasing decisions on products and services.



### It's about **EXPOSURE**

Reach the people you need to reach through us. Choose from focused online and print media placements, PR campaigns targeting Asia-Pacific, extensive collaborations with partner events and associations, and targeted direct marketing in the key languages of SIGGRAPH Asia's markets: English, Chinese, Japanese, and Korean.



**Exhibition &  
Sponsorship Management**

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