



SIGGRAPH ASIA 2014 SHENZHEN

The 7th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia

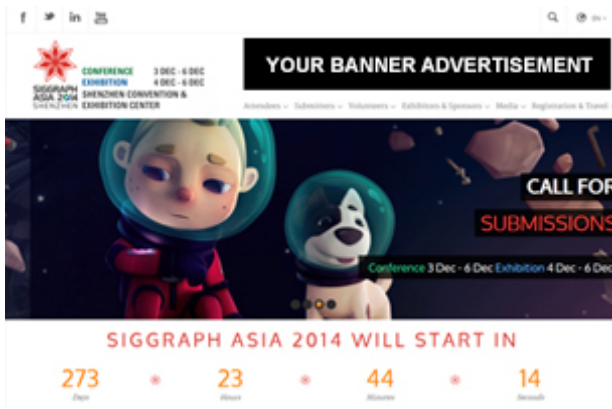
CONFERENCE 3 DEC - 6 DEC
EXHIBITION 4 DEC - 6 DEC
SHENZHEN CONVENTION & EXHIBITION CENTER
SA2014.SIGGRAPH.ORG

ADVERTISING & SPONSORSHIP

The right combination of advertising, sponsorship, and pre-and post-show marketing opportunities will help you maximize your presence and stand out from the competition. Turn heads at SIGGRAPH Asia 2014 with these promotional opportunities. Create a dynamic impression in Asia now!

DIGITAL ADVERTISING

SIGGRAPH ASIA 2014 WEBSITE



The SIGGRAPH Asia website is the main source of information for attendees and is the ideal place to highlight your products and services. Your banner is prominently placed on the homepage and main landing pages and runs from the time they are received, until the event ends.

Leader Board Banner Ad

SGD 3,800

- Exclusive to 3 Advertisers
- 728px wide x 90px tall
- GIF or JPEG files accepted, no animation
- Rotates between ads

ONLINE REGISTRATION WEBSITE



Include your company's message in a banner that is prominently displayed on the registration website where attendees purchase their conference passes online. Your banner ad will appear on the homepage and on every page of the registration process from the day online registration starts till end November when it closes.

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SGD 3,800

- Exclusive to 1 Advertiser
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HTML EMAILER



Reach out to registered attendees by opting for our HTML mailer, where you can design and create your own customized look and feel to promote your company directly to those who are attending.

Pre-registered List

SGD 1,000

- *Scheduled 2 to 4 weeks before show*

All Registered List

SGD 1,200

- *Scheduled 2 to 4 weeks after show*

E-NEWSLETTER BANNER



A static banner with your company logo or a short write-up that reaches 50,000+ prospects from the computer graphics and interactive techniques industry subscribed to SIGGRAPH Asia's mailing list. This opportunity is limited by the number of e-newsletters issued in a year from March to November, and it's going fast!

Static Banner Ad

SGD 1,500

- *Exclusive to 1 advertiser per newsletter issue*
- *600px wide x 90px tall, only JPEG files accepted*

Write-up

SGD 1,000

- *Exclusive to 1 advertiser per newsletter issue*
- *30 - 40 words write-up, web links accepted.*



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PRINT ADVERTISING

PRINT AD IN EXHIBITION GUIDE



The Exhibition 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 widely distributed with all event information, including the exhibitor and sponsor list, booth numbers and exhibition floor plan.

Back Cover	SGD 3,500
Inside Back Cover	SGD 3,000
Inside Front Cover	SGD 3,000
Inside Page	SGD 2,500

Advertiser to provide artwork file based on specifications provided by SIGGRAPH Asia.

PRINT AD IN PROGRAM MATRIX



Advertise in the Program Matrix, a handy, foldable program guide that all conference attendees refer to for conference programs including the daily schedules and session topics presented at SIGGRAPH Asia 2014.

Back Cover	SGD 2,500
Inside Page	SGD 2,000

Sponsor to provide artwork file based on specifications provided by SIGGRAPH Asia.



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ADVERTISING & SPONSORSHIP

ONSITE ADVERTISING

LANYARD



Have your company's name or logo printed exclusively on the lanyard worn by all SIGGRAPH Asia 2014 attendees.

Sponsorship Fee

SGD 5,000

Exclusive to 1 Sponsor

Sponsor to provide production of 7,000 lanyards with clips including shipping cost or; Sponsor to bear production cost and lanyards produced by SIGGRAPH Asia.

ATTENDEE BADGE



No other advertising medium allows your marketing message to reach the SIGGRAPH Asia 2014 attendees as personally as the attendee badges do. Carried throughout the event by all attendees, it offers you prime back advertising spot and serves as a reminder of your presence at the event.

Sponsorship Fee

SGD 4,000

Exclusive to 1 Sponsor

Sponsor to provide artwork file with logo and text based on specifications provided by SIGGRAPH Asia.



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ADVERTISING & SPONSORSHIP

FORM FILLING COUNTERS



The first point of contact for every attendee right even before they register for the event. Have your company logo and key messages prominently placed at our counters.

Sponsorship Fee

SGD 1,500

Exclusive to 2 Sponsors; limited to 2 counters per Sponsor.

per counter

Sponsor to provide final artwork file in specifications provided by SIGGRAPH Asia.

REGISTRATION FLYER



Attract attendees with your company flyers by having them prominently placed at the registration counters. Your flyers will be seen when attendees are waiting for their badges to be printed.

Sponsorship Fee

SGD 1,500

Exclusive to 3 Sponsors

Sponsor to provide production of 3,000 inserts and shipping cost.

MERCHANDISE BAG



Have our attendees advertise for you as they walk around the exhibition hall and conference areas carrying bags printed with your company's branding visuals and key messages.

Sponsorship Fee

SGD 2,000

Exclusive to 1 Sponsor

Sponsor to bear sample cost and mass production cost, and provide artwork file based on specifications provided by SIGGRAPH Asia.



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BAG INSERTS



Draw the crowd to your booth by promoting your key messages in bags distributed to conference attendees when they register onsite. Insert souvenirs, pens, notepads, lucky draw slips, bottled water or anything creative.

Sponsorship Fee **SGD 1,000**

Exclusive to 3 Sponsors

Sponsors to provide production of 1,500 inserts and shipping cost.

STANDING BANNER



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

Exhibition Hall Entrance **SGD 1,500**

Exclusive to 4 Sponsors

- Exhibitors only

Conference Area **SGD 1,200**

Exclusive to 5 Sponsors

Sponsor to provide final artwork file in specifications provided by SIGGRAPH Asia. Includes production, installation and dismantling.



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DIRECTORY BOARD ADVERTISEMENT



Advertise your company's key messages or session schedule right next to our directory board. These directory boards are placed strategically at the convention center to help attendees find the right room or area.

Directory Board

SGD 1,800

Sponsor to provide final artwork file in specifications provided by SIGGRAPH Asia.

TABLE TOP PLACEMENT



Having a table top placement at the entrance of a selected conference room of your choice provides attendees with a copy of your company brochure when they enter the room; serves as excellent reading material while waiting for programs to start.

Table Top

SGD 1,000

Exclusive to 1 Sponsor per Conference Program

Sponsor to provide final artwork file in specifications provided by SIGGRAPH Asia.



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ATTENDEE LOUNGE



The attendee lounge provides attendees with a place to rest during the event days. Situated within the exhibition hall, the lounge is a convenient place to check emails, network with fellow attendees and hold discussions with important clients. Have your company's branding and brochures displayed all around the lounge.

SPONSORSHIP FEE

Exclusive to 1 Sponsor

**From
SGD 10,000**



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PROMOTIONAL OPPORTUNITIES

EXHIBITOR TALK



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 hall, program matrix, website and social media channels.

Promotional Fee

SGD 2,000

Talks are 2 slots of 1 hour session inclusive of setup and tear down. Session can be selected. Standard AV equipment (without laptop) provided.

RECRUITMENT TALK



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 hall, program matrix, website and social media channels.

Promotional Fee

SGD 2,000

Talks are 1 hour sessions inclusive of setup and tear down. Standard AV equipment (without laptop) provided.



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EXHIBITOR SESSION



Host your user group meetings and presentation sessions during SIGGRAPH Asia 2014 with a theatre-style presentation area that is located right in the exhibition hall. Display your company's branding in the room and conduct your sessions throughout the exhibition days. Single day bookings are also available.

Booking Fee

Contact us for individual quote

DEMONSTRATION AREA



Showcase and conduct hands-on demonstration of your latest products to our attendees within the exhibition hall at our demonstration area - Exciting and innovative products and processes find a space of their own here.

Demonstration Counter

SGD 2,000



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CONFERENCE SUPPORT & SPONSORSHIP

NETWORKING RECEPTION SPONSOR



Be the official sponsor of the SIGGRAPH Asia 2014 Networking Reception, where over 1,500 attendees will be in attendance. Have your company's branding appear everywhere from admission wrist tags, hanging LCD screens, welcome balloons to exhibit space and via our online promotion efforts for the reception.

Sponsorship Fee

**From
SGD 25,000**

NETWORKING RECEPTION CO-SPONSOR



Engage attendees at our networking reception with a table top showcasing your latest products and services. Give out free beers, engage them in a spin & win session, hold lucky draws, give out freebies.

Sponsorship Fee

**From
SGD 7,500**



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EXHIBITOR & CONTRIBUTOR RECEPTION



Host a party or evening reception for all exhibitors and contributors from all over the world where most of them will be your company's key audience too.

Sponsorship Fee

**From
SGD 20,000**

STUDENT VOLUNTEER SUPPORT



Every year, more than 150 dedicated computer graphics enthusiasts contribute to SIGGRAPH Asia through the Student Volunteers program. We are looking for giveaways, meal and/or accommodation sponsors, and donations to fund this program. You get to reach out exclusively to our Student Volunteers from all over the world.

We seek the following sponsorship:

- Student Volunteer's T-shirts
- Freebies, souvenirs, giveaways
- Meal vouchers
- Accommodation
- SV Committee Dinner





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EQUIPMENT SUPPORT



The successful hosting of the SIGGRAPH Asia conference is dependent on the kind assistance of the industry's companies to loan equipment to the conference during the event days.

Equipment we are seeking:

- Laptops
- Projectors
- Monitor screens
- 3D Glasses
- 3D Projector

All equipment sponsors will be accorded sponsorship recognition. Equipment loaned during the conference will be covered under our insurance blanket.

SIGGRAPH Asia 2014 Exhibition Management

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ADVERTISING & SPONSORSHIP

Get noticed at SIGGRAPH Asia 2014 now! Choose between 4 sponsorship levels to increase your exposure and optimize your participation! Reserve your booth or room, add-on from our list of promotional opportunities that suit your marketing needs and enjoy the additional recognition listed below for each of the sponsorship levels.

EXHIBITING SPONSOR PACKAGE	FEE BEFORE 1 AUGUST 2014	FEE FROM 1 AUGUST 2014	RECOGNITION	ENTITLEMENTS
PLATINUM SPONSOR (limited to 1 sponsor)	SGD 40,000	SGD 42,500	<ul style="list-style-type: none"> • Company logo and web link as Platinum/Gold/Silver/Bronze Sponsor on front page of website. • Company logo on exhibition entrance arch. • Company profile and logo on website under exhibitor listing. • Priority listing of company profile and logo in printed exhibition guide under exhibiting sponsor. 	<ul style="list-style-type: none"> • 6 Full Conference Pass • 25% discount on Full Conference and Basic Conference Pass
GOLD SPONSOR (limited to 2 sponsors)	SGD 30,000	SGD 32,500		<ul style="list-style-type: none"> • 5 Full Conference Pass • 20% discount on Full Conference and Basic Conference Pass
SILVER SPONSOR (limited to 3 sponsors)	SGD 25,000	SGD 27,500		<ul style="list-style-type: none"> • 4 Full Conference Pass • 15% discount on Full Conference and Basic Conference Pass
BRONZE SPONSOR (limited to 4 sponsors)	SGD 15,000	SGD 17,500		<ul style="list-style-type: none"> • 3 Full Conference Pass • 10% discount on Full Conference and Basic Conference Pass

SIGGRAPH Asia 2014 Exhibition Management

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