The 11th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia

CONFERENCE 4 – 7 December 2018
EXHIBITION 5 – 7 December 2018
Tokyo International Forum, Japan

INVITATION
TO EXHIBIT & SPONSOR

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Sponsored by:
Organized by:
WELCOME

Be in the center of digital innovations at the 11th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia – SIGGRAPH Asia 2018. A magnet for digital communities, SIGGRAPH Asia attracts over 7,000 industry leaders and professionals in business, education, art and technology, like no other Asia-Pacific conference or trade exhibition.

The four-day event held in the epicenter of technology in the Asia-Pacific region, Tokyo, Japan, is set to amplify its tech-culture with the latest technologies, animation, state-of-the-art products and innovative services.

SIGGRAPH Asia 2017 At-a-Glance

- **6,526** Attendees
- **58** Countries & Regions
- **84** Exhibitors & Sponsors
- **600** Speakers & Presenters
- **46** Media Representatives
- **1** Grand Reception Party

Important Dates

- Exhibit Space Early-bird Rate Deadline: 18 May 2018
- Exhibit Space Registration Deadline: 16 November 2018
- Exhibition Build-up
  - Conference Dates: 4 – 7 December 2018
  - Trade Exhibition Dates: 5 – 7 December 2018
  - Exhibition Tear-down: 7 December 2018
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 event 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 Digital Hollywood, Forum8, Imagica Robot Holdings, to name a few)*

**CONNECT** with relevant people and companies from the digital community internationally.

**NETWORK** and **FOSTER** new opportunities with over 7,000 leading experts, industry leaders, developers, potential investors, international media, young professionals, academia and more.

*(67% of attendees have not attended SIGGRAPH in North America)*

**INSPIRE FUTURE GENERATIONS**
Leverage on our student volunteer program where hundreds of volunteers worldwide come together to support the event.
SIGGRAPH ASIA STATISTICS

Top Participating Objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction of new products/services</td>
<td>40.2%</td>
</tr>
<tr>
<td>To find new prospective clients</td>
<td>37.5%</td>
</tr>
<tr>
<td>Market research and analysis</td>
<td>8.9%</td>
</tr>
<tr>
<td>Strengthen existing business contacts</td>
<td>6.3%</td>
</tr>
<tr>
<td>To recruit potential staffs</td>
<td>4.5%</td>
</tr>
<tr>
<td>Direct sales</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

SIGGRAPH Asia 2017 Exhibitor Satisfaction Statistics

100% of Exhibitors are generally satisfied with SIGGRAPH Asia 2017

Countries And Regions Represented at SIGGRAPH Asia 2017

76% were international participations and 24% were from the host country, Thailand.

- Canada
- China
- France
- Germany
- India
- Japan
- Malaysia
- Singapore
- South Korea
- Sweden
- Switzerland
- Taiwan
- Thailand
- United Kingdom
- United States of America
SIGGRAPH ASIA 2017 VISITOR STATISTICS

Top 5 Visitor Primary Field of Business

- Artist: 11.0%
- Product Development: 13.3%
- Film / TV Production: 13.5%
- Games: 14.5%
- Research / Education: 39.3%

Top 10 Products & Services Interest at SIGGRAPH Asia Exhibition

1. 3D Graphics
2. Augmented / Mixed / Virtual Reality
3. Animation / Visual Effects
4. Visualization
5. Rendering & Modeling
6. Simulation
7. 3D Printing
8. Display Technology
9. Motion Capture
10. Graphics Processors

Others include Mobile Computing, Commercial Game Engines/Equipment, Robotics, Consumer Electronics, Haptic, Workstations and more.

Top 10 Visiting Countries & Regions at SIGGRAPH Asia 2017

1. Australia
2. China
3. Japan
4. South Korea
5. Thailand
6. Austria
7. India
8. Singapore
9. Taiwan
10. United States

46 Media Representatives from 35 Media Outlets

**INTERNATIONAL MEDIA**
- 3D Visualization World Magazine
- Animation Magazine, USA
- Animation World Network, USA
- Animation Xpress, India
- CG World, Japan
- CGVisual.com (Animazu Studios), Hong Kong
- Eizo Shimbun Visual Communications Journal, Japan
- Full Digital Innovation (FDI), Japan
- Game Watch / Impress Corporation, Japan
- InCG Magazine, Taiwan
- New Straits Times Malaysia
- Nikkei, Japan
- Student Filmmakers Magazine, USA
- vfxblog/Cartoon Brew, Australia, USA

**LOCAL MEDIA**
- Asia Morning
- Blognone.com
- Digital Age
- Digital Next Thailand
- Droidsans Co., Ltd.
- Eleader Magazine
- Enterprise ITPro
- Industry Magazine+ Micro computer
- KBR – Asia Calling
- MCOT – Thai News Agency
- MobileOcta.com
- PostUp News
- se-education pcl
- Siam VR
- TechTalkThai
- Thai Bangkok News
- ThaiBangkoknews
- ThaiPublicMedia
- Thereporter.asia
- www.enjoyjam.net
- yoware.org
PARTICIPATION OPTIONS

Exhibit
Immerse into the future and explore new business opportunities with our exhibition packages.

SPACE ONLY
(Minimum 18* sqm, 2 units) *Each unit = 9 sqm
Rent a space to build your own stand, carpet not included

- USD 4,300 / JPY 480,000 per unit before 18 May 2018
- USD 4,800 / JPY 540,000 per unit from 19 May 2018

STANDARD PACKAGE*
(Minimum 9 sqm, 1 unit)
Each 9 sqm (1 unit) Standard Package comes with:
- System wall on all closed sides
- Fascia board with English company name and booth number
- One (1) lockable cabinet
- One (1) discussion table
- Three (3) chairs
- One (1) wastepaper basket
- One (1) power socket, 500W (not for lighting use)
- Three (3) spotlights, 100W

- USD 5,150 / JPY 580,000 per unit before 18 May 2018
- USD 5,700 / JPY 640,000 per unit from 19 May 2018

PREMIUM PACKAGE*
(Minimum 9 sqm, 1 unit)
Each 9 sqm (1 unit) Premium Package comes with:
- System wall on all closed sides
- Fascia board with English company name and booth number
- One (1) logo on signage with color graphic print
- One (1) lockable cabinet
- One (1) barstool
- One (1) discussion table
- Three (3) chairs
- One (1) wastepaper basket
- Two (2) power socket, 500W (not for lighting use)
- Six (6) spotlights, 100W

- USD 5,600 / JPY 630,000 per unit before 18 May 2018
- USD 6,100 / JPY 690,000 per unit from 19 May 2018

^ Exhibit packages' and booth visuals illustrated are subject to changes.
PARTICIPATION OPTIONS

Sponsor
Be our exhibiting sponsor and have a choice of between four sponsorship levels to increase your exposure and optimize your participation.

PLATINUM PACKAGE
USD 58,000.00 / JPY 6,480,000

GOLD PACKAGE
USD 43,000.00 / JPY 4,860,000

SILVER PACKAGE
USD 29,000.00 / JPY 3,240,000

BRONZE PACKAGE
USD 17,500.00 / JPY 1,944,000

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 3,100 / JPY 351,000 per session
Each session includes a 90-minute speaking slot inclusive of room rental, theater style seating for approximately 100 delegates and standard audio-visual equipment.

Other Advertising, Sponsorship and Creative Marketing Opportunities

Advertising – Digital
- E-newsletter banner ad
- E-newsletter featured write-up
- Mobile app banner ad
- Official website leader board banner ad
- Official website square banner ad
- Official website registration banner ad

Advertising – Print
- Print ad in venue and exhibition map
- Standing banner

Creative Marketing Opportunities
- Attendee badge
- Conference bag
- Form-filling counter
- Bag inserts
- Lanyard
- Mascot Advertising
- Attendee lounge
- Charging station

Conference Support and Sponsorship
- Conference USB sponsor
- Program sponsor
- Technology and equipment sponsor
  - 3D/ DLP projectors
  - 3D glasses
  - Laptops
  - Monitor screens
  - Workstations
  - VR Headsets

- Student volunteer support
  - Accommodation
  - Cash support and donation
  - Giveaways
  - Meal vouchers
  - Student volunteer uniform

Special Functions
- After-conference party
- Coffee and tea break sponsor
- Focus group breakfast meeting
- Networking luncheon
- Official reception title sponsor
- Official reception co-sponsor

SOLD OUT
BE A PART OF SIGGRAPH ASIA 2018!

For more information, please contact:
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SIGGRAPH Asia 2018
Exhibition & Sponsorship Management

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