



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



CROSSOVER

INVITATION
TO EXHIBIT & SPONSOR

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

SA2018.SIGGRAPH.ORG

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
Trade Exhibition Dates
Exhibition Tear-down

4 December 2018
4 – 7 December 2018
5 – 7 December 2018
7 December 2018

WHY PARTICIPATE?

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.

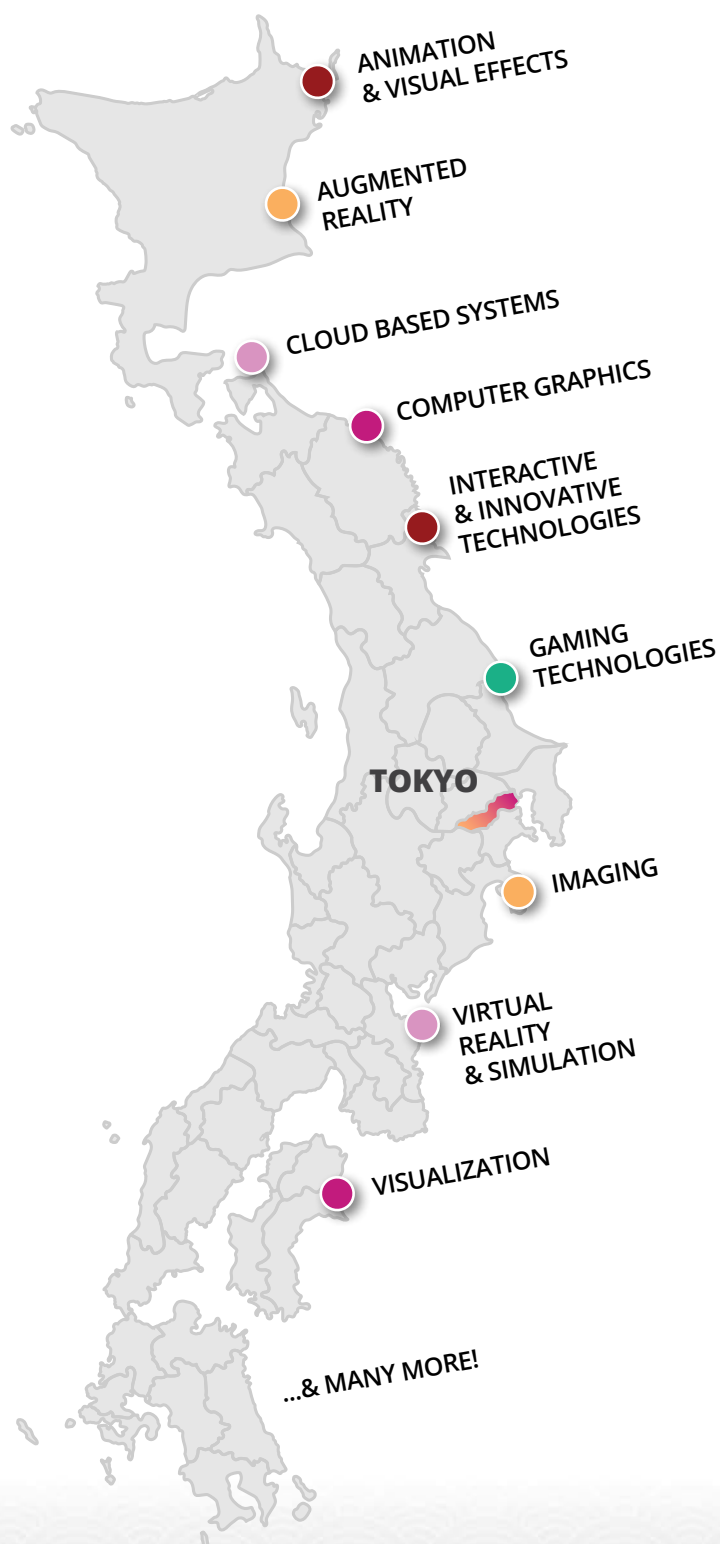
(67% of attendees have not attended SIGGRAPH in North America)



INSPIRE FUTURE GENERATIONS

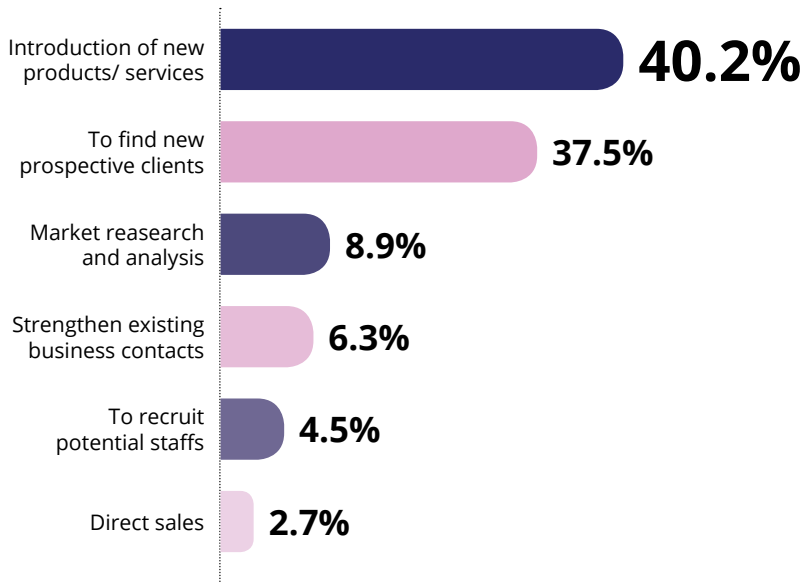
Leverage on our student volunteer program where hundreds of volunteers worldwide come together to support the event.

Key Exhibition Segments



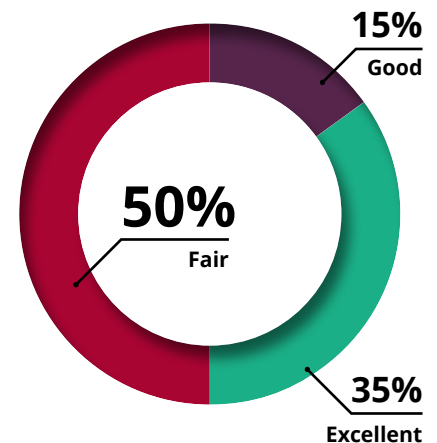
SIGGRAPH ASIA STATISTICS

Top Participating Objectives



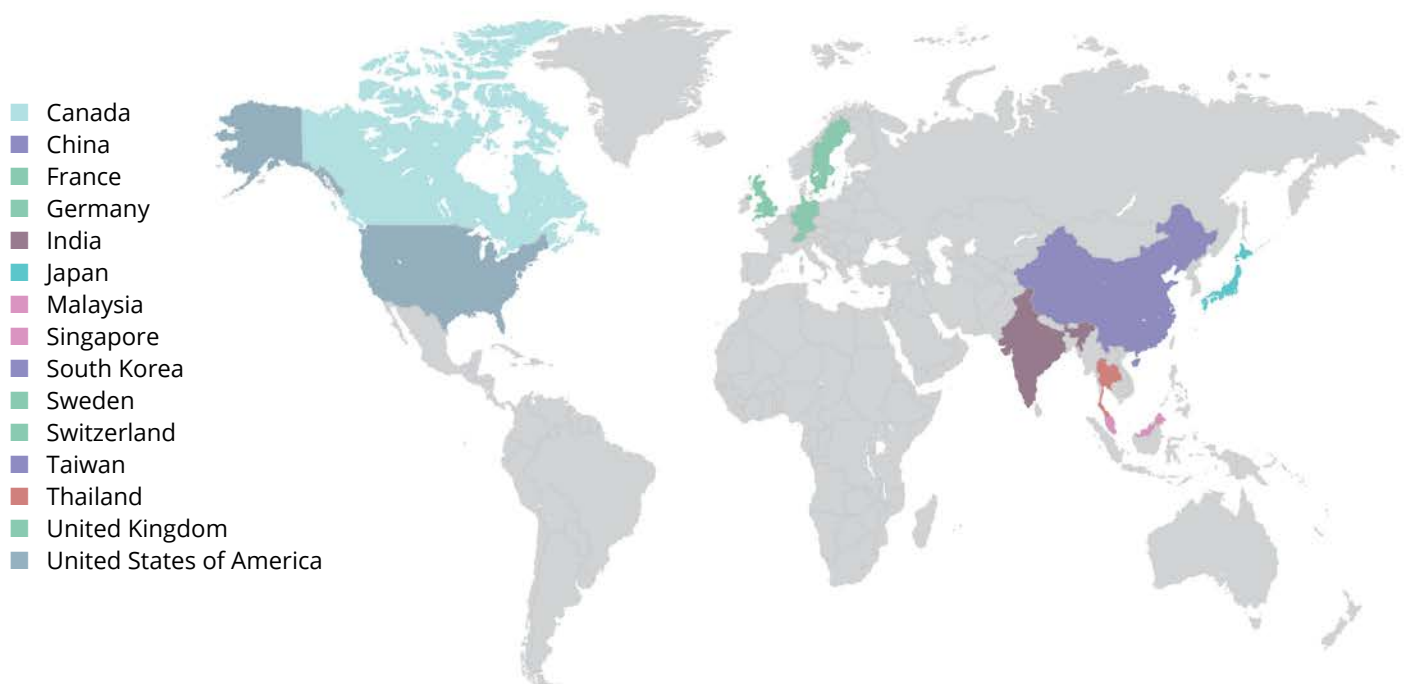
SIGGRAPH Asia 2017 Exhibitor Satisfaction Statistics

100% of Exhibitors are generally satisfied with SIGGRAPH Asia 2017



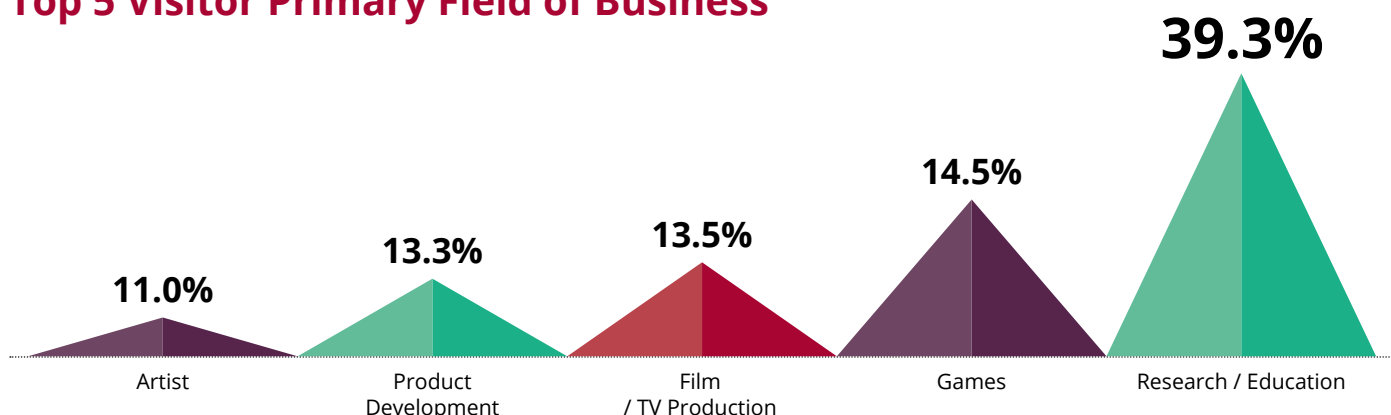
Countries And Regions Represented at SIGGRAPH Asia 2017

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



SIGGRAPH ASIA 2017 VISITOR STATISTICS

Top 5 Visitor Primary Field of Business



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



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

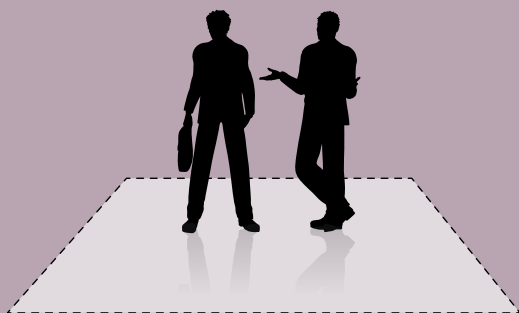
LOCAL MEDIA

- 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.



SOLD OUT

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

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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