INVITATION TO EXHIBIT & SPONSOR

DREAM ZONE!

The 12th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia

Conference 17 - 20 November 2019
Exhibition 18 - 20 November 2019
Brisbane Convention & Exhibition Centre (BCEC), Brisbane, Australia

Sponsored by:

Organized by
WELCOME

Be in the heart of digital innovations at the 12th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia • SIGGRAPH Asia 2019. A must-attend event for art, science, design, media, engineering, computer graphics, interactive techniques communities, SIGGRAPH Asia attracts over 10,000 industry leaders and business professionals like no other Australasian conference or trade exhibition.

The four-day event held in Brisbane, Australia • the dream destination for many across the globe, is set to amplify its tech-culture with the latest technologies, animation, state-of-the-art products and innovative services.

SIGGRAPH Asia 2018 At-A-Glance

9,735 Attendees

750 Speakers & Presenters

59 Countries & Regions

118 Exhibitors & Sponsors

120 Media Representatives

> 1,000 scheduled meetings

Important Dates

Exhibit Space Early bird Rate Deadline
18 June 2019

Exhibit Space Registration Deadline
18 October 2019

Exhibition Build-up
17 November 2019

Exhibition Tear-down
20 November 2019
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 platform 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 University, FORUM8 Co., Ltd, IMAGICA GROUP Inc, Unity Technologies, to name a few)

**INSPIRE FUTURE GENERATIONS** with demonstrations and talk sessions, to stir curiosity for all things graphics related. Leverage on our student volunteer program where hundreds of volunteers worldwide come together to support the event.

**NETWORK** and **FOSTER** new opportunities with over 10,000 leading experts, industry leaders, developers, potential investors, international media, young professionals, academia and more.

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

**KEY EXHIBITION SEGMENTS**

- ANIMATION & VISUAL EFFECTS
- COMPUTER GRAPHICS
- COMPUTER VISION
- AUGMENTED REALITY
- COMPUTER TECHNOLOGIES
- AUGMENTED REALITY
- BUSINESS & INNOVATION
- GAMING TECHNOLOGIES
- INTERACTIVE TECHNOLOGIES
- VIRTUAL REALITY
- VISUALIZATION
- MEDIA ART
- SIMULATION
- IMAGING
- CLOUD BASED SYSTEMS
- HIGH PERFORMANCE GRAPHICS
- & MANY MORE!
SIGGRAPH Asia 2018 exceeded all my expectations. Our RenderMan talks were overflowing, and the other speakers that I was able to see were fantastic. It was the best SIGGRAPH Asia yet!

Dylan Sisson
RenderMan Digital Artist
(SIGGRAPH Asia 2018 Exhibitor Talk Presenter)

**Top Participating Objectives**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Find New Prospective Clients</td>
<td>33.3%</td>
</tr>
<tr>
<td>Market Research and Analysis</td>
<td>28.6%</td>
</tr>
<tr>
<td>Introduction of New Products / Services</td>
<td>19%</td>
</tr>
<tr>
<td>Strengthening Existing Business Contacts</td>
<td>14.3%</td>
</tr>
<tr>
<td>Recruitment</td>
<td>4.8%</td>
</tr>
</tbody>
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**COUNTRIES AND REGIONS REPRESENTED AT SIGGRAPH ASIA 2018**

The exhibition show floor was well-balanced with 54% of international participation, providing visitors with a diverse range of products and services from all around the world.

- Australia
- Canada
- China
- Germany
- Hong Kong SAR
- Japan
- Saudi Arabia
- South Korea
- Sweden
- Taiwan
- Thailand
- The Netherlands
- United Kingdom
- United States of America
SIGGRAPH ASIA 2018 VISITOR STATISTICS

Top Fields of Business

- Game Developer / Programmer: 9%
- Researcher / Scientist: 10%
- Software Developer: 10%
- Animator / VFX Artist: 18%
- Education: 23%
- Others: 30%

Top 10 Products & Services Interest

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

Australia, China, Hong Kong SAR, Japan, Singapore, South Korea, Taiwan, Thailand, United Kingdom, United States of America
MEDIA OUTREACH

120 Media Representatives from 66 Media Outlets

International Media
- 3D World Magazine, UK
- Afriqueit Press Magazine, Togolese Republic
- Animation Today, India
- Animation World Network, USA & Hong Kong
- Animation Xpress, India
- Anime News Network, Canada
- CGVisual.com (Animazu Studios), Hong Kong
- fxguide.com / fxphd.com, Australia & USA
- Human Engine, USA
- InCG Media, Taiwan
- VFX Blog, Australia

Local Media
- 4Gamer.net
- ARTLOGUE
- ASCII Magazine
- AX-ON
- bouncy/Viibar
- BS NTV
- Business Timeline (BTL)
- Business+IT
- CG World Magazine
- citizens voice international magazine
- Dempa Times
- Design Note Magazine
- Event Marketing Magazine
- FDI Magazine
- Freelance
- Game Spark
- Gamebusiness.jp (IID, Inc)

PARTICIPATION OPTIONS

SPACE ONLY*
Rent a space to build your own stand
- Early Bird Rate: Before/On 18 June 2019 ...................................... USD 4,300 per unit
- Regular Rate: From 19 June 2019 onwards.................................... USD 5,400 per unit

*Minimum 2 units: 18 m²

STANDARD PACKAGE
- Early Bird Rate: Before/On 18 June 2019 ...................................... USD 5,150 per unit
- Regular Rate: From 19 June 2019 onwards.................................... USD 5,600 per unit

PREMIUM PACKAGE
- Early Bird Rate: Before/On 18 June 2019 ...................................... USD 5,600 per unit
- Regular Rate: From 19 June 2019 onwards.................................... USD 6,100 per unit

Note: Each unit is 9 m². Exhibit packages and booth visuals illustrated are subject to changes.
PARTICIPATION OPTIONS

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

- PLATINUM PACKAGE
  - USD 55,000
- GOLD PACKAGE
  - USD 40,000
- SILVER PACKAGE
  - USD 35,000
- BRONZE PACKAGE
  - USD 20,000

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 3,500 per session
  - Each session includes a 90-minute speaking slot inclusive of room rental, standard audio-visual equipment and theater-style seating for approximately 100 delegates.

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

Advertising - Print
- Print ad in foldable event guide
- Standing banner

Conference Support
- 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
  - Raffle Giveaways
  - Meal vouchers
  - Student volunteer uniform

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

Special Functions
- After-conference party
- Tea Break
- Networking luncheon
- Official reception title sponsor
- Official reception co-sponsor
BE A PART OF SIGGRAPH ASIA 2019!

For artists and scientists, SIGGRAPH is a very special and unique place. It is a second home where all passions driven by computer graphics and interactive techniques converge. Be part of the experience and join the unique DREAM ZONE - connect with SIGGRAPH community, make new friends and create new business opportunities.

Tomasz Bednarz
SIGGRAPH Asia 2019 Conference Chair