



SIGGRAPH ASIA 2013 HONG KONG

THE 6TH ACM SIGGRAPH CONFERENCE AND EXHIBITION ON COMPUTER GRAPHICS AND INTERACTIVE TECHNIQUES IN ASIA

CONFERENCE: 19-22 NOVEMBER 2013
EXHIBITION: 20-22 NOVEMBER 2013
SA2013.SIGGRAPH.ORG

ADVERTISING & SPONSORSHIP

Create a dynamic impression in Asia! 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 2013 with these promotional opportunities.

DIGITAL ADVERTISING

SIGGRAPH Asia 2013 Website

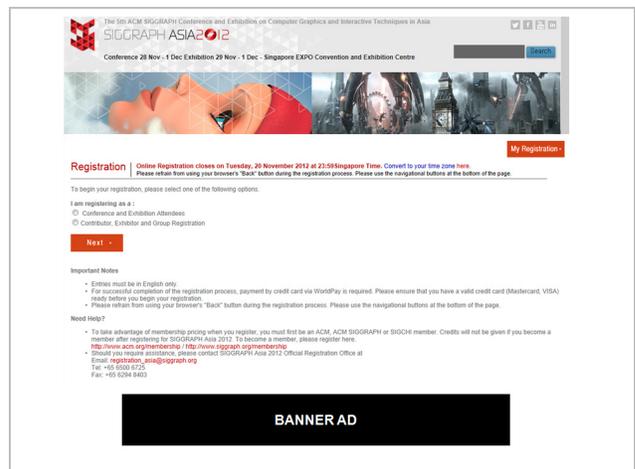
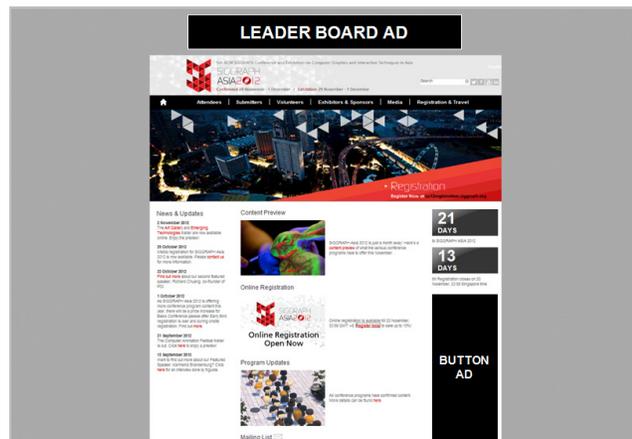
The SIGGRAPH Asia website is the main source of information for attendees. It is the ideal place to highlight your products and services. Ads run from the time they are received and will be placed on the homepage and main landing pages. Up to two ads will rotate on each page.

Attendee Registration Website

Include your company's message in a banner ad that is prominently displayed on the SIGGRAPH Asia 2013 registration website. Your banner ad will appear on the homepage and on every page of the registration process.

<p>Top Leader Board Ad</p> <p>Exclusive to 3 Advertisers 728px wide x 90px tall GIF or JPEG files accepted, no animation</p>	HKD 35,000
<p>Button Ad</p> <p>Exclusive to 3 Advertisers 200px wide x 180px tall GIF or JPEG files accepted, no animation</p>	HKD 17,500

<p>Bottom Leader Board Ad</p> <p>Exclusive to 1 Advertiser 728px wide x 90px tall GIF or JPEG files accepted, no animation</p>	HKD 35,000
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DIGITAL ADVERTISING

HTML Mailer to Attendees

Gain access to over 7,000 researchers, artists and animators by opting for the HTML mailer, where you can create your own customized HTML Mailer to promote your products and/or services directly to your target audience.

Pre-registered Attendee List Scheduled 2 to 4 weeks before show	HKD 6,500
All Registered Attendee List Scheduled 2 to 4 weeks after show	HKD 8,000

E-newsletter Banner

A static banner with your company logo and key messages 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, and it's going fast!

Static Banner Exclusive to 1 advertiser per newsletter issue 500px wide x 100px tall Only JPEG files accepted	HKD 9,500
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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 list, booth numbers and floor plan.

Back Cover Full Color	HKD 32,500
Inside Back Cover Full Color	HKD 25,000
Inside Front Cover Full Color	HKD 25,000
Inside Page Full Color	HKD 19,000

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 2013.

Print Ad	Contact us for individual quote
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SPONSORSHIP OPPORTUNITIES

Lanyard

Have your company's name or logo printed exclusively on the lanyard worn by all SIGGRAPH Asia 2013 attendees.

Sponsorship Fee Exclusive to 1 Sponsor	HKD 35,000
<i>Sponsor to provide production of 7,000 lanyards and shipping cost or; Sponsor to bear production cost and lanyards produced by SIGGRAPH Asia.</i>	

Attendee Badge

No other advertising medium allows your marketing message to reach the SIGGRAPH Asia 2013 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 Exclusive to 1 Sponsor	HKD 25,000
<i>Sponsor to provide artwork file with logo and text based on specifications provided by SIGGRAPH Asia.</i>	

Merchandise Bag

Thousands of attendees will be collecting their entitlements and are expected to make merchandise purchases. Your company name and logo will be prominently displayed on one side of the bag. Make use of these merchandise bags to provide maximum visibility for your company.

Sponsorship Fee Exclusive to 1 Sponsor	HKD 17,000
<i>Sponsor to bear sample cost and mass production cost, and provide artwork file based on specifications provided by SIGGRAPH Asia.</i>	

Merchandise Bag Insert

Draw the crowd to your booth by giving your company's message out to attendees with an insert in the merchandise bags. Get creative! From your company info to a game card to attract them to your booth, we will be delighted to work with you to create a branded insert that will entertain and attract attendees.

Sponsorship Fee Exclusive to 3 Sponsors	HKD 8,500
<i>Sponsors to provide production of 1,500 inserts and shipping cost.</i>	



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ADVERTISING & SPONSORSHIP

SPONSORSHIP OPPORTUNITIES (Continued)

Standing Banner

Place your banner in high-traffic areas: a perfect opportunity to showcase your company logo and promotional message for all to see. Includes production, installation and dismantling.

Exhibition Hall Entrance Exclusive to 3 Sponsors (Exhibitors only)	HKD 9,000
Conference Area Exclusive to 5 Sponsors	HKD 7,500
Sponsor to provide final artwork file in specifications provided by SIGGRAPH Asia.	

Exhibitor & Contributor Reception

Host a party or evening reception for all SIGGRAPH Asia 2013 exhibitors and contributors from all over the world. Most of them will be your company's key audience too. If this is an interesting possibility for you, get in touch with us.

Sponsorship Fee	Contact us for individual quote
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Attendee Lounge

Sponsor our official attendee lounge located in the exhibition hall for attendees to network and hold discussions. The lounge will be decorated with your company's branding as recognition.

Sponsorship Fee Exclusive to 1 Sponsor	From HKD 130,000
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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.

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

Student Volunteer Support

Every year, more than 100 dedicated computer graphics enthusiasts contribute to SIGGRAPH Asia through the Student Volunteers program. We are looking for give-aways, 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. If you are interested in contributing, please contact us for more details.



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PROMOTIONAL OPPORTUNITIES

Exhibitor Talk

Host Exhibitor Talks to deliver in-depth information about your products and services. The theatre-style stage is located within the exhibition hall and all talks will be promoted online, in e-newsletters, in the printed exhibition guide, and via announcements in the exhibition hall during event days.

Promotional Fee	HKD 14,500
<i>Talks are a 2 hour session inclusive of setup and tear down. Standard AV equipment provided.</i>	

Exhibitor Session

Host your user group meetings and presentation sessions during SIGGRAPH Asia 2013 with a theatre-style presentation area that is located right in the exhibition hall. Your session will be promoted online, in e-newsletters, in the printed exhibition guide and via announcements in the exhibition hall. Contact us for more information.

Booking Fee	Contact us for individual quote
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Recruitment Talk

Hold recruitment talks and share about your company, past and upcoming projects, recruitment plans, and job openings with our attendees. The theatre-style stage is located within the exhibition hall and all talks will be promoted online, in e-newsletters, in the printed exhibition guide, and via announcements in the exhibition hall. All recruitment talks will be hosted on a dedicated recruitment day – 21 November 2013.

Promotional Fee	HKD 14,500
<i>Talks are a 1 hour session inclusive of setup and tear down. Standard AV equipment provided.</i>	

For more information, please contact:



sa2013.SIGGRAPH.org

SIGGRAPH Asia Exhibition Management

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ADVERTISING & SPONSORSHIP

INSERTION ORDER

1. ADVERTISER/SPONSOR:

COMPANY (Provide company's legal status such as "Limited, Corporation" etc.)

NAME _____

TITLE _____

PHONE _____ (Include country and area/city codes)

EMAIL _____

ADDRESS _____

CITY/POSTAL CODE _____

COUNTRY _____

C. SPONSORSHIP OPPORTUNITIES

- Lanyards HKD 35,000
- Attendee Badge HKD 25,000
- Merchandise Bag HKD 17,000
- Merchandise Bag Insert HKD 8,500
- Standing Banner – Exhibition Hall Entrance HKD 9,000
- Standing Banner – Conference Area HKD 7,500

D. PROMOTIONAL OPPORTUNITIES

- Exhibitor Session *
- Exhibitor Talk HKD 14,500
- Recruitment Talk HKD 14,500

2. ADVERTISING & SPONSORSHIP:

Total Amount: HKD _____

A. DIGITAL ADVERTISING

- Website – Top Leader Board Ad HKD 35,000
- Website – Button Ad HKD 17,500
- Registration Website – Bottom Leader Board Ad HKD 35,000
- HTML Mailer to Attendee – Pre-registered List HKD 6,500
- HTML Mailer to Attendee – All Registered List HKD 8,000
- E-News Banner HKD 9,500

B. PRINT ADVERTISING

- Print Ad in Exhibition Guide – Back Cover HKD 32,500
- Print Ad in Exhibition Guide – Inside Back Cover HKD 25,000
- Print Ad in Exhibition Guide – Inside Front Cover HKD 25,000
- Print Ad in Exhibition Guide – Inside Page HKD 19,000
- Print Ad in Program Matrix *

* Price upon request

3. ACCEPTANCE:

Upon acceptance, if any, of this application by Koelnmesse Pte Ltd, Advertiser/Sponsor and Koelnmesse Pte Ltd agree to be bound by the Terms, Conditions and Rules set forth, including the General and Special Conditions of Participation, in the Exhibitor Manual, and in any correspondence outline revised specification, all of which are incorporated herein and made a part of this Contract.

Advertiser/Sponsor agrees to meet all requirements and deadlines outlined in the Confirmation Letter as well as full payment with Contract or upon receipt of Invoice. This Contract is binding and any attempt to cancel all or part of this Contract shall result in the forfeit of 100% of sponsorship fee.

The undersigned parties confirm that they have authority to enter into this Contract and hereby agree to the terms set forth herein.

AUTHORIZED SIGNATURE & COMPANY STAMP

NAME

TITLE

DATE
