# FACTS & FIGURES

<table>
<thead>
<tr>
<th>EVENT NAME</th>
<th>SIGGRAPH Asia 2013</th>
</tr>
</thead>
</table>
| DATES               | Conference: 19 – 22 November 2013  
                         Exhibition: 20 – 22 November 2013 |
| WEBSITE             | sa2013.siggraph.org |
| ORGANIZER           | ACM SIGGRAPH        |
| EVENT MANAGER       | Koelnmesse Pte Ltd  |
| EVENT FREQUENCY     | Annual, Rotating regionally |
| VENUE               | Hong Kong Convention and Exhibition Centre (HKCEC) |
| EXHIBIT SPACE FEES  |                      |
|                     | Space Only            
                         (min. 18 sqm)  
                         HKD 2,800 per sqm before 1 August 2013  
                         HKD 3,400 per sqm from 1 August 2013 |
|                     | Standard Shell Scheme 
                         (min. 9 sqm)  
                         HKD 3,100 per sqm before 1 August 2013  
                         HKD 3,700 per sqm from 1 August 2013 |
|                     | Premium Shell Scheme  
                         (min. 18 sqm)  
                         HKD 3,400 per sqm before 1 August 2013  
                         HKD 4,000 per sqm from 1 August 2013 |
| VISITOR PROFILE     | Animators & Special Effects Personnel  
                         Architects  
                         Artists  
                         Digital Innovators  
                         Digital Video & Film Makers  
                         Distributors / Resellers  
                         Educators  
                         Engineers  
                         Financiers  
                         Game Developers  
                         Graphic Designers  
                         Hobbyists  
                         Industry Designers  
                         Information Technology Personnel  
                         IT Managers / IT Executives  
                         Media  
                         Product Designers / Product Developers  
                         Programmers  
                         Publishers  
                         Researchers / Scientists  
                         Sales and Business Development  
                         Software Developers / Programmers  
                         Students  
                         Web Developers / e-Commerce Web |
| TARGETED VISITOR     | 65% Asia Pacific  
                         20% North America  
                         15% Europe & Middle East |
| GEOGRAPHIC REACH     |                      |
| EVENT STATISTICS     | Exhibition Space: 4,000 sqm gross space  
                         Number of Exhibitors: 130  
                         Estimated Number of Visitors: > 7,000 |
### Previous Event Statistics

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Number of Visitors</th>
<th>Number of Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>Singapore</td>
<td>4,338</td>
<td>79</td>
</tr>
<tr>
<td>2011</td>
<td>Hong Kong, China</td>
<td>7,734</td>
<td>122</td>
</tr>
<tr>
<td>2010</td>
<td>Seoul, South Korea</td>
<td>9,238</td>
<td>102</td>
</tr>
<tr>
<td>2009</td>
<td>Yokohama, Japan</td>
<td>6,424</td>
<td>71</td>
</tr>
<tr>
<td>2008</td>
<td>Singapore</td>
<td>3,389</td>
<td>81</td>
</tr>
</tbody>
</table>

### Exhibitor Profile

#### Hardware
- 3D Rapid Prototyping
- Commercial Game Equipment
- Digital Cinemas
- Digital Signages
- Digital Video Hardware
- Digitizing Cameras
- Display Technology
- DVD Authoring Tools
- Encoders / Decoders
- Furniture
- Geographic Information Systems
- Graphics Accelerator Boards
- Haptic Input Devices
- Hardcopy Devices; Photographs / Slides
- HDTV
- Head Mounted Displays
- High Performance Graphics Processors
- High Resolution Technologies
- Imaging
- Input Devices
- Interface Tools
- Mobile Computing
- Monitors and Display
- Motion Capture Equipment
- Multimedia Tools and Applications
- Networking Equipment / Infrastructures
- Online Network Services
- Projector
- Printers and Plotters
- RAID Systems and Storage
- Robotics and Gadgets
- Scan Converters / Scanners

#### Software
- 2D / 3D Graphics
- 3D Modeling
- Aerospace and Automotive Applications
- Animation
- Architecture Design and Applications
- Artificial Intelligence
- Authoring Software
- Broadcast Design Software
- Business and Financial Graphics
- CAD / CAM / CAE / CIM
- Commercial Game Engines
- Computer-Video Interfacing
- Data Analysis
- Desktop Publishing
- Desktop Video Production Software
- Digital Imaging
- Electronic Publishing
- Engineering Applications
- Graphics Design Systems
- Groupware Software
- Image Based Modeling
- Image Management
- Industrial Design
- Information Visualization
- Mapping and Cartography
- Medical Imaging Software
- Motion Capture Software
- Paint Systems
- Rendering and Modeling
- Scientific Application and Visualization
- Simulation
- Streaming Technology
<table>
<thead>
<tr>
<th>Storage Devices; Tape / Disk</th>
<th>System Integrators</th>
</tr>
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<tbody>
<tr>
<td>Terminals, Monitors and Displays</td>
<td>Video Encoding and Compression</td>
</tr>
<tr>
<td>Video Effects Equipment</td>
<td>Visual Effects Software</td>
</tr>
<tr>
<td>Video Services</td>
<td>VR Software</td>
</tr>
<tr>
<td>Visual Computing</td>
<td>Web 3D / Graphics</td>
</tr>
<tr>
<td>Workstations</td>
<td></td>
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</tbody>
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**Services**
- Conferences and Exhibitions
- Consulting / Outsourcing
- Contract Graphics/Programming
- Education / Training
- Publications

For more information, please contact:

**SIGGRAPH Asia 2013 Exhibition Management**

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