



SIGGRAPH
ASIA 2016
MACAO

The 9th ACM SIGGRAPH
Conference and Exhibition
on Computer Graphics and
Interactive Techniques in Asia



INVITATION TO EXHIBIT & SPONSOR

KEY TO THE FUTURE

CONFERENCE: 5 - 8 DECEMBER 2016

EXHIBITION: 6 - 8 DECEMBER 2016

THE VENETIAN MACAO, MACAO



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WELCOME

With great pleasure, we invite you to be a part of **SIGGRAPH Asia 2016** – The 9th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia. SIGGRAPH Asia attracts over 6,000 industry leaders and computer graphics and interactive techniques professionals in business, education, art and technology to explore the newest technologies, state-of-the-art products and innovative services.

The SIGGRAPH Asia Trade Exhibition offers a three-day opportunity for your company to:

- **Showcase your Services and Technologies**
- **Launch New Products**
- **Raise Profile of Company and Brands**
- **Network with Industry Professionals**

Be a part of the SIGGRAPH Asia 2016 exhibition and sponsorship program to build and strengthen your brand in the region. Tap on the event as the “Key To The Future” to open up more business opportunities!

FACTS

Dates	_____	Conference: 5 – 8 Dec 2016 Exhibition: 6 – 8 Dec 2016
Venue	_____	The Venetian Macao, Macao
Expected Attendance	_____	Over 6,000

SIGGRAPH ASIA 2016 AT-A-GLANCE

7,050	Attendees
61	Countries & Regions
Over 500	Speakers
Over 150	Presentations
1	Grand Reception Party
67	Media Representatives

IMPORTANT DATES

Exhibit Space Early-bird Rate Deadline	30 April 2016 Saturday
Exhibit Space Registration Deadline	18 November 2016 Friday
Build-up of Exhibition	5 December 2016 Monday
Exhibition Dates	6 – 8 December 2016 Tuesday – Thursday
Exhibition Tear-down	8 December 2016 Thursday



MACAO – The Crossroads between Europe and Asia, and your Key to the Chinese Market!

SIGGRAPH Asia 2016's host city is a sophisticated fusion of East and West, a city of diversity where new and old meets at every turn and the gateway to Hong Kong and powerhouse China.

Located on the western bank of the Pearl River Delta in southern Guangdong Province, People's Republic of China Peninsula, Macao adjoins the Mainland city of Zhuhai and is about 1-hour traveling time via ferry from Hong Kong. The old city of Macao has preserved a good part of its heritage from the Portuguese colonial era and is inscribed on the UNESCO World Heritage List as a result of its unique historical and cultural landscape.

SIGGRAPH Asia 2016 will be held at The Venetian Macao, a luxury hotel and casino resort owned by Las Vegas Sands. The Venetian Macao is the largest casino in the world, and the largest single structure hotel building in Asia. Nowhere else in Asia will you find the finest in luxury suites, world-class shopping, sensational entertainment and irresistible dining.

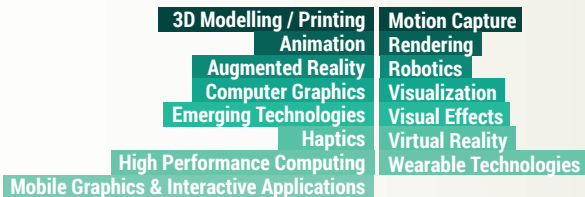
ACCOMMODATION

Koelnmesse has appointed two official hotels for the event – The Venetian Macao and Holiday Inn Macao Cotai Central; and secured special accommodation rates for everyone attending SIGGRAPH Asia 2016. For more information, please visit our website at <http://sa2016.siggraph.org>.

WHY PARTICIPATE?

- **Meet existing customers and acquire new customers**
(76.8% of attendees visited SIGGRAPH Asia 2015 in Kobe, Japan for the first time)
- **Demonstrate your technology and equipment**
(Follow the footsteps of Amazon web services, Forum8, Google Cloud Platform, Intel Corporation, Isotropix, Pixar Renderman, to name a few)
- **Strengthen and expand your network in the Asia-Pacific region**
(75% of attendees has not attended SIGGRAPH in North America)
- **Network with leading industry experts, international media, young professionals and the academia**
- **Obtain qualified sales leads and opportunities**
- **Promote new business and alliances**

SIGGRAPH Asia 2016 is the largest multidisciplinary computer graphics and interactive techniques event in Asia. No other Asia-Pacific conference or trade exhibition attracts SIGGRAPH Asia's depth and breadth of traders, researchers, developers, producers and providers of computer graphics and interactive techniques. The four-day event includes a computer animation festival, conferences, courses, networking events, student programs, symposiums, technical talks, trade exhibition, and workshops presenting the latest developments and techniques in (not limited to):



KEY EXHIBIT SEGMENTS

- **Animation and visual effects, hardware, software, post production and solutions associated with computer graphics**
- **Interactive and innovative technologies including virtual reality, motion capture, 3D printing, gaming technologies and more**
- **Education, training and research in arts, digital media and computer science**
- **High performance computing including visualization, big data and cloud computing**

Whether it is your goal to have maximum exposure at the event, to support a particular sponsor activity or to enhance your company/brand image, SIGGRAPH Asia 2016 provides the perfect platform to reach out to thousands of professionals in the field of computer graphics, high performance computing and interactive techniques in business, education, art and technology.

At SIGGRAPH Asia 2016 you will meet:

- **Project partners - Meet and discuss with new & potential partners in an environment where technology and industry business is openly discussed**
- **Industry leaders - Unique opportunity as they are gathered together at one place**
- **Potential investors - For future research and business projects and expansion**
- **Press - A fantastic opportunity to develop PR, new partnerships, technology launches and employer brands**
- **Graduates / students - Build lasting relationship with the industry's up-and-coming talents**
- **National and international organizations, service companies, consultants and government officials**

SIGGRAPH ASIA STATISTICS

Exhibitors And Sponsors From The Last Three Editions

2015 Kobe, Japan	75%	25%
2014 Shenzhen, China	56%	44%
2013 Hong Kong, China	53%	47%

■ Local ■ International

Attendees From The Last Three Editions

2015 Kobe, Japan	74%	26%	7050
2014 Shenzhen, China	62%	38%	5968
2013 Hong Kong, China	62%	38%	6078

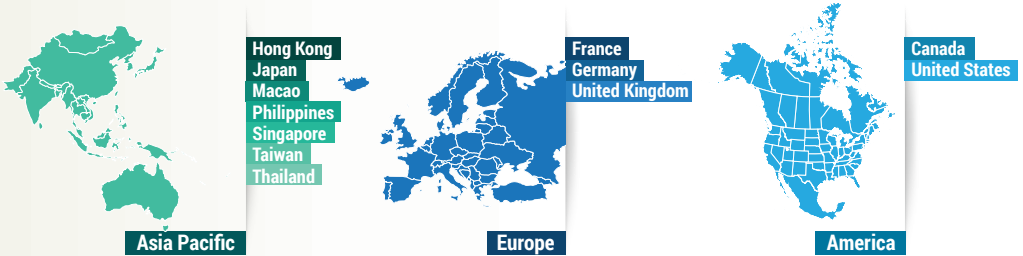
■ Local ■ International ■ No. Of Attendees

SIGGRAPH ASIA 2015 EXHIBITOR STATISTICS

Top Three Participating Objectives

- To find new prospective clients/ students/ employees
- Introduce new products and services
- Branding and public relations

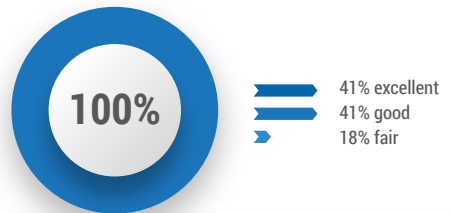
Countries and Regions represented at SIGGRAPH Asia 2015



98% Of Exhibitors Met Relevant Customers And Partners



100% Of Exhibitors Are Generally Satisfied With The Event



MEDIA OUTREACH

International Media at SIGGRAPH Asia 2015:

3D Artist (UK), Animation World Network (US), CGVisual (Hong Kong), China Animation & Game Network (China), Film Business Asia (Hong Kong), InCG Magazine (Taiwan) and Toute La Culture (France).

Japanese Media at SIGGRAPH Asia 2015:

CG World Magazine, Eizo Shimbun Visual Communications Journal, FUJI Television, Gadget, GIZODO Japan, NHK, Nihon TV, Nikkei Business Publications, The Motion Picture & TV Engineering, Yomiuri TV, Ce Matin, amongst others.

67
Media Representatives

114
Media Hits

37
Agencies

SIGGRAPH ASIA 2015 VISITOR STATISTICS

99% Of Attendees Are Generally Satisfied With The Event



- ▬ 39% very good
- ▬ 46% good
- ▬ 14% satisfying

Top 10 Visiting Countries & Regions at SIGGRAPH Asia 2015



Top 10 Visitor Profile That Attended

52%	Animation And Visual Effects
13%	Student And Educators
9%	Research And Scientist
5%	Engineer
5%	Game Developer
4%	Software Developer / Programmer
3%	Artist
3%	Graphic Design
2%	Sales, Marketing And Advertising
2%	Product Design / Developer

Other visitor profiles attended includes IT managers, filmmakers, architect and distributor/retailer amongst others.

Top 10 Product Interest At The Trade Exhibition

36%	Animation And Visual Effects
16%	Virtual Reality And Simulation
13%	Business And Computer Graphics
13%	Digital Video
12%	Monitors And Displays
11%	CAD / CAM / CIM
11%	Imaging
11%	Desktop And Other Publishing
10%	High Performance Workstations
10%	Fine Arts And Graphic Design

Others include cloud computing, internet of things, visual computing, robotics, 3D printing, motion capture, high performance computing, immersive and interactive systems and visualization.

PARTICIPATION OPTIONS

YOUR PARTICIPATION OPTIONS

1. Exhibit

Meet thousands of technical and creative industry individuals from over 60 countries and regions face-to-face.

Exhibition Options

<p>SPACE ONLY (Minimum 18m²)</p> 	<p>Rent a space to build your own stand, carpet not included</p> <p>HKD 2,700 per m² before 30 April 2016 HKD 3,150 per m² from 1 May 2016</p>
<p>SPACE + SHELL STAND (Minimum 9m²)</p> 	<p>Each 9m² Space + Shell Stand comes with:</p> <ul style="list-style-type: none"> • System wall on all closed sides • Fascia board with English company name and booth number • One (1) power socket, 500W (not for lighting use) • Three (3) spotlights, 100W <p>HKD 3,000 per m² before 30 April 2016 HKD 3,500 per m² from 1 May 2016</p>
<p>STANDARD PACKAGE* (Minimum 9m²)</p> 	<p>Each 9m² Standard Package comes with:</p> <ul style="list-style-type: none"> • 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 <p>HKD 3,100 per m² before 30 April 2016 HKD 3,600 per m² from 1 May 2016</p>
<p>PREMIUM PACKAGE* (Minimum 18m²)</p> 	<p>Each 18m² Premium Package comes with:</p> <ul style="list-style-type: none"> • 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 <p>HKD 3,400 per m² before 30 April 2016 HKD 4,000 per m² from 1 May 2016</p>

* Exhibit packages' entitlements are subject to changes.

2. Sponsor

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



3. 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.

- **HKD 15,000** per session; each session includes a 90-minute speaking slot inclusive of room rental, theater seating for 100 delegates and standard audio-visual equipment.
- Private meeting rooms are available, contact us for more details.

4. Other Advertising, Sponsorship And Creative Marketing Opportunities

Special Functions

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

Creative Marketing Opportunities

- Registration
- Lanyard
- Badge
- Form-filling counter
- Conference bag
- Bag inserts
- Standing banner
- Attendee lounge
- Charging station
- HQ hotel room-drop

Advertising – Digital

- Official website leader board banner ad
- Official website square banner ad
- Online registration web banner ad
- Mobile app banner ad
- E-newsletter static banner ad
- E-newsletter featured write-up

Advertising – Print

- Print ad in event guide
- Plan of venue and exhibition

Conference Support And Sponsorship

- Program sponsor
- Technology and equipment
- 3D/ DLP projectors
- 3D glasses
- Laptops
- Monitor screens
- Workstations
- Student volunteer support
- Student volunteer uniform
- Souvenirs and giveaways
- Meals
- Accommodation
- Cash support and donation

BE A PART OF SIGGRAPH ASIA 2016!



For More Information, Please Contact:

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