



# Sponsorships Deliver Visibility and Impact

**Increase your exposure! Invest in a sponsorship program to attract the attention of the buyers at SIGGRAPH 2003. Sponsorships are a high-impact opportunity to get attention and generate qualified sales leads**

Tradeshows studies prove it year after year: attendees are drawn to a booth by a strategic marketing plan that uses a variety of marketing vehicles to deliver the message. You can't just hope that prospects will wander into your booth. You have to promote your presence, your products, your services. SIGGRAPH 2003 offers the following promotional opportunities:

## Reception

Always a huge draw, the SIGGRAPH 2003 Reception will attract more than 2,500 Full Conference attendees. It is a great way to launch a new product, or get your company's name noticed. SIGGRAPH 2003 will promote the reception in pre-conference materials.

Recognition includes:

- Listing on donor recognition banner prominently displayed in the convention center
- Company name and logo on signage at the event
- Full Conference registration (5)
- Program & Buyer's Guide full-page ad
- Promotional materials distribution table at the event
- Tent cards displayed at the event
- Option for napkins and cups to be provided by donor
- Reception tickets (25)
- Verbal thank you from the SIGGRAPH 2003 Conference Chair during event
- Recognition in the SIGGRAPH 2003 promotional materials including the Advance Program, the web site, and the Program & Buyer's Guide

**Investment \$25,000**

## Shuttle Bus

There is no other service that attendees appreciate more than shuttle bus service to and from the convention center each day. Thousands of attendees take advantage of this important service, and all of them will see your logo several times every day.

Recognition includes:

- Listing on donor recognition banner prominently displayed in the convention center
- Your logo and acknowledgement of donation on bus route signs in hotels, at the convention center, and on shuttle schedules
- Full Conference registrations (3)
- Program & Buyer's Guide full-page ad
- Recognition in the SIGGRAPH 2003 promotional materials including the Advance Program, the web site, and the Program & Buyer's Guide
- Web banner ad

**Investment \$20,000**



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## Exhibitor Lounge

To reach other exhibitors, place your material in the Exhibitor Lounge and generate qualified leads in this private setting.

Recognition includes:

- Inclusion on donation banner
- Company name and logo on signage at the Exhibitor Lounge
- Program & Buyer's Guide ad
- Promotional materials distribution in lounge
- Napkins and cups if provided by donor

**Investment \$20,000**

## ExpoCards

ExpoCards are used many times by each attendee to request information on exhibitors' products and services. Your two-color logo and message on each plastic ExpoCard will generate hundreds of thousand of impressions throughout the week.

Recognition includes:

- Listing on donor recognition banner prominently displayed in the convention center
- Full Conference registrations (3)
- Program & Buyer's Guide full-page ad
- Web banner ad

**Investment \$15,000**

## Aisle Sign Sponsorship

Increase awareness of your company by exclusively displaying your company logo on all aisle signs throughout the show floor. Attendees will see your logo each time they look for a double-sided aisle number!

- Listing on donor recognition banner prominently displayed in the convention center
- Full Conference registrations (2)
- Program & Buyer's Guide full-page ad
- Web banner ad

**Investment \$10,000**

## Conference Banner

Display your company banner in highly visible areas of the conference and exhibition. Impact attendees when they arrive, register, walk to the sessions, and leave for the day. Banner locations range between \$5,000 to \$10,000. Installation and dismantle are included in each package!

## Information Booth

The Information Booth is prominently located in the lobby of the convention center, where it is seen and used by thousands of attendees.

Recognition includes:

- Listing on donor recognition banner prominently displayed in the convention center
- Web banner ad
- Promotional materials displayed at the Information Booth
- Company logo incorporated into the design of the Information Booth acknowledging sponsorship

**Investment \$5,000**

## Lanyards

SIGGRAPH 2003 will accept or produce 25,000 neckstraps with your company logo and the SIGGRAPH 2003 logo (if preferred) for distribution.

Recognition also includes:

- Listing on donor recognition banner prominently displayed in the convention center
- Web banner ad

**Investment \$4,000 + production costs**



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## **SIGGRAPH 2003 Web Site**

By placing your ad on the SIGGRAPH 2003 conference web site, you are sure to attract the attention of the hundreds of thousands of computer graphic professionals and attendees. The SIGGRAPH 2003 web site is the #1 source of information for show preparation. Your banner ad will be displayed on the page you specify (Home Page, Registration Page, Housing Page, Exhibitor Listings Page, etc...)

**Banner Ad**

**Investment \$4,000**

## **Broadcast EMails**

Want to ride our marketing coattails? Here's your chance. Be the exclusive advertiser on the SIGGRAPHITTI promotional broadcast emails we send out to 35,000+ industry professionals who have expressed interest in the conference and exhibition. We will allow one banner advertisement (468 pixels x 60 pixels) on each of the monthly broadcast emails we plan to send out. Please call us for an update on the broadcast email schedule.

**Investment per spot \$3,500**

**Investment for two spots \$5,500**

## **SIGGRAPH 2003 Merchandise Bags**

Get your company logo in front of SIGGRAPH 2003 attendees by printing it on the merchandise bags. Whether they are picking up Conference Proceedings or buying a t-shirt, attendees will take home your logo. Call us today to place your logo with the select few who act quickly to take advantage of this new branding opportunity.

**Investment \$2,000**

## **Standing Sign Boards**

These signs are 3' wide x 8' high, standing, double-sided sign boards located in high traffic areas. This is a perfect opportunity to showcase your company logo and message for all to see.

**Investment \$2,000**

All recognition opportunities may be subject to print/production deadlines.

## **Contact Us Today**

For information on reserving a promotional opportunity, or if you have other ideas for custom promotional opportunities, contact SIGGRAPH 2003 Exhibition Management at:

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