



# Sponsorships Deliver Visibility and Impact

Enhance your exhibit participation with the strategic use of promotional and sponsorship opportunities and make SIGGRAPH 2005 the most productive days of the year. Your investment in sponsorship and other promotions yields a big pay-off.

Increase your exposure! Take advantage of sponsorship programs to attract the attention of the industry's most powerful players. Sponsorship is a high-impact, high-profile marketing technique that drives influential professionals to your exhibit, generates more qualified sales leads, and turns leads into hard dollars for your company.

The right combination of advertising, sponsorship and pre-and post-show marketing opportunities helps you balance your presence and stand out from the competition. Extend your sales message beyond the borders of your booth and reach the active-buying SIGGRAPH 2005 audience throughout the convention center...in hotels... even back at their offices after the show! Sponsorship confirms your status as a market leader! The sponsorship and promotional tools described here can help you gain a competitive advantage!

## Reception

Always a huge draw, the SIGGRAPH 2005 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 2005 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
- 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)
- Recognition in the SIGGRAPH 2005 promotional materials including the Advance Program, the web site, and the Program & Buyer's Guide

Investment \$12,000

## 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 our 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.
- Recognition in the SIGGRAPH 2005 promotional materials including the Advance Program, the web site, and the Program & Buyer's Guide
- Web banner ad

Investment \$9,000



# SIGGRAPH2005

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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

## Exhibit Hall Sponsor Signs

These unique signage opportunities are available in high-visibility locations. These 4' x 8' signs will be hung above the crowds between the aisle signs, in the Exhibit Hall. Don't miss the opportunity to highlight your booth location and marketing message to all attendees. Package includes at least eleven double-sided signs.

Investment: \$7,000 EXCLUSIVE!

## 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!

Investment \$6,000

## Park Your Branded Vehicle

Increase awareness of your company by parking your branded vehicle right in front of the Los Angeles Convention Center. Include company name, logo, and message. This unique sponsorship is sure to stand out to all attendees as they prepare to enter and depart the convention center each day.

Investment: \$7,000 EXCLUSIVE!

## 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 \$3,000 to \$10,000. Installation and dismantle are included in each package!

## Lanyards

SIGGRAPH 2005 will accept or produce 25,000 neckstraps with your company logo and the SIGGRAPH 2005 logo (if preferred) for distribution.

Investment \$6,000 + production costs

## SIGGRAPH 2005 Web Site

By placing your ad on the SIGGRAPH 2005 conference web site, you are sure to attract the attention of the hundreds of thousands of computer graphic professionals and attendees. The SIGGRAPH 2005 web site is the #1 source of information for show preparation. Your banner ad will be displayed on the exhibitor section of the SIGGRAPH 2005 web site.

BANNER AD

Investment \$2,000



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## Broadcast E-mails

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 e-mails we plan to send out. Please call us for an update on the broadcast e-mail schedule.

Investment per spot \$2,000  
Investment for two spots \$3,000

## SIGGRAPH 2005 Merchandise Bags

Get your company logo in front of SIGGRAPH 2005 attendees by printing it on the SIGGRAPH 2005 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 branding opportunity.

Investment \$1,000

## Merchandise Bag Insert

Draw traffic to your booth by giving your company's message out to attendees with an insert in the Merchandise Bag. Be creative! From mints to a game card, we're happy to work with you to create a branded insert that will grab the attention of the attendees.

Call for a quote.

## 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 \$1,000

## Contact Us Today

For information on reserving a promotional opportunity, or if you have other ideas for custom promotional opportunities, contact SIGGRAPH 2005 Exhibition Management at:

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+1.630.434.7779  
+1.630.434.1216 fax

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



# SIGGRAPH2005