



Promotions That Deliver Visibility & Impact

Enhance your exhibit participation with strategic opportunities and make SIGGRAPH 2007 the most productive days of your year. Your investment in promotions yields a big pay-off. Increase your exposure! Take advantage of SIGGRAPH 2007's high-impact, high-profile promotional programs to attract the industry's most powerful players, drive influential professionals to your exhibit, generate more qualified sales leads, and turn leads into real revenue.

The right combination

of advertising 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 2007 audience throughout the convention center, in hotels, and even back at their offices after the show! These SIGGRAPH 2007 promotional tools can help you gain a competitive advantage!



SIGGRAPH2007

For information on reserving a promotional opportunity, contact:

SIGGRAPH 2007
Exhibition Management
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+1.630.434.1216 fax
exhibits@siggraph.org

The World's Premier
Conference and Exhibition
on Computer Graphics and
Interactive Techniques

Conference 5-9 August 2007
Exhibition 7-9 August 2007

San Diego, California USA



Sponsored by ACMSIGGRAPH

SIGGRAPH2007 Promotional Package Options

Coordinate your advertising and promotional investment and save on your total exhibiting experience. SIGGRAPH 2007 has four convenient package options for exhibitors to maximize their marketing efforts with a very reasonable investment of valuable marketing funds.



SIGGRAPH 2007 **Platinum Level Package**

\$50,000 OR MORE

- Logo on SIGGRAPH 2007 home page
- 400 net square feet of exhibit space
- Ten Electronic Theater tickets
- Ten Conference Access passes
- Ten Reception tickets
- Guided VIP tour of Conference
- A private lunch with Conference Committee and thought leaders
- Two-page ad in Program & Buyer's Guide
- One banner location



SIGGRAPH 2007 **Gold Level Package**

\$25,000 OR MORE

- Logo on SIGGRAPH 2007 home page
- 300 net square feet of exhibit space
- Ten Electronic Theater tickets
- Ten Conference Access passes
- Ten Reception tickets
- Guided VIP tour of Conference
- A private lunch with Conference Committee and thought leaders
- Two-page ad in Program & Buyer's Guide
- One banner location



SIGGRAPH 2007 **Silver Level Package**

\$15,000 OR MORE

- Name on SIGGRAPH 2007 home page
- 200 net square feet of exhibit space
- Six Electronic Theater tickets
- Six Conference Access passes
- Six Reception tickets
- One-page ad in Program & Buyer's Guide
- One banner location



SIGGRAPH 2007 **Bronze Level Package**

\$10,000 OR MORE

- Name on SIGGRAPH 2007 home page
- 100 net square feet of exhibit space
- Four Electronic Theater tickets
- Four Conference Access passes
- Four Reception tickets
- Half-page ad in Program & Buyer's Guide

All Platinum, Gold, Silver, and Bronze exhibitors also receive special recognition in the Program & Buyer's Guide, on all promotional materials, and on the web site.

Conference Programs

CONTACT SIGGRAPH 2007 FOR AVAILABILITY AND PRICING INFORMATION

Have your company name associated with one of the high-quality conference programs at SIGGRAPH 2007. You may choose to have your company name associated with an entire conference program or (for a smaller investment) an individual presentation or course.

PROGRAMS AVAILABLE INCLUDE: :

- Art Gallery
- Computer Animation Festival
- Courses
- Educators Program
- Emerging Technologies
- FJORGE
- Guerilla Studio
- Keynote Address/Awards
- Panels
- Papers
- Sketches & Posters
- Special Sessions

Reception

\$15,000 SHARED

\$40,000 EXCLUSIVE!

Always a huge draw, the SIGGRAPH 2007 Reception will attract about 4,000 Full Conference attendees. It is a great way to launch a new product or get your company's name noticed. SIGGRAPH 2007 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 2007 promotional materials including the Advance Program, the web site, and the Program & Buyer's Guide
- Opportunity for exit gift.

Shuttle Bus

\$20,000 EXCLUSIVE!

There is no other service that attendees appreciate more than shuttle bus transportation to and from the convention center. 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.
- Recognition in the SIGGRAPH 2007 promotional materials.
- Company name and/or logo on the wristbands that are provided to attendees who qualify to ride the shuttle buses.

Exhibit Hall Signs

\$18,000 EXCLUSIVE!

Unique signage opportunities available in high-visibility locations: four-foot by eight-foot double-sided signs hanging above the crowds between the aisle signs in the Exhibit Hall. Don't miss this opportunity to highlight your booth location and marketing message to all attendees. Package includes eight double-sided signs. Production, installation and dismantle are included.

Aisle Sign Promotion

\$12,000 EXCLUSIVE!

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! Production, installation and dismantle are included.

Park Your Branded Vehicle

\$10,000

Increase awareness of your company by parking your branded vehicle (with name, logo, and message) right in front of the convention center. This unique promotion, available to only one SIGGRAPH 2007 exhibitor, is sure to capture the attention of all attendees as they enter and leave the convention center each day.

Conference Banner

\$5,000 - \$15,000

Display your company banner in highly visible areas of the conference and exhibition. Grab attendees' attention when they arrive, register, walk to sessions, and leave for the day. Installation and dismantle are included in each package!

Lanyards

\$10,000 + PRODUCTION COSTS

SIGGRAPH 2007 will accept or produce 25,000 neck straps with your company logo and the SIGGRAPH 2007 logo (if preferred) for distribution.

Registration Lead Card

\$10,000 EXCLUSIVE!

Every attendee and exhibitor receives a plastic lead card (2-1/8 inches by 3-3/8 inches) with a magnetic strip that contains demographic and contact information that is gathered by card readers in exhibitor booths. Your company can brand the lead cards with a four-color company message.

Merchandise Bag Insert

\$5,000

Increase traffic to your booth by distributing your company's message with an insert in the SIGGRAPH 2007 merchandise bag. Be creative! From mints to a game card, we're happy to work with you to create a branded insert that will entertain and attract attendees.

Standing Sign Boards

\$1,000

These signs are three feet by eight feet 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. Production, installation and dismantle are included.

Convention Center Meeting Rooms

CONTACT SIGGRAPH 2007 FOR AVAILABILITY AND PRICING INFORMATION

Are you looking for a quiet and convenient location to meet with prospective clients or current customers? Reserve a convention center meeting room by the half hour, day or all week.

Exhibitor Tech Talks

\$2,000 PER SESSION

Host an Exhibitor Tech Talk to deliver in-depth tutorials about your products. These educational sessions are open to all attendees and will be promoted in SIGGRAPH 2007 programs and on the web site. Exhibitor Tech Talks are presented in a theater-style format. Standard A/V equipment is included.

Prize Drawing Promotion

\$500 PER PRIZE

Are you featuring a raffle or prize drawing in your booth? Drive attendees to your booth with advance promotion in the SIGGRAPH 2007 programs, on the web site, and on a sign in San Diego! Prizes must have a minimum value of \$500.

New Product Showcase

\$500 PER SHELF

The New Product Showcase is a great way to promote your new product or service. These showcases, located outside the exhibit hall, will attract thousands of attendees interested in learning about the most advanced products and services in one convenient location.

Enhanced Listing in the Program & Buyer's Guide

\$500 PER ENHANCED LISTING

Enhance your company listing in SIGGRAPH 2007's valuable year-round reference tool. Make your offering stand out and grab their attention by including a highlighted border around your listing!

Logo With Enhanced Listing in the Program & Buyer's Guide

\$750 PER LISTING

Extend your brand beyond the exhibit floor and upgrade your impact by adding your company logo to your highlighted listing. When you purchase logo placement, the enhanced listing is included at no additional charge.