



# VANCOUVER SIGGRAPH2011 MAKE IT HOME

CONFERENCE 7-11 AUGUST 2011 EXHIBITION 9-11 AUGUST 2011 VANCOUVER CONVENTION CENTRE

## ADVERTISING OPPORTUNITIES

For more information or to reserve ad space, contact:  
**SIGGRAPH 2011 Exhibition Management**  
+1.866.950.7444 | [exhibits@siggraph.org](mailto:exhibits@siggraph.org)

### DIGITAL ADVERTISING

#### SIGGRAPH 2011 Web Site

The SIGGRAPH conference site is the main source of information for attendees. It's the ideal place to promote your booth location and highlight your products and services in the months leading up to SIGGRAPH 2011. Ads run from the time they are received through four months following the event. Up to three ads are rotated per page.

|                        |                    |                |
|------------------------|--------------------|----------------|
| <b>Leaderboard Ads</b> | <b>728w x 90h</b>  | <b>\$2,800</b> |
| <b>Button Ads</b>      | <b>200w x 180h</b> | <b>\$2,100</b> |

JPEG and GIF Formats only  
Maximum file size 40K  
Animated GIFs are accepted



#### E-mail Advertising in the SIGGRAPH 2011 Newsletter

The SIGGRAPH 2011 email newsletter, which reaches 70,000+ prospects, can include a 30-word description of your company and your logo linked to your web site. This opportunity is limited by the number of newsletters issued, and it's going fast.

**\$2,500 for one month**

Discount available for reserving multiple months.

#### Mobile Advertising

Thousands of SIGGRAPH attendees use smartphones and other mobile devices to navigate the conference and exhibition. New this year: SIGGRAPH 2011 will not publish the traditional Exhibition Guide. Instead, attendees can download a native SIGGRAPH 2011 app for two categories of mobile devices:

- iPhone and iPad
- Android

Ad banners in this app will deliver your message directly to the SIGGRAPH 2011 audience several times each day, before, during, and after the conference. Each ad banner is linked to the advertiser's web site, and the app will provide tracking data, so advertisers can measure ad performance. Ad banners appear throughout the app. The app is available to attendees from mid-July to months after SIGGRAPH 2011.

**Investment – \$3,000 each for two or three advertisers. Or \$7,000 for one exclusive advertiser.**

#### Attendee Registration Banner Ad - Exclusive

**SOLD!**

Include your company's message in a banner ad that's prominently displayed on the SIGGRAPH 2011 registration site. Your banner ad will appear throughout each step of the registration process as well as on the registration resource center site.

**Registration Site Ad 700w x 110h \$4,000**

JPEG and GIF Formats only  
Maximum file size 40K  
Animated GIFs are accepted

## PRINT & ON-SITE ADVERTISING

### Print Ad in the Conference Locator

The Conference Locator is the wildly popular pocket program that all attendees refer to throughout SIGGRAPH 2011. It is widely distributed and includes conference information, daily schedules, maps of the local area, and exhibitor lists including booth numbers.

|                                      |         |
|--------------------------------------|---------|
| Back cover - Black and white         | \$2,000 |
| Inside front cover - Black and white | \$1,500 |
| Full page - Black and white          | \$1,100 |

|                     |                           |
|---------------------|---------------------------|
| Bleed full page     | 3.75" wide by 5.375" tall |
| Non-bleed full page | 3" wide by 4.625" tall    |

*All ad space must be reserved by 19 May 2011.*

*Final materials are due 26 May 2011.*

### Aisle Signs

Increase awareness by exclusively displaying your company logo on all aisle signs throughout the show floor. Attendees will see your logo each time they look for an aisle number! Includes production, installation, and dismantle of double-sided aisle signs.

**\$8,000 exclusive**

### Standing Sign Boards

These signs are three feet wide 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 promotional message for all to see. Includes production, installation, and dismantle.

**\$1,000 per sign**

### Lanyards

**SOLD!**

Share your promotional message with thousands of industry professionals. Include your company logo and message. Lanyards are distributed from the registration area.

**\$2,000 for production of 7,000 lanyards**

*Up to four opportunities available.*

### Merchandise Bag Insert

Draw traffic to your booth by promoting your message in each of the merchandise bags distributed to thousands of attendees. Be creative with your advertisement in the bag! From a game card to your message on a city map, we'll work with you on ideas that promote your message.

**\$2,000**

### Exhibitor Tech Talks

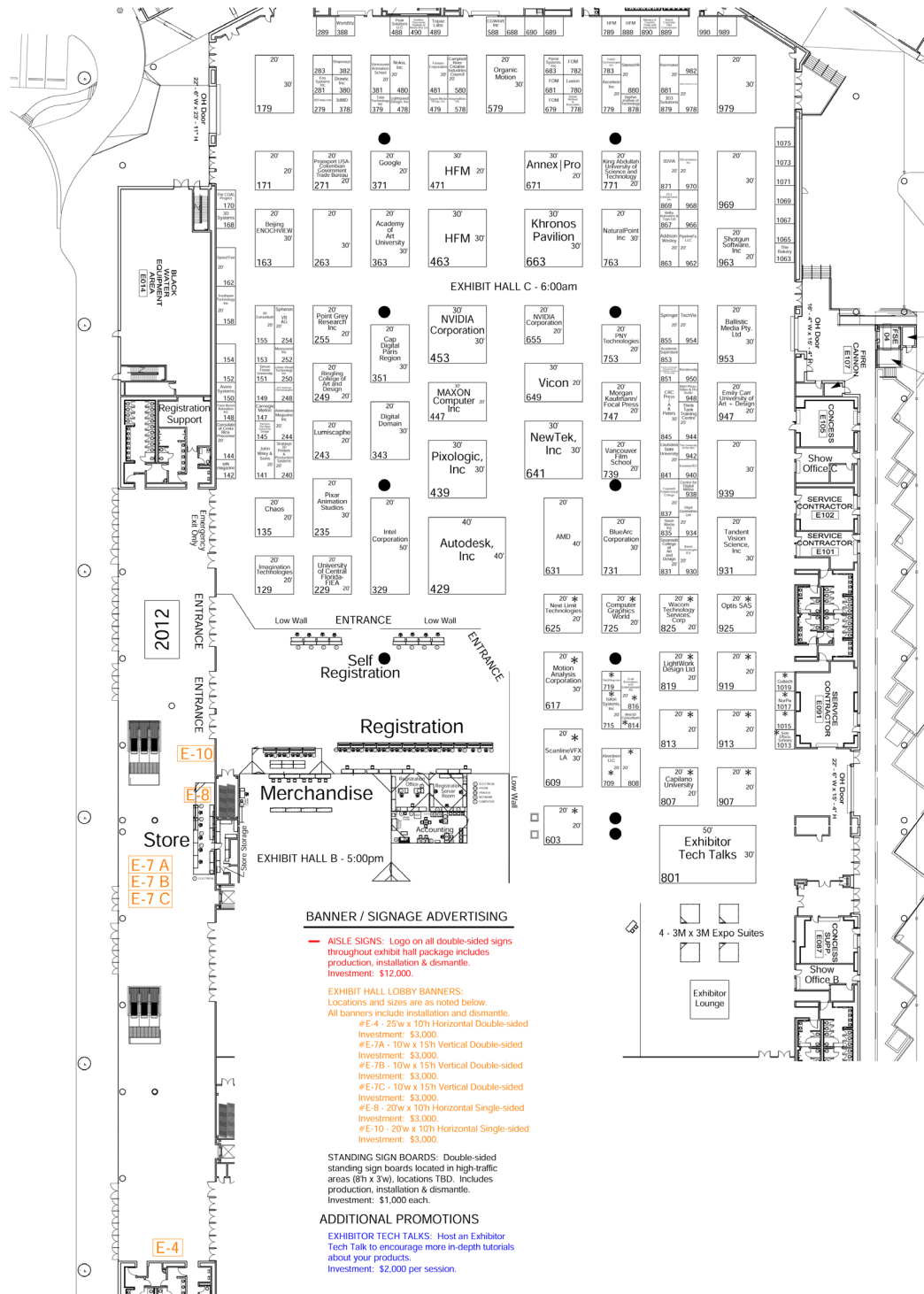
Host an Exhibitor Tech Talk to present more in-depth tutorials. These product educational sessions, open to all attendees, are promoted in SIGGRAPH 2011 promotional materials as well as on the SIGGRAPH 2011 web site. Tech Talks are presented in theater-style rooms.

**\$2,000 per session**

**Convention Center Banners**

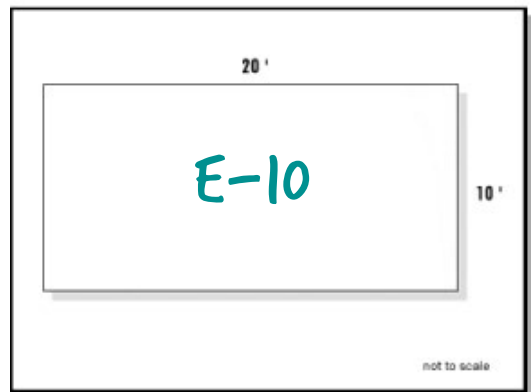
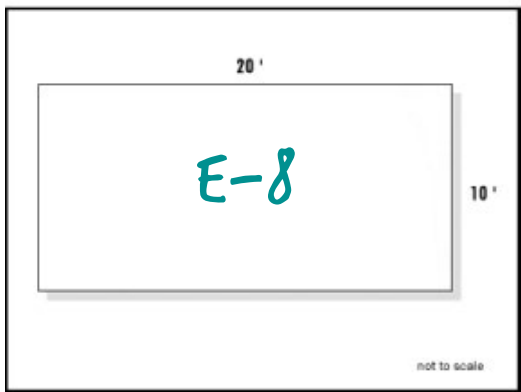
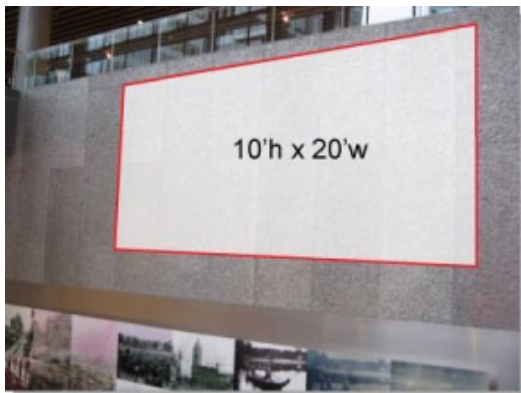
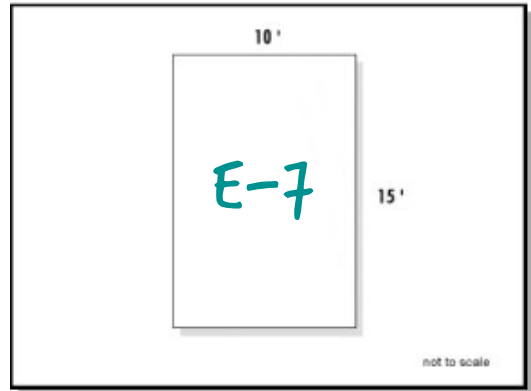
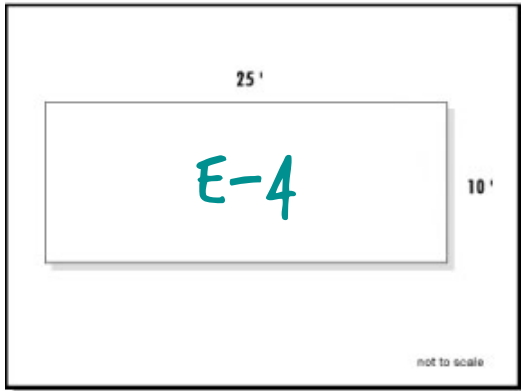
Display your company banner in highly visible areas of the conference and exhibition. Grab attendees' attention when they arrive, register, walk to sessions, and leave for the day. Installation and dismantle are included in each package! The banners are identified by the numbers on the floorplan below. See following page for exact size and placement.

- E-4 \$3,000
- E-7A \$3,000
- E-7B \$3,000
- E-7C \$3,000
- E-8 \$3,000
- E-10 \$3,000



**BANNER / SIGNAGE ADVERTISING**

- AISLE SIGNS: Logo on all double-sided signs throughout exhibit hall package includes production, installation & dismantle. Investment: \$12,000.
- EXHIBIT HALL LOBBY BANNERS: Locations and sizes are as noted below. All banners include installation and dismantle.
  - #E-4 - 25'w x 10'h Horizontal Double-sided Investment: \$3,000.
  - #E-7A - 10'w x 15'h Vertical Double-sided Investment: \$3,000.
  - #E-7B - 10'w x 15'h Vertical Double-sided Investment: \$3,000.
  - #E-7C - 10'w x 15'h Vertical Double-sided Investment: \$3,000.
  - #E-8 - 20'w x 10'h Horizontal Single-sided Investment: \$3,000.
  - #E-10 - 20'w x 10'h Horizontal Single-sided Investment: \$3,000.
- STANDING SIGN BOARDS: Double-sided standing sign boards located in high-traffic areas (8'h x 3'w), locations TBD. Includes production, installation & dismantle. Investment: \$1,000 each.
- ADDITIONAL PROMOTIONS
  - EXHIBITOR TECH TALKS: Host an Exhibitor Tech Talk to encourage more in-depth tutorials about your products. Investment: \$2,000 per session.





# MAKE IT HOME SIGGRAPH2011 VANCOUVER

# ADVERTISING INSERTION ORDER

## EXHIBITOR INFORMATION

Exhibitor

Contact Person

Address

City

State/Province

Postal Code

Country

Telephone

E-mail

## OPPORTUNITIES

### Digital Advertising

SIGGRAPH 2011 Web Site

- Leaderboard Banner Ad
- Button Banner Ad

SIGGRAPH 2011 E-Newsletter

- Description/Logo

Mobile Advertising

- Banner Ads

Attendee Registration

**SOLD!** Banner Ad



### Print Advertising

Conference Locator

- Full Page
- Back Cover
- Inside Front Cover

### On-Site Advertising

- Aisle Signs
- Standing Sign Boards
- SOLD!** Lanyards
- Merchandise Bag Insert
- Exhibitor Tech Talks

Convention Center Banners

- E-4
- E-7A
- E-7B
- E-7C
- E-8
- E-10

If you have any questions,  
please contact:

Angela Chybik or Jennifer Ibe  
SIGGRAPH 2011 Exhibition  
Management  
+1.630.434.7779  
exhibits@siggraph.org

If you are ready to go, send  
payment and contract to:

exhibits@siggraph.org or  
SIGGRAPH 2011 Exhibition  
Management  
Hall-Erickson, Inc.  
98 East Chicago Avenue  
Westmont, Illinois 60559 USA