



Computer Graphics and Interactive
Techniques in Business, Education,
Art & Technology.

YOUR PARTICIPATION OPPORTUNITIES

SIGGRAPHASIA2011 HONG KONG

The 4th ACM SIGGRAPH Conference and Exhibition on
Computer Graphics and Interactive Techniques in Asia

Conference: 12-15 December 2011

Exhibition: 13-15 December 2011

Hong Kong Convention and Exhibition Centre

Sponsored by ACM SIGGRAPH



Organized by



Patron



www.SIGGRAPH.org/ASIA2011



Where
Ideas
Become
Legend.

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About SIGGRAPH Asia



SIGGRAPH Asia 2011 will gather industry leaders, digital innovators, creative researchers, award winning producers, engineers, managers and executives from the Computer Graphics and Interactive Techniques industry and academia. This pivotal event is fast establishing itself as the industry's leading trade fair and conference in the Asia Pacific region. Established in 2008, SIGGRAPH Asia is gaining prominence, size and quality with every addition.

Reach out and mingle with the industry's movers and makers.

SIGGRAPH Asia 2011 will attract a diverse crowd of exhibitors, exhibition visitors and conference delegates.

Exhibitor Profile

Animation
Business/PC Graphics
CAD/CAM/CAE/CIM
Desktop/Other Publishing
Digital Projection
Digital Signage
Digital Video
Graphic Design/Fine Arts
Grid Applications
Imaging
Media Computing
Monitors/Displays
Motion Capture & Realtime Applications
Multimedia/Hypermedia
Online Network Services
Publishing
Robotics
Scan Converters/Scanners
Scientific Visualization
Special Effects
Special Graphic Processors
Stereoscopic 3D
Storage Systems
Virtual Reality/Simulation
Web Graphics/Development
Workstations

Visitor Profile

Animators & Special Effects Personnel
Architects
Artists
Digital Innovators
Digital Video & Film Makers
Educators
Engineers
Financiers
Game Developers
Industry Designers
Information Technology Personnel
Media
Programmers
Publishers
Researchers/Scientists
Sales and Business Development Managers
Distributors/ Resellers
Software Developers
Students
Web Developers / Commerce

In the Business of Computer Graphics and Interactive Techniques?

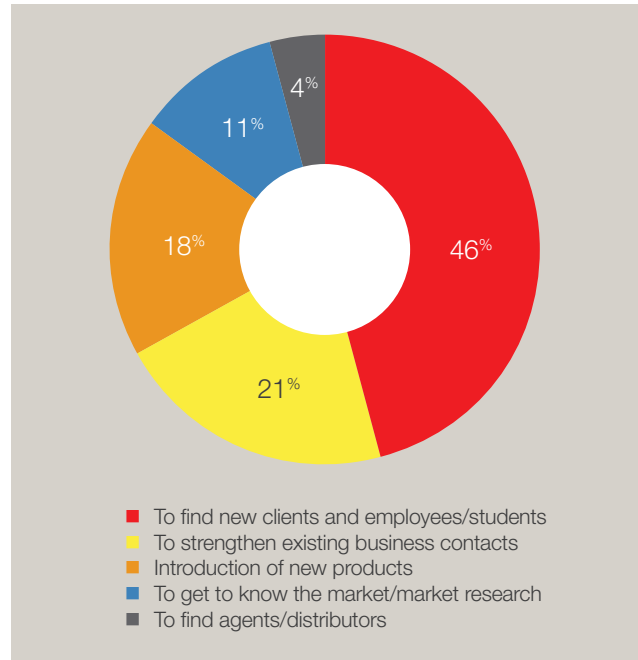
How We Fare - SIGGRAPH Asia 2010 Exhibitor Statistics

Number of Exhibitors 2008-2010



97 Exhibitors participated in SIGGRAPH Asia 2010. This is an increase of more than **36%** compared to 2009. **38%** of the exhibiting organizations came from outside Korea.

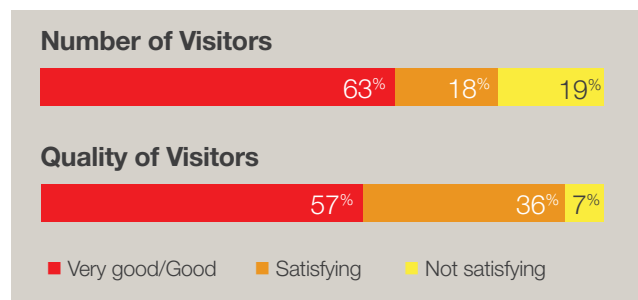
What was your main objective to participate in SIGGRAPH Asia 2010?



How do you rate the success of your participation in relation to the following specific objectives?



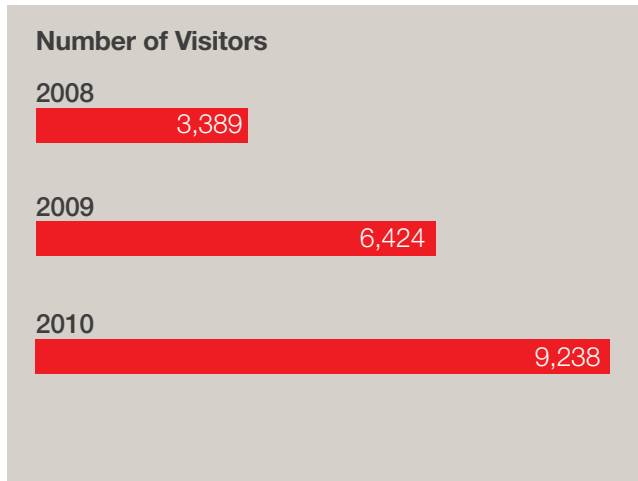
How do you rate the visitor profile at SIGGRAPH Asia 2010?



How We Fare - SIGGRAPH Asia 2010 Visitor Statistics

SIGGRAPH Asia 2010 attracted **9,238 Visitors** from **47 Countries**. This is an increase of more than **40%** compared to 2009. 2,963 people attended the conference programs. **25%** were from outside Korea.

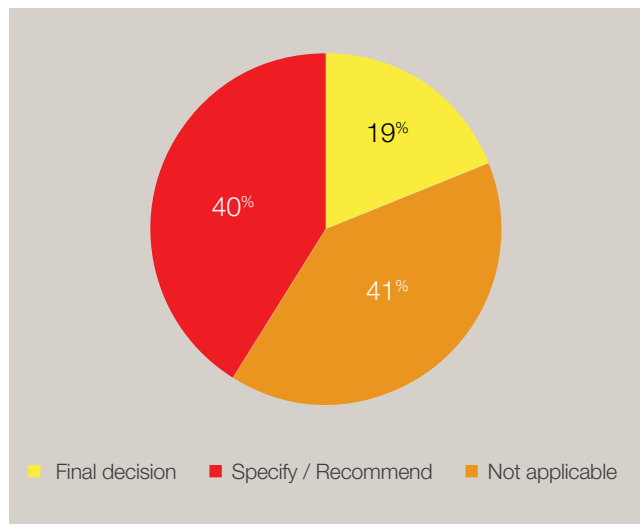
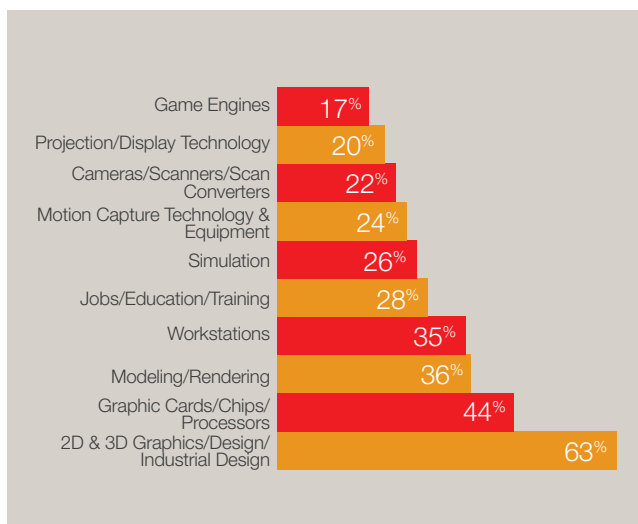
82% of the SIGGRAPH Asia 2010 visitors rated the trade exhibition as good or very good.



The Top 10 Product Interests

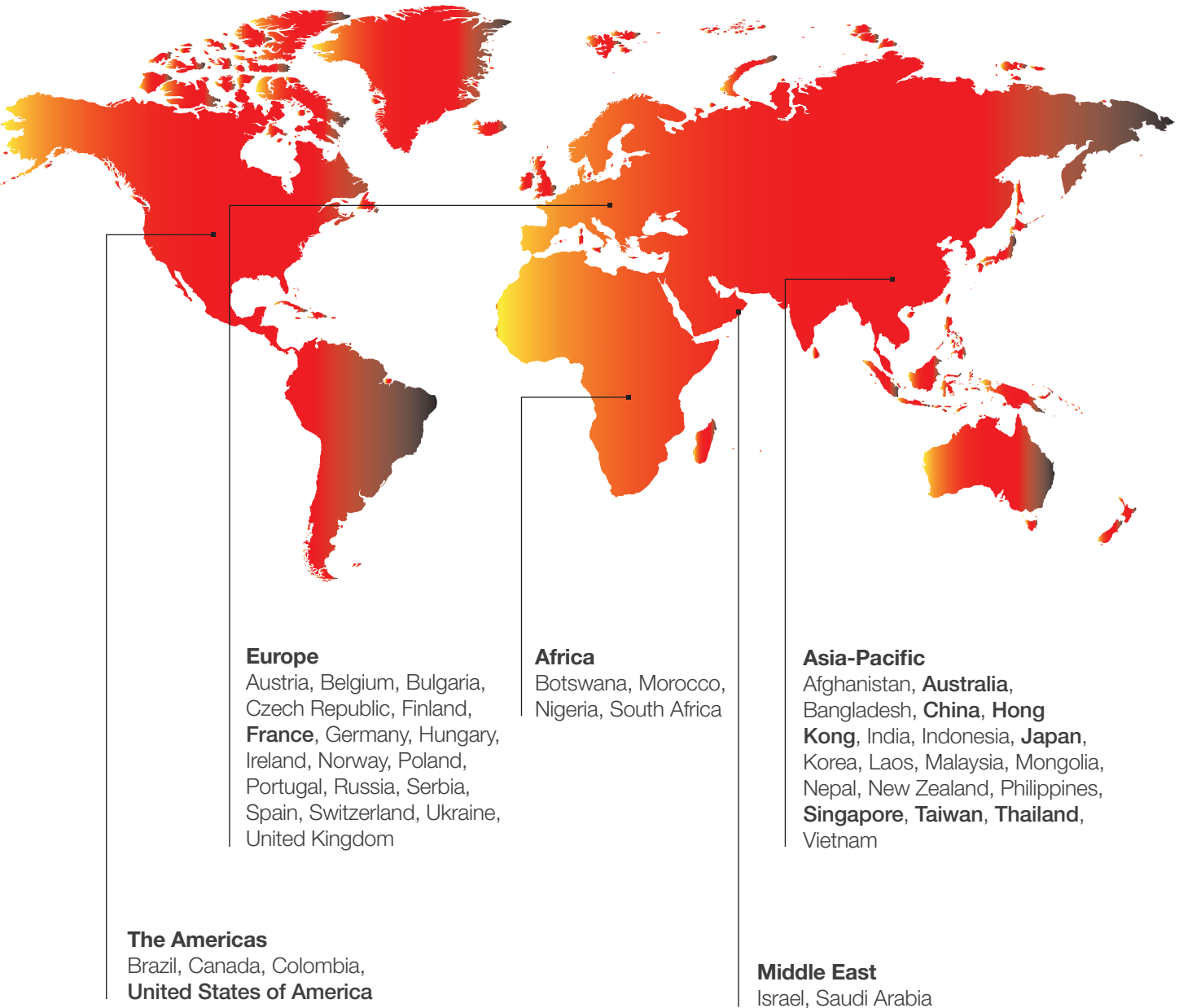
Buying Influence

6 out of 10 SIGGRAPH Asia visitors have buying influence in their institution.



How We Fare - SIGGRAPH Asia 2010 Visitor Statistics

Country Breakdown



* Top 10 visiting countries in bold.

SIGGRAPH Asia 2010 Media Outreach

SIGGRAPH Asia 2010 generated a **PR Value of more than 6.1 Million USD**. In total 116 print and online media outlets featured SIGGRAPH Asia 2010 (as of 10 January 2011) including:

3D Artisan
ACM Computing Review
Animatoon
Asia Image
AWN
CG Society
CG Tantra

CG World (Japan, USA, Thailand)
Design Jungle
Eizo Shimbun
Electronic Times
Fantasy Art
Financial Korea
Graphics LIVE

IDN World
IT Times
JoongAng Daily
Korean Herald
Renderosity
ZDNet

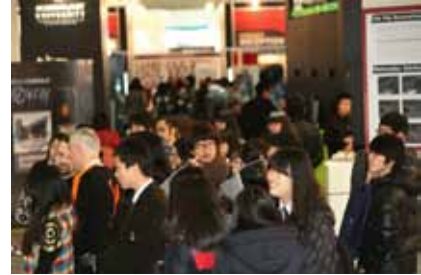
258 media attended the SIGGRAPH Asia 2010 Conference and Exhibition. Out of these 35 were from outside Korea.



Reasons to Exhibit & Advertise

Plan Your Participation to SIGGRAPH Asia 2011

With reference to the industry trends, Asia's economies will grow approximately 50% within the next five years to reach the size of Europe and the United States, (Source: International Monetary Fund in 2010). The computer graphics industry in Asia continues its upwards trend in lockstep. If your organization is leading the way to the future of computer graphics and interactive techniques, this is your opportunity to maintain your competitive position: Exhibit and Advertise at SIGGRAPH Asia 2011 in Hong Kong – A city where 'East meets West'.



It's about EXPOSURE. Tap on SIGGRAPH Asia's resources to reach the people you need to reach. Focused media placements online and in print media. Public relation programs with a focus on Asia-Pacific. Extensive collaborations with partner events and associations. Targeted direct marketing in the key languages of SIGGRAPH Asia's markets: English, Chinese, Japanese, Korean. And You. Partner SIGGRAPH Asia in 2011 for another year of success.



It's about QUALITY. Exhibiting at SIGGRAPH Asia gives you access to a highly qualified audience. SIGGRAPH Asia attracts the leaders in the industry through an unparalleled quality of conference and exhibition programs. More than 90% of the SIGGRAPH Asia 2010 exhibitors were happy with the visitor quality. 60% of the attendees were decision makers with the authority to purchase, or influence the purchase of equipment and services.



It's about INTERACTION.

Enhancing the customer experience is a critical part of your company's marketing efforts, and this is best done face-to-face. Explore business opportunities, meet new partners and strengthen existing relationships - all in person at SIGGRAPH Asia in Hong Kong. SIGGRAPH Asia puts you face-to-face with the people you want to meet. SIGGRAPH Asia is the only conference and trade show that draws the people from around the world and across the multiple disciplines with a strong focus on Asia.

Ways to Be Part of SIGGRAPH Asia 2011

To ensure that you achieve maximum mileage and benefit from your participation, SIGGRAPH Asia 2011 is offering numerous marketing and PR services for you to take advantage of. Increase your visibility and make a greater impact at SIGGRAPH Asia 2011.

Exhibition Space

Create a powerful impression by reserving your stand on the exhibition floor.

Raw Space	HKD 2,600 per sqm before 1 August 2011 HKD 3,200 per sqm from 1 August 2011
Shell Scheme	HKD 2,900 per sqm before 1 August 2011 HKD 3,500 per sqm from 1 August 2011
Premium Scheme	HKD 3,200 per sqm before 1 August 2011 HKD 3,800 per sqm from 1 August 2011

Block the most prominent space today!

Exhibitor Tech Talks

Host Tech Talks to deliver indepth information about your products, services, or recruitment plans. The Exhibitor Tech Talk stage is located within the exhibition hall and talks will be promoted online, in e-newsletters, in the printed exhibition guide and via announcements in the exhibition hall.

2 hour slot incl. of setup and tear down. Standard AV equipment is provided.	HKD 12,500 per session
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Advertising and Sponsorships

Generate booth traffic, increase leads, enhance awareness, and promote visibility. SIGGRAPH Asia offers a wide range of outreach possibilities, which includes:

- Ad placements in the conference locator and exhibition guide
- Email blasts to pre- or post event registration databases
- e-News sponsorships
- Logo placements on lanyards worn by all conference delegates
- Merchandise bag and exhibition guide inserts
- Networking reception sponsorship
- Online advertisements
- Venue advertisements

Contact us for your customised proposal!

Equipment Support

Does your company produce or distribute projectors, laptops, workstations, or displays? SIGGRAPH Asia welcomes corporate support to be part of our successful event. Supporters will be acknowledged.

Explore your options with us.

SIGGRAPH Asia 2011 Conference Overview

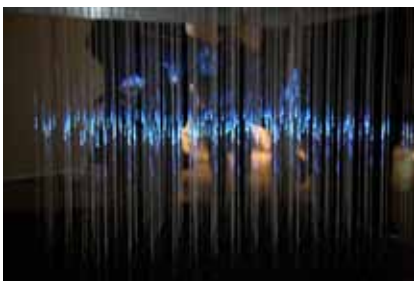
The Programs

The thought-provoking conference programs are designed to stir your imagination, explore new ideas in innovative ways, interactively engage viewers in discovery, and stimulate collaborations between the industry and academia. They complement the trade exhibition and add to width and depth of attendees SIGGRAPH Asia attracts. Up to three Featured Speakers and several Special Sessions will also be part of the conference line-up.



Art Gallery

Exceptional digital and technologically mediated artwork that includes international projects, multimedia installations, three-dimensional pieces, and kinetic, mobile, or interactive media.



Emerging Technologies

Interfaces, input devices, systems of engagement, and robotics actualize the most imaginative, innovative, and creative research in computer graphics and interactive techniques. The Emerging Technologies program provides hands on demonstrations, supported by talks about the techniques behind it.



Computer Animation Festival

An international showcase of animation, visual effects, and visualization. The Festival includes the Electronic Theater, the Animation Theater, Panels & Talks.



Technical Papers

The world's premier forum for presentation on the most current research in computer graphics and interactive techniques.

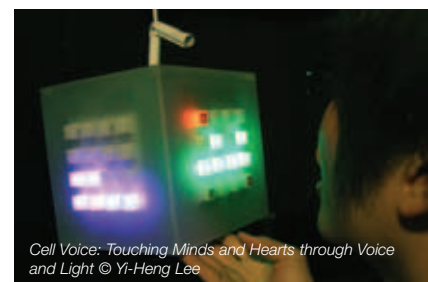
Symposium on Apps

Symposium on Apps (SoA) is an inaugural program in SIGGRAPH Asia 2011. It aims to cover apps development and marketing for games, computer graphics, motion tracking, animation on mobile devices and social network platforms.



Courses

Instructional sessions on the most important topics in computer graphics and interactive techniques.



Technical Sketches and Posters

Summaries of recent achievements, theories, and other animated work in progress, visual effects, video games and human-machine collaboration.

Registration Categories & Fees*

Full Conference Pass

Includes admission to all programs and events of SIGGRAPH Asia 2011.

	Before 1 Nov	After 31 Oct	Onsite
Member	HKD 5,300	HKD 5,900	HKD 6,500
Student Member	HKD 2,900	HKD 3,200	HKD 3,500
Non-Member	HKD 5,800	HKD 6,400	HKD 7,000

Full Conference One Day Pass

Includes admission to all programs and events for one day of SIGGRAPH Asia 2011 and one Electronic Theater ticket. Access to the Exhibition and Exhibitor Tech talks are included for three days, 13-15 December.

The Full Conference One Day Pass is only available for onsite registration.

	Onsite
All Attendees	HKD 2,800

Basic Conference Pass

Includes admission to the Art Gallery and Emerging Technologies, the Animation Theater, Posters, Technical Papers Fast Forward, the Exhibition, and Exhibitor Tech Talks for all conference days. An Electronic Theater ticket can be purchased separately.

	Before 1 Nov	After 31 Oct	Onsite
All Attendees	HKD 450	HKD 600	HKD 750

Electronic Theater Ticket

Access to one Electronic Theater screening. One ticket is included in all Full Conference Passes and Full Conference One Day Passes. Additional tickets or stand-alone tickets can be purchased online and onsite. Tickets are limited and it is recommended to purchase them online.

	Before 1 Nov	After 31 Oct	Onsite
All Attendees	HKD 150	HKD 150	HKD 150

Exhibits Only Pass

Exhibits Only passes can be purchased onsite. Exhibits Only tickets are also available online upon invitation from a SIGGRAPH Asia 2010 exhibitor. You must receive an invitation code in order to be eligible to register online. Exhibits Only tickets include admission to the Exhibition and Exhibitor Tech Talks for three days, 13-15 December.

* Note: The registration fees listed are NOT the finalized rates. This serves as a reference point for you to work on your budget if you plan to attend SIGGRAPH Asia 2011. Please visit our website for finalized rates.

Hong Kong – The Gateway to China



About Hong Kong

SIGGRAPH ASIA 2011's host city is a sophisticated fusion of East and West; a city of diversity where new and old meets at every turn; the gateway to the powerhouse China. It is a unique experience shaped by a distinctive past and dreams of the future; an age-old synthesis of cultures and traditions that opens a window into what will be, while embracing what has passed.



Hong Kong is a city for international exhibitions and trade fairs. With the commitment of the ACM SIGGRAPH Hong Kong Chapter, the Hong Kong industry and academic institutions, and the support of Create Hong Kong, a dedicated government agency set up to lead, champion and drive the development of the creative economy in Hong Kong, we are confident that SIGGRAPH Asia in Hong Kong will be yet another best SIGGRAPH Asia ever. Hong Kong is the door step to a rapidly growing market in China which promises to be an additional factor for success.



SIGGRAPH Asia 2011 will be held at Hong Kong Convention and Exhibition Centre - HKCEC. The HKCEC, located on the magnificent and renowned Victoria Harbour in the city center of Hong Kong, is the perfect location for a combination of business, networking and fun. Join the celebrations come December 2011 when SIGGRAPH Asia travels to Hong Kong!



SIGGRAPHASIA2011 HONG KONG

CONTACT US

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Conference Registration

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