



Graphics. Animation. Art. Technology.
Where Ideas Become Legend.



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

SIGGRAPHASIA2011 HONG KONG

Conference 12-15 December • Exhibition 13-15 December
Hong Kong Convention & Exhibition Centre

PROMOTIONAL OPPORTUNITIES

Create a dynamic impression in Asia! The right combination of advertising, sponsorship and pre-and post-show marketing opportunities help you maximize your presence and stand out from the competition. Turn heads at SIGGRAPH Asia 2011 with these promotional opportunities.

ONSITE BRANDING AND ADVERTISEMENT

LANYARDS

(HKD 25,000 + production costs (approx HKD 5 each) or sponsor to provide lanyards)

Have your company's name or logo printed exclusively on the lanyard worn by all SIGGRAPH Asia 2011 attendees!

MERCHANDISE BAGS

(HKD 15,000 + production costs, exclusive)

Thousands of show attendees will be collecting their entitlements and are expected to make merchandise purchases! Your company name and logo will be prominently displayed on one side of the bag. Make use of these merchandise bags to provide maximum visibility for your company.

MERCHANDISE BAG INSERTS

(HKD 7,500 and company to provide the insert)

Draw the crowd to your booth by giving your company's message out to attendees with an insert in the Merchandise Bag. Get creative! From your company info to a game card to attract them to your booth, we will be delighted to work with you to create a branded insert that will entertain and attract attendees.

ONSITE ADVERTISING

(Price available on request and depending on advertising locations and tools)

A wide selection of advertising channels and locations awaits you at Hong Kong Convention and Exhibition Centre. If you are interested in venue advertising opportunities during SIGGRAPH Asia 2011 show days, please contact us for more information and an individual proposal.

PROGRAM SPONSORSHIP

CONFERENCE PROGRAM SUPPORT

SIGGRAPH Asia programs are run by volunteers for the community. Volunteers dedicate their time to create a conference that excels in quality. To provide this platform for academic and industry partners alike needs financial support, for example for jury meetings or a Technical Papers Committee dinner. SIGGRAPH Asia appreciates donations no matter how much it is. We will acknowledge our donors and partners online and onsite.

STUDENT VOLUNTEERS PROGRAM SUPPORT

Every year more than 100 dedicated computer graphics enthusiasts contribute to SIGGRAPH Asia through the Student Volunteers Program. They are the movers of tomorrow's industry. Support the spirit and interact with the student community at SIGGRAPH Asia 2011. Today's students are your company's future.

We are looking for give-aways, lunch sponsorships, financial support for student accommodation, donations in cash to run this important program, etc. In return we offer you the unique opportunity to reach out to the participants of the Student Volunteers program through talks, mailings, discussion sessions, or in other ways that you would like to consider. If you are interested in contributing to this community, please contact us for details.



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NETWORKING SPONSORSHIP

CONFERENCE PROGRAM RECEPTION

(Price available on request and depending on services offered and company branding opportunities at the event – from HKD 35,000 onwards)

Each of the SIGGRAPH Asia programs reaches a different group of contributors and attendees. Most of them will be your company's target too. Invite our attendees and contributors to your company's networking session or sponsor a program reception such as the Technical Papers Welcome Evening. Contact us if this sounds like an interesting possibility for you.

ATTENDEE LOUNGE

(Price available on request and depending on services offered and company branding opportunities in the lounge)

Conferences are about networking and networking often happens in between sessions and discussions in the exhibition hall. We offer your company sponsor the host of an official Attendee Lounge. The setup will be arranged in coordination with you and so will be your recognition. Contact us for details.

OFFICIAL NETWORKING RECEPTION

(Price available on request and depending on company branding opportunities at the event)

The SIGGRAPH Asia 2011 Networking Reception will be attended by up to 1,500 Conference Delegates and Exhibitors. Sponsor or co-host the #1 networking opportunity at SIGGRAPH Asia 2011. Exhibitors are invited to sponsor the reception in full or partially. If you decide to sponsor the event in full, SIGGRAPH Asia will label you as the co-host of the networking event in all marketing and onsite materials. Make the reception your company's event and invite your guest to YOUR SIGGRAPH Asia Networking Night. Please contact us to discuss details.

The following branding opportunities are available:

- Listing on onsite reception banner,
- Company name and logo on signage at the event,
- Acknowledgement of sponsor via speakers at beginning and end of reception,
- Promotional materials distribution table at reception,
- Opportunity for door gift,
- Other decoration items with company branding (for example table cloth, serviettes, etc.),
- Or what you would like to see at the reception.

EQUIPMENT SPONSORSHIP

The successful hosting of the SIGGRAPH Asia conference is dependant on the kind assistance of our industry companies to loan equipment to the conference during its events days. This assists to lower costs in the organizing of the conference and hence delegate fees.

All equipment sponsors will be accorded sponsorship recognition before and at the conference where the recognition items to be provided will be based on the equipment value loaned. Equipment loaned during the conference will be covered under our blanket equipment insurance at the conference.

Some items that we seek for the conference are:

- 4,000 – 6,500 lumen projector (4 units)
- 10,000 lumen projector (4 units)
- 18,000 lumen projector (4 units)
- Apple Mac laptop or desktop (17 units)
- Apple iMac (2 units)
- Intel Core Duo desktop or laptop (17 units)
- BluRay player (5 units)
- Sony HDCAM HDW-2K player (1 unit)
- Sony HDW-SR HDCAM player (1 unit)
- Flatscreens (different sizes, up to 35 units)