



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

# SIGGRAPH ASIA 2011 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

## Exhibitor Manual



## WELCOME NOTE

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**Dear Exhibitor,**

Welcome to the **SIGGRAPH Asia 2011!**

This is your personal copy of the Exhibitor Service Manual, which has been carefully compiled to assist and facilitate you in your preparation for the event. The manual will provide you with information required for the preparation of your exhibition stand. General guidelines, marketing aides and useful addresses are also included in the manual. We recommend a careful study of its content to ensure that **SIGGRAPH Asia 2011** will be a successful experience for your company.

The "Index of Forms" lists every individual form included in the Manual, highlighting to you the Mandatory and Optional sections for your convenience. Mandatory sections consist of forms that need to be completed and returned. The *other forms are for your attention and completion where necessary.*

We would like to bring your attention to "**Order Forms Checklist**" (Form 0). To ensure that the services/forms you require are duly received and processed, we highly recommend that you complete and return this form before the stipulated deadline. This enables us to fully assist you in your booth preparation; providing you with reminders to send in any possibly missing orders. This service is provided for your convenience.

Please send us the order forms by the stipulated deadlines so that we can ensure that the services you require are arranged before the exhibition. Do remember to make a copy for your own reference.

We look forward to welcoming you in Hong Kong at **SIGGRAPH Asia 2011!**

**Best Regards,**

**SIGGRAPH Asia 2011 Team**

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*All Information in this Manual is correct at the time of printing as the Organizer has done its utmost to ensure accuracy. The Organizer apologizes for any misprint or error, and regrets that we cannot be held liable on any account whatsoever for them.*

## LIST OF CONTACTS

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### ORGANIZER

**SIGGRAPH Asia 2011**  
C/o Koelnmesse Pte Ltd  
152 Beach Road  
#25-05 Gateway East  
Singapore 189721  
Tel: +65.6500.6725/6729  
Fax: +65.6296.2771  
Email: b.kee@koelnmesse.com.sg  
st.yap@koelnmesse.com.sg  
Contact: Mr. Brian Kee  
Ms. Swee Ting Yap

### VENUE

**Hong Kong Convention & Exhibition Centre**  
1 Expo Drive  
Wanchai  
Hong Kong, China  
Tel: +852.2582.8888  
Email: burnschow@hkcec.com  
Contact: Mr Burns Chow

### OFFICIAL STAND CONTRACTOR

**PICO (IES) GROUP LTD**  
Pico Building, 12A Dai Fat Street  
Tai Po Industrial Estate  
Tai Po, N.T.  
Hong Kong  
Tel: +852.3713.0430  
Fax: +852.2660.4672  
Email: irene.chow@hk.pico.com  
Contact: Ms Irene Chow

### OFFICIAL AUDIO VISUAL SUPPLIER

**GL Events Hong Kong Ltd**  
Unit G-L, 5/F., Wing Shan Industrial Building  
428 Cha Kwo Ling Road, Yau Tong  
Tel: +852.2754.9487  
Fax: +852.2754.8103  
Email: axel.moyse@gl-events.com.hk  
Contact: Mr Axel Moyse

### OFFICIAL FREIGHT FORWARDER

**Agility Fairs & Events Logistics Ltd**  
Room 2105, 21/F, CITIC Telecom Tower  
93 Kwai Fuk Road, Kwai Chung  
NT, Hong Kong  
Tel: +852.2211.8200  
Fax: +852.2866.2421  
Email: hchan@agilitylogistics.com  
Contact: Ms Hilda Chan

### OFFICIAL HOTELS

**Empire Hotel Hong Kong**  
33 Hennessy Road  
Wan Chai  
Hong Kong  
Tel: +852.3692.2111  
Fax: +852.3692.2100  
Email: info-wc@empirehotelsandresorts.com

**Grand Hyatt Hong Kong**  
1 Harbour Road  
Wan Chai  
Hong Kong  
Tel: +852.2584.7038  
Fax: +852.2956.2151  
Email: china.reservations@hyatt.com

**Novotel Hong Kong Century**  
238 Jaffe Road  
Wan Chai  
Hong Kong  
Tel: +852.2507.6613  
Fax: +852.2598.4837  
Email: Jessica.lau@novotelcenturyhk.com

**The Wharney Guangdong Hotel Hong Kong**  
57 - 73 Lockhart Road  
Wan Chai  
Hong Kong  
Tel: +852.2862.1006  
Fax: +852.2529.3282  
Email: ssm@wharney.com

## EXHIBITION SCHEDULE

BUILD-UP PERIOD	DATE	TIME
Floor Marking by Official Stand Contractor	10 December 2011	08:00 – 14:00 hrs
Official Stand Contractor Move-In	10 – 12 December 2011	08:00 – 23:59 hrs
Official Electrical Contractor Installation	10 – 12 December 2011	08:00 – 23:59 hrs
Exhibitor Nominated External Contractor Move-In	10 December 2011 11 – 12 December 2011	14:00 – 23:59 hrs 08:00 – 23:59 hrs
Exhibitor Registration and Badges Collection	11 December 2011 12 December 2011	14:00 – 18:00 hrs 09:00 – 18:00 hrs
Exhibits Move-In and Stand decoration	12 December 2011	08:00 – 20:00 hrs
EXHIBITION PERIOD	DATE	TIME
Opening Hours of Exhibition	13 December 2011 14 December 2011	09:30 – 18:00 hrs
	15 December 2011	09:30 – 17:00 hrs
DISMANTLING PERIOD	DATE	TIME
Exhibits Move-Out and Stand Dismantling*	15 December 2011	17:00 – 22:00 hrs

### Notes:

- Exhibitors can be admitted to the exhibition hall 30 minutes prior to show opening hours.
- During the exhibition, exhibitors are permitted to remain in their booth for 30 minutes after the exhibition closes.
- **All exhibitors and external contractor MUST complete their stand construction and decoration by 20:00 hrs on 12 December 2011. Please note that NO construction or decoration works are permitted when hall cleaning commences at 20:00 hr onwards.** Exhibitors who require exceptions from this rule must obtain written permission from the Organizer.
- Overtime charge : -
  - o If over time is required by the exhibitor for booth construction, exhibitors must contact the Organizer for permission in advance and submit their application before 12:00 hrs on the same day if over time is required. The application of overtime is subjected to the approval of the Organizer and the Venue, with different rates apply for different booth sizes based on per hour basis.

**\*Exhibitors and all stand contractors must complete dismantling by 22:00 hrs on 15 December 2011. Any application for overtime during move-out will not be entertained. If exhibitors are not able to move-out their exhibits and fittings on time, Organizers will enforce clearance. All costs for this enforcement will be charged to the exhibitors.**

## A) GENERAL INFORMATION

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### A1 NAME OF EVENT

SIGGRAPH Asia 2011

### A2 VENUE

Hong Kong Convention & Exhibition Centre  
1 Expo Drive  
Wanchai  
Hong Kong, China

### A3 DATES & TIMES

**Conference:**

Monday to Thursday  
12 – 15 December 2011  
09:00 – 18:00 hrs

**Exhibition:**

Tuesday to Thursday  
13 – 15 December 2011  
09:30 – 18:00 (Tuesday and Wednesday)  
09:30 – 17:00 (Thursday)

### A4 ORGANIZER, CO-ORGANIZER AND SUPPORTING BODIES

**Organizer**

ACM SIGGRAPH

**Conference and Exhibition Management**

Koelnmesse Pte Ltd

### A5 VISITOR ADMISSION

- Admission is granted to registered professionals, invited guests, trade, business visitors and students in related fields free of charge. A business card or student ID to prove that you are in the computer graphics and interactive techniques related fields must be produced at the time of registration.
- Visitors who have been invited by one of the SIGGRAPH Asia exhibitors or the organizer can register online at no charge with their invitation code.
- Visitors must register at the registration counters located on the Ground Floor of Hong Kong Convention and Exhibition Centre.
- Visitors below 16 years of age will not be admitted. Proof of age may be requested upon badge collection.
- The Organizer reserves the rights to refuse admission or to remove any person from the event without having to specify a reason.
- No photography or video equipment is allowed in the hall unless approval is obtained from the Organizer.

## A) GENERAL INFORMATION

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### A6 SECURITY

The Organizer will provide general security for the Exhibition Hall after show hours only. Exhibitors who require security services specifically for their booths, please refer to Form 15 as attached.

### A7 CAFETERIA / RESTAURANTS AND STAND CATERING SERVICES

A variety of restaurants and café are located at the Hong Kong Convention & Exhibition Centre. For booth catering services, please refer to Form 16 as attached

### A8 WIRELESS / INTERNET INFORMATION

SIGGRAPH Asia 2011 will provide free wireless in designated areas to its attendees.

If exhibitors need dedicated internet services within their exhibition booths, please refer to Form 9 as attached

### A9 HOTELS

We have appointed 4 official hotels whereby special discounted hotel rates have been secured for the Exhibitors and visitors of SIGGRAPH Asia 2011. Please refer to Form 17 for your hotel bookings or refer to our website [www.siggraph.org/asia2011](http://www.siggraph.org/asia2011) for further details.

### A10 TRANSPORTATION

Hong Kong International Airport is located approximately 34km by road and rail from Hong Kong Island and is well served by various forms of transportation from the airport to SIGGRAPH Asia 2011 appointed official hotels and event venue. Below are details of the following options:

- Airport Express Train
- Taxis
- Bus Services
- Luxury Coach Shuttle and Limousine Services

#### **1) Airport Express Train**

Airport Express train, operated by MTR, is usually the fastest method of travel between the airport to Kowloon and Hong Kong Island.

At the airport, this express train station platform is within the terminal building about 50 metres from the arrivals hall and clearly signed. Seven-car trains leave every 12 minutes and trains are fast, comfortable and designed with plenty of luggage storage space.

The Airport Express Line serves four stations, Asia World-Expo (an exhibition, conference and event centre, adjacent to the airport), Tsing Yi, Kowloon and Hong Kong \*\*. The journey times on the Airport Express from the airport are:

- Asia World-Expo                      1 minute
- Tsing Yi Station                      12 minutes
- Kowloon Station                      21 minutes
- \*\* Hong Kong Station              24 minutes

**\*\* Hong Kong Station being the station nearest to SIGGRAPH Asia appointed official hotels and event venue \*\***

## A) GENERAL INFORMATION

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### A10 TRANSPORTATION (CONT')

Guests and attendees of SIGGRAPH Asia 2011 who book with any of our official hotels should alight at the last station, ie Hong Kong station and hop on to bus number H1. This is a free Airport Express Shuttle Bus services for all Airport Express passengers.

Please note below bus routing with stops leading to each venue as below sequence:

H1 – Island Shangri-La, Conrad Hong Kong, Pacific Place, JW Marriott Hong Kong, \*The Empire Wan Chai, \*Wharney Guang Dong, \*Novotel Century, Renaissance Harbour View, \*\* Hong Kong Convention & Exhibition Centre.

*\* SIGGRAPH Asia appointed official hotels*

*\*\* SIGGRAPH Asia 2011 event venue*

*Note: Guests staying at Grand Hyatt Hotel can alight at Hong Kong Convention Exhibition Centre*

#### **2) Taxis**

Taxi stands are located at the Ground Transportation Centre outside the Arrivals Hall. A taxi from the airport to Hong Kong Island costs approximately HK\$350, with a minimum rate of HKD18 for a 2-kilometre ride

#### **3) Bus Services**

Almost all areas of Hong Kong are served by frequent scheduled bus services to and from the airport Ground Transportation Centre. There are clear direction signs (bus pictograms and "airbus" signs) from the Arrivals Hall to the Ground Transportation Centre (about 3 minutes walk) from where the buses depart, and there is a detailed information display board detailing all routes at the entrance to the Ground Transportation Centre.

#### **4) Luxury Coach Shuttle and Limousine Services**

AIRPORT - HOTELINK is appointed by the airport authority as the licensed operator of airport - hotel coach shuttle services.

Luxury coaches serve over 100 participating hotels in Kowloon and on Hong Kong Island. One-way fares are HKD130 to hotels in Kowloon and HKD150 to hotels on Hong Kong Island. Coaches depart from the coach station attached to Terminal 2 (three minutes walk from Terminal 1) at the airport and operate about every 30 minutes from the airport and at 30 - 60 minute frequency from hotel to airport.

## A) GENERAL INFORMATION

### A10 TRANSPORTATION (CONT')

#### 4) Luxury Coach Shuttle and Limousine Services (cont')

Tickets can be purchased at counter BO1 in the Arrivals Hall of the airport Terminal 1, counters C07 & C08 (near the coach station) in Terminal 2 or from hotel's concierge.



### A11 OTHER USEFUL INFORMATION

#### 1) DIRECTIONS AND MAP OF HKCEC

For information on the location of HKCEC and how to get there, please visit <http://www.hongkongeasygo.com/hkconventionexhibitioncentre/location.html>

#### 2) Map of MTR

As attached next page.



## B) TECHNICAL INFORMATION

### B1 BOOTH CONSTRUCTION REGULATIONS

#### 1.1 Official Stand Contractor

PICO (IES) Group Ltd, has been appointed as the Official Stand Contractor for this event. The Exhibitor may employ a contractor of his choice to construct and install any stands they may require. The name of the contractor must be addressed to the Organizer by completing and submission of Form 6.

#### PICO (IES) GROUP LTD

Pico Building, 12A Dai Fat Street  
 Tai Po Industrial Estate  
 Tai Po, N.T.  
 Hong Kong  
 Tel: +852.3713.0400  
 Fax: +852.2660.4672  
 Email: irene.chow@hk.pico.com  
 Contact: Ms Irene Chow

#### 1.2 Shell Scheme Booth Package and Entitlement

##### 1.2.1 Standard Shell Scheme Booth\*



	9 sqm	18 sqm	27 sqm
Wall Panels	on all closed sides		
Needle Punch Carpet	total stand area		
Fascia Board with Company Name & Stand Number	on all open sides (aisle facing)		
Information Counter with graphic attached on front side	1	2	3
Table	1	2	3
Folding Chairs	3	5	7
Spotlight (100w)	3	6	9
Power point (220v)	1	2	3
Waste Paper Basket	1	1	1

##### 1.2.2 Premium Shell Scheme Booth\*



	18-35 sqm	36 sqm
Wall Panels	on all closed sides	
Needle Punch Carpet	total stand area	
Slot-in Fascia Board with Company Name & Stand Number	on all open sides (aisle facing)	
Logo on Fascia Board	1	2
Information Counter (1500 x 500 x 1000mmH)	1	2
Table	1	2
Leather Chairs	4	8
Spotlight (100w)	6	12
Spotlight for Logo Signage	2	4
Power point (220v)	2	4
Wastepaper Basket	1	1
Showcase (500 x 500 x 2000mmH)	1	1
Slope Shelf	2	4
Bar stool	1	1

## B) TECHNICAL INFORMATION

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**\*Note:**

- please contact the Organizer for entitlements of booth size which are not specified above.
- booth facilities listed above are subject to change at the discretion of the Organizer without prior notice.
- if Exhibitors do not want any item in the standard booth package, they must accept that the cost of the package will not change and there will be no compensation by other equipment.

### 1.2.3 Additional Orders

Additional furniture and electrical items can be rented from the Official Stand Contractor. Please place your order by completing the respective forms within this Manual and returning these by the stipulated deadline. Any additional orders or changes made will be charged according to rates stated in the Manual.

### 1.2.4 Damage Cost

No drill, screw, paint, nail or fixture of any kind is allowed to be affixed onto the booth partitions, venue flooring or ceiling. Exhibitors are liable for any damages to their booths, fixtures & fittings and the Exhibition venue, whether caused by themselves or by any person or persons employed or engaged on their behalf.

The cost of repair of any damages will be assessed by both the Official Stand Contractor and Venue Owner and charged accordingly to the Exhibitor. The Organizer, together with the Venue Owners and Official Stand Contractor will inspect the hall before and after the event to ascertain any damage charges required.

### 1.2.5 Alteration of Shell Scheme Booths

Exhibitors are disallowed from replacing existing fascia with self-made fascia for all Shell Scheme Booths, or altering any existing structures within the booth. Please refer to Figure 1.0 for an example.



Figure 1.0

## 1.3 Raw Space Exhibitors / Island Booth Construction

Exhibitors who reserve raw spaces / island booth are recommended to use the service of our Official Stand Contractor for their special booth design and construction to facilitate convenient installation.

However, should Exhibitors wish to appoint their own external contractors, they **MUST** seek consent from the Organizer by submitting the following documents / clearance deposit:

- Form 6 with all details duly filled up
- booth designs; including overview layouts, elevation plans, schematic diagrams and at least 3 different 3D perspectives are to be submitted together with Form 6
- a refundable and interest-free Damage & Rubbish Clearance deposit (refer to Form 6 for details)
- RSE (Registered Structural Engineer) report and PE calculations for booth HT exceed 3.1mHT. Please refer to **item 1.3.3 - Permitted Construction Height** for more details

## B) TECHNICAL INFORMATION

Please note that failure to submit the above required documents and clearance deposit for Organizer approval will result in the following consequences:

- the external contractors will be denied entry into the hall for any installation works
- exhibitors will have to bear all costly alterations on-site in the event any designs or installations by their contractors violate fire and safety, stand height and boundary or any space contract rules and regulations

### 1.3.1 Raw Space Booth Construction Regulation

Exhibitors who reserve raw spaces with neighboring booths behind or besides their booths must take note of the stipulated regulation as below:

- each booth must cover up all sides which do not face an aisle by building own panels. They are NOT permitted to use the neighbor's panels as its own structure
- if any panel or structure is higher than 2.5mHT, a clearance of 1mW distance away from the dividing walls of their neighboring stands is required. Please see Figure 1.1 as below for an example:

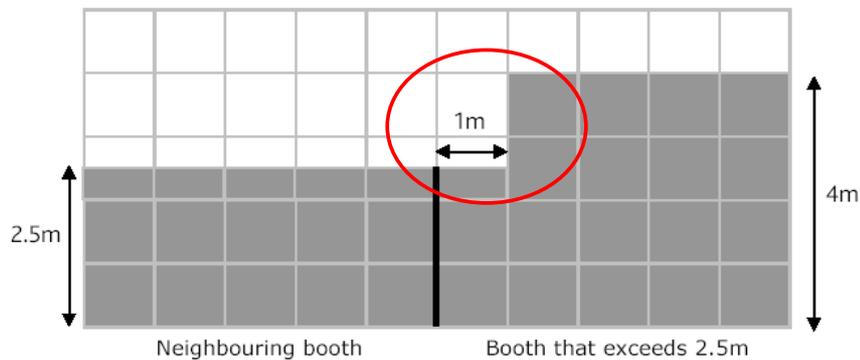


Figure 1.1

- the back of these panels or structures MUST be appropriately furnished with white paint or acceptable decoration or material. Please refer to Figure 1.2 as below on an example of unacceptable furnishings and a violation of the 1mW clearance regulation (the structures is more than 2.5mHT in this case)



Figure 1.2

## **B) TECHNICAL INFORMATION**

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### **1.3.2 Island Booths Construction Regulation**

Exhibitors who reserve island booths must take note of the stipulated regulation as below

- all sides of the booth **MUST NOT** be entirely enclosed up with full back walls. All back walls should only take up 1/3 length of the entire booth at a maximum
- all exposed back walls **MUST** be appropriately furnished with white paint or acceptable decoration or material

**Note that the Organizer reserves the right to reject any contractor and design deemed inappropriate.**

### **1.3.3 Permitted Construction Height**

Exhibitors and external contractors must take note of the permitted construction height requirement as below:

- maximum height limit allow within Hall 3G is 7mHT
- special booths design from 3.1mHT – 4.4mHT will require an RSE (Registered Structural Engineer) report to be submitted to Official Contractor for approval. Pls refer to the Building Department of HKSAR website: [http://www.bd.gov.hk/english/inform/index\\_ap.html](http://www.bd.gov.hk/english/inform/index_ap.html) to engage the service of a RSE. The submission of the RSE report **must be accompanied by** copies of their booth designs with detailed dimensions, and Form 6 (**please refer to item 1.3**)
- special booths design for 4.5mHT and above will require the following documents to be submitted to Official Contractor for approval:
  - i) RSE report
  - ii) Professional Engineer calculations

Please refer them to the Building Department of HKSAR website:

[http://www.bd.gov.hk/english/inform/index\\_ap.html](http://www.bd.gov.hk/english/inform/index_ap.html) to engage the relevant services.

The submission of the RSE report and PE calculation **must be accompanied by** copies of their booth designs with detailed dimensions, and Form 6 (**please refer to item 1.3**)

### **1.3.4 Fire & Safety Compliance**

- materials for the construction of the exhibition booths and its decoration **MUST** be non-combustible, inherently non-flammable or durably flameproof. The surface of material **MUST** not be painted onsite. The exhibitors or their appointed external contractors must make available relevant documentation relating to fire tests, flame tests, fume tests and other similar tests upon request by inspection of the Organizer and Venue Owner
- no false ceiling will be allowed regardless of the materials used, eg fabric, unless the material used will allow water to flow through freely, or coated with special chemicals that impede fire spreading. In such instance, The exhibitors or their appointed external contractors must make available relevant documentation relating to fire tests, flame tests, fume tests and other similar tests upon request by inspection of the Organizer and Venue Owner
- any booth of more than 60sqm **MUST** be equipped with at least 1 fire extinguisher within the booth by the respective stand contractor
- all fixtures, equipment from the exhibitors must be placed within the compounds of their licensed booth spaces, and nothing is allowed on the aisles. The Organizer reserves the right to remove anything that obstructs the aisle

## B) TECHNICAL INFORMATION

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### 1.4 Double storey stands

Exhibitors and their appointed contractors who plan to build double storey stands must comply with the following:

- the exhibiting company of the lower tier of a particular booth must be the same as that of the upper tier
- the rental rates for the contracted floor area at the upper tier shall be fifty percent (50%) of that of the lower tier. That is, if the rental rate for the lower tier floor area is US\$ 330 per square meter, the rental rate for the upper tier floor area is US\$ 165 per square meter
- double storey booths will only be allowed provided the minimum contracted floor area for the lower tier of the particular booth is 25 square meters and that the minimum length of any dimension of that area is 5 meters
- the contracted floor area of the upper tier shall not exceed 50% of the contracted floor area of the lower tier of the particular booth
- the width of stairs for double storey booth shall be above 1.2m
- fire extinguisher shall be placed every 10m of the walkway in the double storey booth and a safety personnel must station at the booth at all times
- all booth designs and stand construction must be approved in advance by the Organizer and the Venue Owner in writing. Detailed designs (including technical & structural plans) have to be submitted before the stipulated deadline for the relevant authorities' review and approval **(please refer to item 1.3 on details for submission)**
- special structures are restricted to a clearance distance of 1mW away from the dividing walls of the neighboring stands **(please refer to item 1.3.1 for more details)**
- the design, construction and tear-down of double storey stands have to comply with the guidelines, rules and regulations laid down by the relevant authorities including the Fire Safety Bureau, the Organizer and the Venue Owner **(please refer to item 1.3.4 for more details)**

## B2 HALL SPECIFICATIONS

### 2.1 Floor Loading Capacity

Floor loading inside exhibition Hall 3G must not exceed 1,700 kg/sqm or 350 lbs/sq ft.

If exhibitors would like to bring any equipment exceeding the limit above, they will need to inform the Organizers **1 month before move in date**. The Organizers will then advise on the documentations required for submission for approval to bring in the equipment.

### 2.2 Power Supply and Electrical Cabling

All electrical installation, supplies, wiring and dismantling work at the exhibition **MUST** be ordered and carried out by the appointed Official Stand Contractor.

All electrical equipment and installations should be tested and approved by the appointed Official Stand Contractor prior to turning on the electricity supply.

The standard electrical current supply available for use is 220V (single phase) or 380V (three phase). Exhibitors requiring different voltage/frequency or special connections to equipment must arrange directly with the appointed Stand Contractor.

## **B) TECHNICAL INFORMATION**

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Exhibitors who reserved for raw space / island booth and using external contractors are required to adhere the following:

- submit their electrical order form accompanied by a proposed layout plan to the Official Stand Contractor for their approval. Inspection on-site will then be carried out before the power supply is turned on
- exhibitors or their contractors who wish to bring in special lights, lamps and lighting to be used in their stand must receive approval from the Official Stand Contractor at least 4 weeks before the commencement of the exhibition. Applicants are requested to submit the following information and documents when applying for approval:
  1. specifications and its rating in watts / units of the light fitting
  2. total units to be installed
  3. layout line drawing of planned electrical installation
  4. company name of the contractor
  5. names and identification card / passport numbers of all attending electrical personnel
  6. electrical order form in the Exhibitors Manual (refer to Form 7)

When using electrical equipment, each of the following must be observed:

- electrical tools and oxygen cutter including saw, electric plane, welder, electric grinder etc shall not be used in HKCEC
- boiler, furnace, stove etc shall not be used

Each electrical supply provided is intended for one equipment or machine on display. Multipoint socket outlets are not permitted as an overload may be caused, leading to a trip in the incoming power supply. Severe trips may take hours to rectify, thereby causing inconvenience to all Exhibitors.

During the move-out period, temporary electricity supply can be arranged by prior arrangements (at least 24 hours in advance) with the Organizer.

### **2.3 General Lighting**

The Organizer will provide general lighting in the exhibition hall during show time. An adequate level of lighting will be provided during move in and move out period.

### **2.4 Water and Compressed Air**

For operational safety reasons, only the Official Contractor is permitted to carry out the installation work required. For orders please use Form 11.

### **2.5 Air-Conditioning**

Air-conditioning within the Venue will be operational during official exhibition opening hours only. Ventilation will be maintained during move-in and move-out period. For any further requirements on extension of air-conditioning during operational hours, please contact the Organizer directly to make your request.

## B) TECHNICAL INFORMATION

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### B3 FREIGHT AND EXHIBITS

#### 3.1 Official Freight Forwarder

The Organizer has appointed Agility Fairs & Events Logistics Ltd as the Official Freight Forwarder, site handling and customs clearance agent for SIGGRAPH Asia 2011. Please refer to Form 13 for detailed guidelines on freight forwarding services.

Delivery of exhibits and other exhibition stocks will not be permitted during the show period. Delivery of stock or replenishment may only be carried out half an hour before the start or immediately after the show opening hours.

Please address all correspondence concerning exhibition freight forwarding matters directly to Agility Fairs & Events Logistics Ltd.

**Agility Fairs & Events Logistics Ltd**  
Room 2105, 21/F, CITIC Telecom Tower  
93 Kwai Fuk Road, Kwai Chung  
NT, Hong Kong

Tel: +852.2211.8200  
Fax: +852.2866.2421  
Email: [hchan@agilitylogistics.com](mailto:hchan@agilitylogistics.com)  
Contact: Ms Hilda Chan

#### 3.2 Storage

Direct arrangements should be made with the appointed Official Freight Forwarder. Otherwise, Exhibitors must arrange for their boxes and cases to be transported back to their own premises. Exhibitors are not to store such items within the exhibition hall. The Organizer reserves the right to remove/dispose of any boxes, cases and/or packing materials left in the exhibition halls before, during and after the show. Any cost incurred will be borne by the respective Exhibitor.

## **C) RULES & REGULATIONS**

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### **C1 FILM, AUDIO / VISUAL AND PRODUCT DEMONSTRATION**

Audio visual equipment may be provided by the Exhibitor or hired from the official AV and computer supplier using Form 8. When in operation, audio visual equipment must not disturb visitors or other Exhibitors with excessive sound / noise. All audio visual equipment should be kept to a maximum level of 70dB, unless otherwise stated by the Organizer. Sound levels will be measured using a noise meter at each booth. The Organizer reserves the rights to discontinue any audio visual presentation which in their opinion is detrimental to the event.

All installed speakers are to be placed facing inwards to the booth and not towards the aisle or other Exhibitors. Where a high level of noise or other objectionable factors are involved, demonstrations may only take place at timing stipulated by the Organizer, who reserves the right to disallow a demonstration at any time.

No photography or video recording is allowed in the exhibition hall unless approval is obtained from the Organizer.

### **C2 GENERAL CLEANING**

The Organizer will only provide general cleaning, ie, aisles of exhibition hall, prior to the opening of the exhibition and daily thereafter. It is the responsibility of each Exhibitor to maintain the cleanliness of their booth at all times (including emptying of waste paper baskets).

### **C3 REMOVAL OF WASTE**

During the set-up and tear-down period, passageways in the exhibition hall must not be obstructed with packing materials, construction materials or debris. External contractors appointed by Exhibitors building raw space or island booths are responsible for removing their own debris from the site at the end of each day.

At the end of the exhibition, the contractor must remove from the site all the materials from their client's booth. Should they not do so; the deposit paid will be used to pay for removal by the official cleaning contractor.

During show period, Exhibitors are requested to place their general rubbish in the aisle just in front of their booths, so that the official cleaners will remove them at the end of each show day. The Organizer reserves the right to charge Exhibitors for the cost of removal of excessive packing materials and discarded bulky crates or cartons.

### **C4 INDUSTRIAL GAS DEMONSTRATION AND FIRE PRECAUTION**

Exhibitors who, because of the nature of their exhibits, require specific fire precaution, must make arrangements at their own cost for provision of such equipment / service.

Exhibitors must not bring in or use at the exhibition site any dangerous or hazardous goods and equipment such as poisonous gas, fuel, kerosene, noxious materials, inflammables, and equipment using such inflammable materials as gas stoves and electric stoves without prior written consent of the Organizer. Even when consent is given, adequate precautionary measures must be taken by Exhibitors at all times. Exhibitors are also not allowed to carry out any fire hazardous operation / work.

All safety precautions must be taken by the contractor or the Exhibitor to protect the public against any danger of fire outbreak. The venue may require on-site inspection to ensure maximum fire safety.

Smoking is strictly not permitted in the venue premises at all times.

## C) RULES & REGULATIONS

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### C5 LIABILITIES

General third party liability insurance will be covered and handled by the Organizer. However, it is the responsibility of each Exhibitor to arrange adequate coverage for its own exhibits during the exhibition.

All Exhibitors must arrange at their own cost "all-risk" insurance coverage from their origin country up to their exhibition booth including exhibition period and return to domicile. Exhibitors must ensure that they are fully covered by insurance and take out public liability and comprehensive protection.

Exhibitors are also responsible for making good any loss or damage to any item which they have rented or hired from the official contractors/ suppliers.

Though the Organizer maintains security surveillance at all times, Exhibitors are reminded that goods / exhibits will still, nevertheless, be at risk, especially during the final day of the show. Please ensure your stand, especially personal and valuable property, portable and rented items, are not left unattended at any time before, during and after the show. Exhibitors are reminded that small, portable and valuable items are most at risk after the exhibition closed each day. Therefore, Exhibitors are advised to keep these safely stored each day before leaving the exhibition area.

If your exhibits are very valuable or sensitive and you wish to hire security personnel to attend to your stand exclusively for off show hours, please refer to Form 15 of this exhibitor manual. Please note that you are not allowed to hire staff or personnel from another security agency.

### C6 GENERAL SECURITY

The Organizer will provide general security at Hall 3G entrances and exits throughout the entire period from move-in till move-out.

All personnel and attendees of SA2011 must wear their badge at all times, and be prepared to present their badge upon request by the security for identification, especially prior to accessing inside the exhibition hall.

All booths must be attended by the personnel wearing badges at any time during the opening hours of the fair.

For security and safety reasons, delivery of exhibits cannot be taken into the booth once the show has officially opened, nor removed from the booth before closure of the event. If Exhibitors wish to remove any display item from the show area, a written request must be submitted to the Organizer for approval in advance. However, Exhibitors are strongly encouraged to remove valuable and portable exhibits from the exhibition hall as soon as possible after 17:00 hrs on the final day of the show, ie 15 December 2011.

**\* Notes:**

**i. Move-in and move-out period: all exhibitors and contractors are allowed to enter inside Hall 3G as per the stipulated timing indicated on the Exhibition Schedule**

**ii. Show period from 13 – 15 December 2011: all exhibitors are only allowed to enter inside Hall 3G 30minutes before official show opening hour, and 30minutes after show officially closes for the day. Thereafter, no one will be allowed entry inside the exhibition hall**

**iii. If suspects of crime are found, please contact the Organizer or the security guard in the exhibition hall immediately**

**iv. All enquiries regarding lost and found items should be made to the Organizer or the security guards on duty**

## C) RULES & REGULATIONS

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### C7 BOOTH OPERATION

No business activity shall be conducted by the Exhibitor and/or his co-participants outside their booth boundaries, such as distribution of promotional material outside their booths.

Activities which will cause inconvenience or disturb the conduct of the business session, will not be allowed, i.e. promotional gimmicks, raffles (conduct of lucky draws or lotteries), picture taking, and use of excessive animation and sound equipment. Individual stage shows are also not permitted (including live band performances or dancing on the aisles).

Exhibitors must give proper consideration to the conditions under which their equipment will be demonstrated. Precautions must be taken for protection of the public.

Fire and Safety regulations require that no goods or packing materials may be stored in access areas behind or between booths. Exhibitors should design proper storage areas with adequate access within their own booth or approach the Official Freight Forwarder for storage solutions. Please also refer to **item 1.3.4 - Fire & Safety Compliance for more information.**

The Exhibitor and his staff shall be responsible for any damages to the structure, floor, walls, pillars and any part of the Exhibition Hall, the Property of the Organizer, and other Exhibitors due to the transport, removal of exhibits, refuse and / or decoration works. These charges will either be deducted from clearance deposit or send directly to the exhibitors for payment.

Aisle ways indicated on the floor plan must be kept clear of all exhibition goods or decoration materials in order to facilitate flow of traffic.

Exhibitors and Contractors must clear items not for display purposes (e.g. containers, packing items) on **12 December 2011 by 20:00 hrs.** Otherwise the Exhibitors will have to pay the Organizer for the cost of removing such articles from their booth if they fail to do so.

Cleaning of paint containers or any other dirty items in the washroom is prohibited.

### C8 USE OF DANGEROUS MATERIALS

#### Hazardous Materials

- No naked flame nor temporary gas lamps
- No explosive, petrol and highly flammable toxic or corrosive substances

#### Pressure Tanks

- The Exhibitor will be responsible and liable for the proper transportation and storage of all pressure tanks containing helium, compressed air, argon, carbon dioxide and any other pressure medium
- Pressure tanks improperly secured will be immediately removed
- All pressure vessels and equipment under pressure brought into the exhibition hall must conform to all relevant safety standards and regulations

#### Water and Drains

- Polluting substances such as chemicals, lubricants, acids and petroleum products cannot be discarded through the standard drains
- Special drains can be arranged for the disposal of polluting waste upon request

## **C) RULES & REGULATIONS**

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### **C9 FAILURE TO EXHIBIT**

Any organization which has signed and submitted a valid contract for space reservation is deemed a confirmed Exhibitor. If he fails to exhibit or turn up for the exhibition, and has not been released from the contract by the Organizer, he shall be held liable for the full cost as stated in the contract, plus any additional cost incurred by the Organizer.

### **C10 GROUPS AND NATIONAL PAVILIONS**

Organizers of group and national pavilions are responsible for ensuring that all Exhibitors and or / Co-exhibitors on their stand are fully aware of, agree to, and abide with all the Technical Information and Rules & Regulations stated herein.

### **C11 FOOD, BEVERAGE AND OTHER CONCESSION SERVICES**

According to regulations of HKCEC, all supply and use of catering equipment, including sale, distribution and sampling of food, beverage and other concession items are prohibited without prior permission from Venue Owner.

Except with authorized by Venue Owner, the exclusive rights to food & beverage and concession operations belong to HKCEC.

Note that deliveries of any food & beverage from outside supplies are NOT permitted. Exhibitors who require food catering for their booths, please refer to Form 16 in this manual.

### **C12 INTELLECTUAL PROPERTY RIGHTS**

The Organizers reserve the right to request Exhibitors to remove exhibits which are alleged of violating Intellectual Property Rights. Any possible legal consequence as a result will have to be borne by Exhibitors concerned.

### **C13 UNFORESEEN OCCURRENCES**

In the event of any unforeseen occurrences or not stated, the decision of the Organizer shall be final.

## **D) UPLOADING YOUR PROFILE**

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### **D1 GENERAL INFORMATION**

The profile of all Exhibiting companies will be made available in English as follows:

- SIGGRAPH Asia 2011 website
- SIGGRAPH Asia 2011 Exhibition Guide

Exhibiting companies are required to update their own contact and profile with no more than 50 words, except sponsors (100 words) by the 7 October 2011. Please note that the sooner you update your information, the more exposure you will get online.

### **D2 UPLOADING YOUR PROFILE IN ENGLISH / CHINESE**

The online submission site for your Exhibition Guide listing is now active.

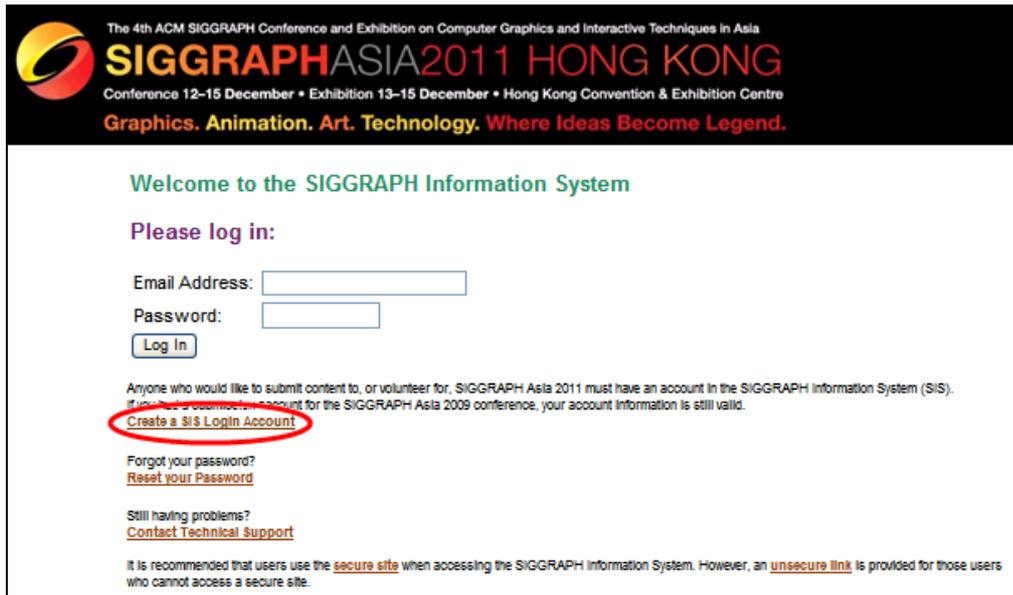
Please follow the instructions in the accompanying Guide to upload your profile.

- After you have keyed in your profiles and saved it, you may edit your company's information both in English and Chinese from "Update Exhibitor Information". Be sure to check for any errors. You can always return to make updates and edits to your information before the deadline.
- On Friday, 7 October 2011, the online listing information that you have created will be downloaded for the production of the Exhibition Guide distributed to all attendees at SIGGRAPH Asia 2011. The company contact information and brief description will be included in the Exhibition Guide. SIGGRAPH Asia 2011 reserves the right to edit copy prior to printing.
- Your company's listing details will also be linked from the SIGGRAPH Asia 2011 web site.
- If you encounter any technical issues creating your account or updating your information you can utilize the "Contact Technical Support" link in the SIGGRAPH Asia Information System.

## D) UPLOADING YOUR PROFILE

- 1) Go to [http://sis.siggraph.org/cgi-bin/SIS\\_Asia.py](http://sis.siggraph.org/cgi-bin/SIS_Asia.py)
- 2) Create a 'SIS Login Account'

\*If you had a submission account for the SIGGRAPH or SIGGRAPH Asia conference, your account and login information are still valid. In that case you can proceed directly to [step 6](#).



The 4th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia  
**SIGGRAPH ASIA 2011 HONG KONG**  
 Conference 12-15 December • Exhibition 13-15 December • Hong Kong Convention & Exhibition Centre  
**Graphics. Animation. Art. Technology. Where Ideas Become Legend.**

**Welcome to the SIGGRAPH Information System**

**Please log in:**

Email Address:

Password:

Anyone who would like to submit content to, or volunteer for, SIGGRAPH Asia 2011 must have an account in the SIGGRAPH Information System (SIS). If you had a submission account for the SIGGRAPH Asia 2009 conference, your account information is still valid.

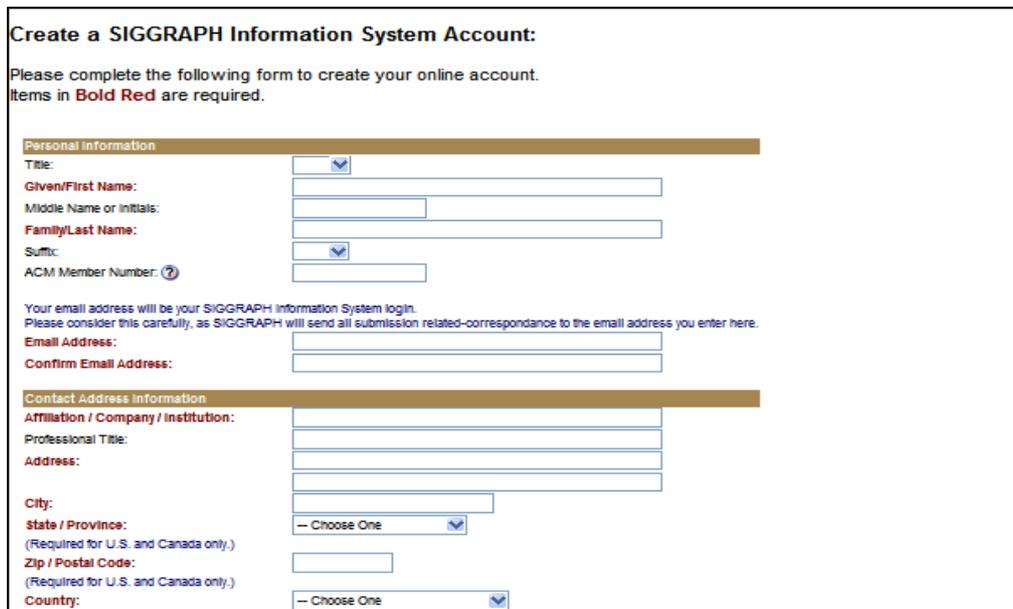
**Create a SIS Login Account**

Forgot your password?  
[Reset your Password](#)

Still having problems?  
[Contact Technical Support](#)

It is recommended that users use the [secure site](#) when accessing the SIGGRAPH Information System. However, an [unsecure link](#) is provided for those users who cannot access a secure site.

- 3) Fill out the form; items in **bold red** are required information.



**Create a SIGGRAPH Information System Account:**

Please complete the following form to create your online account.  
 Items in **Bold Red** are required.

**Personal Information**

Title:

**Given/First Name:**

Middle Name or Initials:

**Family/Last Name:**

Suffix:

ACM Member Number:

Your email address will be your SIGGRAPH Information System login.  
 Please consider this carefully, as SIGGRAPH will send all submission related-correspondance to the email address you enter here.

**Email Address:**

**Confirm Email Address:**

**Contact Address Information**

**Affiliation / Company / Institution:**

Professional Title:

**Address:**

City:

**State / Province:**

(Required for U.S. and Canada only.)

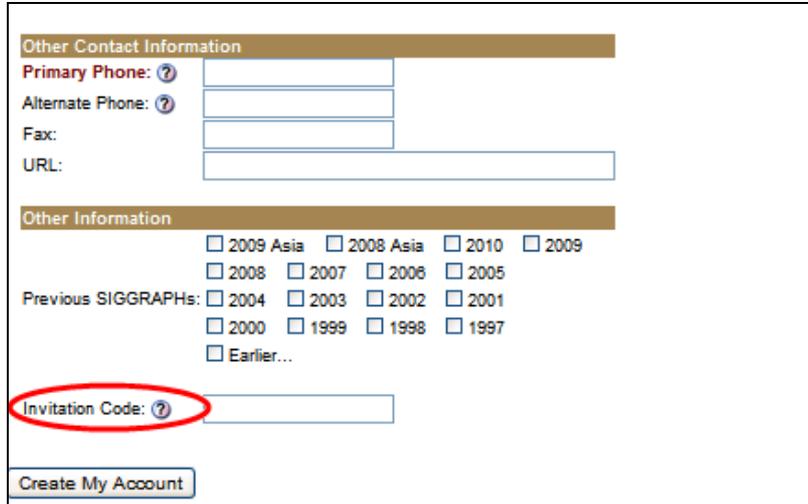
**Zip / Postal Code:**

(Required for U.S. and Canada only.)

**Country:**

## D) UPLOADING YOUR PROFILE

- 4) Please enter the 'Invitation Code' which has been sent to you and click on "Create My Account"



Other Contact Information

Primary Phone:

Alternate Phone:

Fax:

URL:

Other Information

2009 Asia  2008 Asia  2010  2009

2008  2007  2006  2005

Previous SIGGRAPHS:  2004  2003  2002  2001

2000  1999  1998  1997

Earlier...

Invitation Code:

Create My Account

- 5) Save these changes and you should get the password you have chosen confirmed in your email.
- 6) Login at [http://sis.siggraph.org/cgi-bin/SIS\\_Asia.py](http://sis.siggraph.org/cgi-bin/SIS_Asia.py) with the password that you have chosen. If you have forgotten your password please click on "Reset your Password".



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

Welcome to the SIGGRAPH Information System

Please log in:

Email Address:

Password:

Anyone who would like to submit content to, or volunteer for, SIGGRAPH Asia 2011 must have an account in the SIGGRAPH Information System (SIS). If you had a submission account for the SIGGRAPH Asia 2009 conference, your account information is still valid.  
[Create a SIS Login Account](#)

Forgot your password?  
[Reset your Password](#)

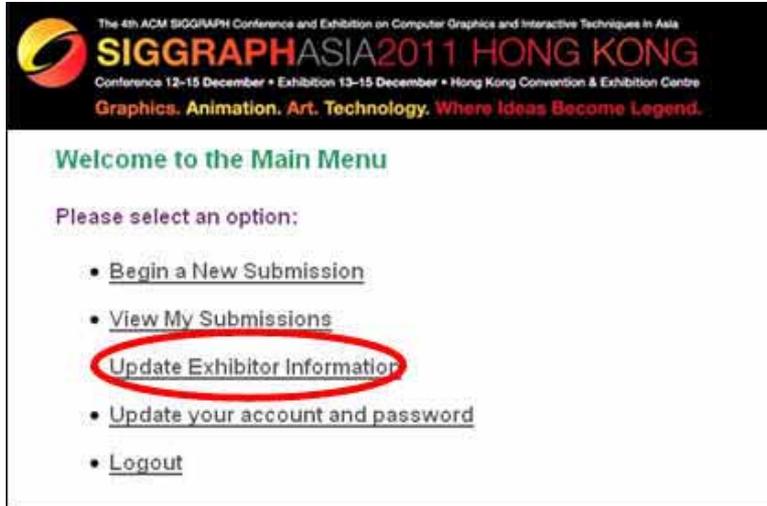
Still having problems?  
[Contact Technical support](#)

It is recommended that users use the [secure site](#) when accessing the SIGGRAPH Information System. However, an [unsecure link](#) is provided for those users who cannot access a secure site.

## D) UPLOADING YOUR PROFILE

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7) Click on 'Update Exhibitor Information'.



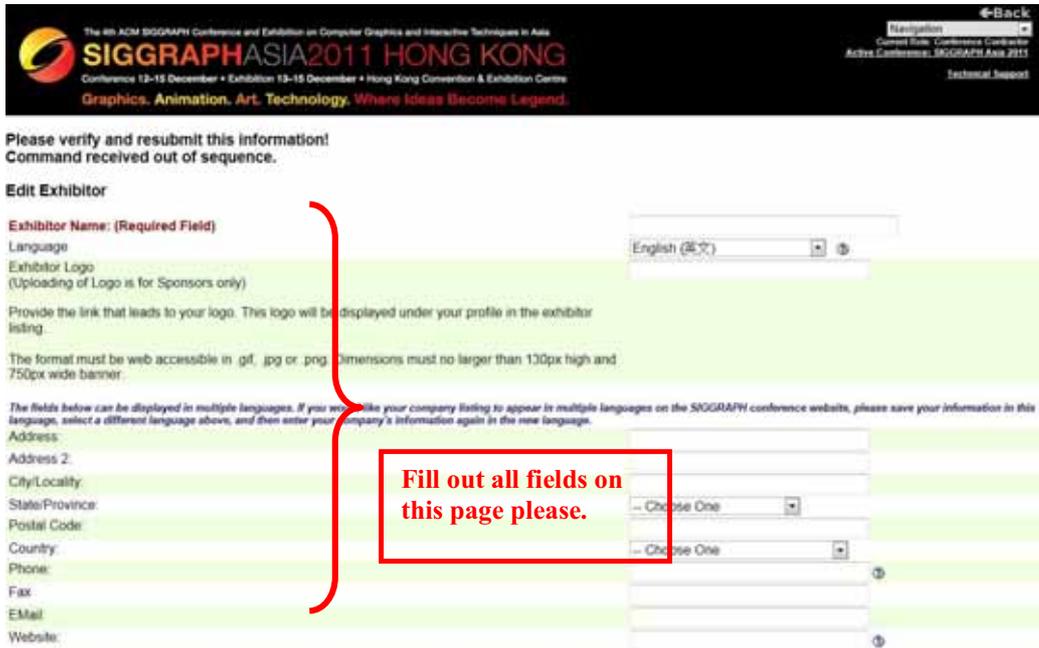
8) Fill out all fields. Please note the following:

- **Exhibitor Logo:** Uploading of logo is limited to sponsors only. It will not be shown if you are not a sponsor.

The format must be web accessible in .gif, .jpg or .png. Dimensions must no larger than 130px high and 750px wide banner.

- **Phone:** Please fill in your phone no. as according to the following format:  
+[Country Code]-[Phone No] (Example: +1-412-212-2122)
- **Website:** Please fill in your website URL as according to the following format:  
[www.\[URL\].com](#) (Example: [www.siggraphasia.com](#))

## D) UPLOADING YOUR PROFILE



Please verify and resubmit this information!  
Command received out of sequence.

**Edit Exhibitor**

**Exhibitor Name: (Required Field)**

Language: English (英文)

Exhibitor Logo  
(Uploading of Logo is for Sponsors only)

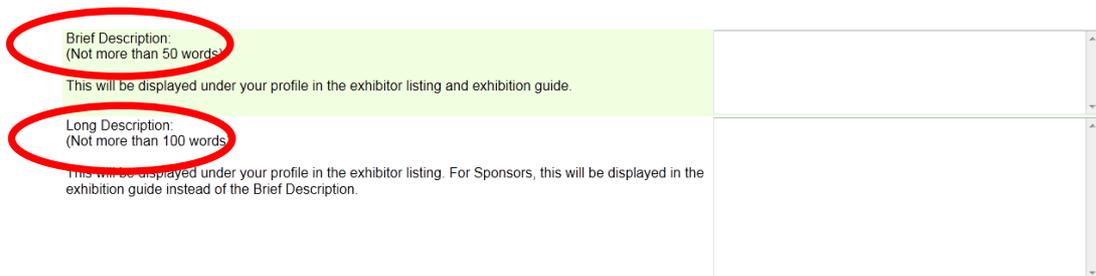
Provide the link that leads to your logo. This logo will be displayed under your profile in the exhibitor listing.

The format must be web accessible in .gif, .jpg or .png. Dimensions must no larger than 130px high and 750px wide banner.

The fields below can be displayed in multiple languages. If you would like your company listing to appear in multiple languages on the SIGGRAPH conference website, please save your information in this language, select a different language above, and then enter your company's information again in the new language.

Address: \_\_\_\_\_  
 Address 2: \_\_\_\_\_  
 City/Locality: \_\_\_\_\_  
 State/Province: -- Choose One --  
 Postal Code: \_\_\_\_\_  
 Country: -- Choose One --  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 EMail: \_\_\_\_\_  
 Website: \_\_\_\_\_

- **Brief Description:** There is a limit of 50 words within the English form and 100 characters within the Chinese form. This will be displayed under your profile in the exhibitor listing and exhibition guide.
- **Long Description:** There is a limit of 100 words within the English form and 200 characters within the Chinese form. This will be displayed under your profile in the exhibitor listing. **For sponsors, this will be displayed in the exhibition guide instead of the Brief Description.**



Brief Description:  
(Not more than 50 words)

This will be displayed under your profile in the exhibitor listing and exhibition guide.

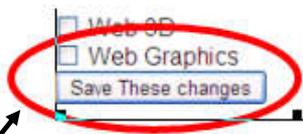
Long Description:  
(Not more than 100 words)

This will be displayed under your profile in the exhibitor listing. For Sponsors, this will be displayed in the exhibition guide instead of the Brief Description.

## 9) Tick all that is relevant for your product categories

### Hardware

- 3D Rapid Prototyping
- Commercial Game Equipment
- DVD Authoring Tools
- Digital Cameras
- Digital Cinemas
- Digital Signages
- Digital Video Hardware
- Digitizing Cameras
- Display Technology
- Encoders/Decoders-HW
- Furniture
- Geographic Information Systems
- Graphics Accelerator Boards-HW
- GroupWare
- HDTV
- Haptic Input Devices
- Hardcopy Devices; Photographs/Slides
- Head Mounted Displays
- High Performance Graphics Processors
- High Resolution Technologies
- Imaging
- Input Devices
- Interface Tools
- Mobile Computing
- Monitors and Displays
- Motion Capture Equipment
- Multimedia Tools and Applications-HW



Web 3D

Web Graphics

Save These changes

## D) UPLOADING YOUR PROFILE

10) You are able to fill the form in multiple languages. Please complete the form in English first and click on "Save These Changes" at the bottom of the page.

To include your profile in Simplified Chinese, click the drop-down menu under Language and select "Chinese". Fill the form again in Simplified Chinese characters. Once the form is completed, click on "Save These Changes" at the bottom of the page.




### 编辑展商

**参展商名称: (必填项)**

语言

Simplified Chinese (简体中文)

参展商标志

(上款标志只限制赞助商)

请提供贵公司标志的链接。在展商名单中此标志会显示在您的介绍下方。  
格式需为 gif, jpg 或 png。尺寸不可大于高130像素x宽750像素。

以下内容支持多语言显示。如果您的展位在SIGGRAPH Asia 大会上选择网站上刊登贵公司信息，请务必完整输入的公司信息并在页面上方选择其他语言，保证别人能看懂您的公司信息。

地址

地址2

城市/地区

国家/省份

-- Choose One

邮编

国家

-- Choose One

电话

传真

电子邮件

网站

简短描述:

(不超过100个字)

在展商名单中和展览手册此描述会显示在您的介绍下方。

长篇描述:

(不超过200个字)

Once you enter your data in both English and Chinese, it will both also appear on the Website and in the Exhibition Guide.

# 0 Order Form Checklist



To be returned by: **Immediately**

Please complete and return to:

**Ms. Swee Ting Yap**  
**Koelnmesse Pte Ltd**  
152 Beach Road, #25-05 Gateway East  
Singapore 189721  
[st.yap@koelnmesse.com.sg](mailto:st.yap@koelnmesse.com.sg)

**Tel: +65.6500.6729**  
**Fax: +65.6296.2771**

## This form is compulsory for ALL exhibitors

In order for the Organizer to ensure that we receive the forms for your required services, we would appreciate it if you could take some time to complete the form below.

For services/forms that are required, please indicate in the 'Status' column with a "√". For services/forms that are not required, please indicate in the 'Status' column "N/A"

Form no	Content	Deadline	Status
1	<b>Exhibition Guide &amp; Locator</b>	07 October 11	Compulsory for <b>ALL</b>
2	<b>Attendees Data – Lead Retrieval</b>	15 November 11	
	<b>Attendees Data – Attendee List Rental</b>	01 November 11	
3	<b>Exhibitor Badges</b>	22 November 11	Compulsory for <b>ALL</b>
4	<b>Fascia Name</b>	22 November 11	Compulsory for <b>Shell and Premium</b>
5	<b>Service Location Plan</b>	28 October 11	Compulsory for <b>ALL</b>
6	<b>Raw Space Exhibitors</b>	10 October 11	Compulsory for <b>Raw Space</b>
7	<b>Electricity &amp; Lighting</b>	28 October 11	Compulsory for <b>ALL</b>
8	<b>Audio Visual Equipment</b>	10 November 11	
9	<b>Internet</b>	10 November 11	
10	<b>Furniture &amp; Equipment</b>	28 October 11	
11	<b>Water &amp; Compressed Air</b>	28 October 11	
12	<b>Heavy &amp; Large Exhibits</b>	22 November 11	
13	<b>Freight Services</b>	Refer to form	
14	<b>Temporary Staff</b>	8 December 11	
15	<b>Security Services</b>	22 November 11	
16	<b>Catering Services</b>	29 November 11	
17	<b>Hotel Reservations</b>	10 November 2011	

### Notes:

1. Please note that the respective forms must be returned to the recipients specified in the header of the respective forms before the stipulated deadlines
2. For forms submitted after the deadlines, services will not be guaranteed and will be subjected to a late surcharge
3. For exhibitors who applied after the expiration of the forms, deadlines are to be treated as immediate

Order form only valid with complete company details

Company Name:

Stand No:

Fax:

Tel:

Email:

Contact:

Date & Signature:

# 3 Exhibitor Badges



To be returned by: **22 November 2011**

Please complete and return to:

**Ms. Swee Ting Yap**  
**Koelnmesse Pte Ltd**  
152 Beach Road, #25-05 Gateway East  
Singapore 189721  
**st.yap@koelnmesse.com.sg**

**Tel: +65.6500.6729**  
**Fax: +65.6296.2771**

## 3.1 GENERAL INFORMATION

Exhibitor Badges can be collected at the Exhibitor Check-in Counter on the lobby level Registration Concourse. Please bring proof of your participation such as a copy of the stand confirmation letter issued by the Organizer. For security and safety reasons, the Organizer will not send out exhibitor badges in advance.

Exhibitor Check-in Date & Time	11 December 2011	14:00 – 18:00 hrs
	12 December 2011	09:00 – 18:00 hrs

During built-up and the exhibition period, everyone is required to wear a relevant badge. No exhibitor or contractors are allowed to enter the exhibition hall without a badge. For your safety, please cooperate with the security guards at all times. Transferring, altering or selling official badges are strictly prohibited.

## 3.2 Conference Badges

Each exhibiting company is entitled to a quota of Full Conference registrations. Full Conference registrants can attend the entire conference.

Full Conference registration quota formula exhibitors:

**Total square meter multiplied by 0.08 equals Full Conference quota.**

Numbers should be rounded to the nearest whole number.

Example: 18 sqm x 0.08 = 1.44

In this example, the exhibitor would be entitled to one Full Conference registration.

The Organizer will send you an email noting your account code and the information you need to register your personnel. Once you have the account code you can register online via the official SIGGRAPH Asia 2011 website at <http://www.siggraphasia2011.com> (English) or <http://hk.siggraphasia2011.com> (Chinese).

# 3 Exhibitor Badges



To be returned by: **22 November 2011**

Please complete and return to:

**Ms. Swee Ting Yap**  
**Koelnmesse Pte Ltd**  
152 Beach Road, #25-05 Gateway East  
Singapore 189721  
**st.yap@koelnmesse.com.sg**

**Tel: +65.6500.6729**  
**Fax: +65.6296.2771**

## 3.3 Exhibitor Badges

Each exhibiting company is permitted to designate personnel to properly staff its exhibit. Personnel are not allowed to include other companies' employees attending SIGGRAPH Asia 2011 who do not have any direct relationship to staffing the booth.

The quota established by SIGGRAPH Asia 2011 for exhibitor booth personnel is **6 badges for each 9 sqm** of exhibit space under contract.

In addition to the Exhibition, in-booth personnel can also attend.

- Exhibitor Tech Talks
- Exhibitor Sessions

*A separate word document will be sent in mid-September for the submission of personnel names. Should there be any request on additional exhibitor badges, please note that a fee of HKD 80 will be imposed. Full payment should also be made by the requested deadline of 22 November 2011.*

# 5 SERVICE LOCATION PLAN



To be returned by: **28 October 2011**

Please complete and return to:

**Ms Irene Chow**

**PICO (IES) GROUP LTD**

Pico Building, 12A Dai Fat Street, Tai Po Industrial Estate

Tai Po, N.T. Hong Kong

**irene.chow@hk.pico.com**

**Tel: +852.3713.0430**

**Fax: +852.2660.4672**

## 5.1 MAIN CONNECTION POINTS

The submission of this form is compulsory for all exhibitors.

### 1) Raw Space Exhibitors who appoint external contractors

Please indicate location of main power supply (Form 7) or water & compressed air (if applicable), (Form 11).

### 2) Raw Space Exhibitors who appoint Official Contractor and

### 3) Standard/Premium Shell Scheme Exhibitors

Please indicate locations of all electrical, light fittings and shelving (if applicable) within your package entitlement, or any additional light fitting or power sockets that exhibitors would like to order separately.

Failure to submit this location plan by the above stipulated deadline, the official contractor will install all fittings at their own discretion. Should there be any requests on site for re-positioning and relocating of any fittings within the booth, the exhibitors will be subject to an alteration fee of HKD150 per request.

Order form only valid with complete company details

---

Company Name:

Stand No:

---

Fax:

Tel:

Email:

Contact:

Date & Signature:

# 5 SERVICE LOCATION PLAN



To be returned by: **28 October 2011**

Please complete and return to:

**Ms Irene Chow**  
**PICO (IES) GROUP LTD**  
 Pico Building, 12A Dai Fat Street, Tai Po Industrial Estate  
 Tai Po, N.T. Hong Kong  
**irene.chow@hk.pico.com**

**Tel: +852.3713.0430**  
**Fax: +852.2660.4672**

## TOP ELEVATION

0.5m

0.5m

### Legends:

- |                  |  |                   |  |                    |  |
|------------------|--|-------------------|--|--------------------|--|
| Fluorescent tube |  | Longarm spotlight |  | Flat / Slope shelf |  |
| 13Amp socket     |  | Spotlight         |  | Wall panel         |  |

### CONDITIONS:

1. All items ordered are on rental basis and exhibitors will therefore have to make good for any damages or losses.
2. Any complaints regarding rental furniture / installation must be lodged the day before the exhibition commence. Otherwise all items are deemed to have received in good order.

Order form only valid with complete company details

Company Name: \_\_\_\_\_ Stand No: \_\_\_\_\_

Fax: \_\_\_\_\_ Tel: \_\_\_\_\_ Email: \_\_\_\_\_

Contact: \_\_\_\_\_ Date & Signature: \_\_\_\_\_

# 6 Raw Space Exhibitors



To be returned by: **10 October 2011**

Please complete and return to:

**Ms. Swee Ting Yap**  
**Koelnmesse Pte Ltd**  
152 Beach Road, #25-05 Gateway East  
Singapore 189721  
[st.yap@koelnmesse.com.sg](mailto:st.yap@koelnmesse.com.sg)

**Tel: +65.6500.6729**  
**Fax: +65.6296.2771**

## 6.1 GENERAL INSTRUCTIONS

**The submission of this form is compulsory for all Raw Space Exhibitors by the above stipulated deadline.**

Exhibitors who reserve raw space / island booth are recommended to use the service of our Official Stand Contractor for their special booth design and construction to facilitate convenient installation.

Should Raw Space Exhibitors wish to appoint their own external contractors, they **MUST** seek consent from the Organizer by submitting required documents / clearance deposit as below:

- Form 6 with all details duly filled up
- booth designs; including overview layouts, elevation plans, schematic diagrams and at least 3 different 3D perspectives are to be submitted together with Form 6.
- a refundable and interest-free Damage & Rubbish Clearance deposit (refer to 6.3 for details)
- RSE (Registered Structural Engineer) report and PE calculations for booth HT exceed 3.1mHT. Please refer to **item 1.3.3 - Permitted Construction Height** for more details

Please note that failure to obtain consent from the Organizer and incomplete submission of all the above required documents and clearance deposit, the external contractors will NOT be allowed to work onsite. The Organizer also reserves the right to reject any contractor and design deemed inappropriate.

All Raw Space Exhibitors MUST also ensure that their outside contractors abide by the regulations and read all our Technical Information in this manual from Pg 11 – 15, items 1.3 – 2.2.

## 6.2 INDEPENDENT CONTRACTOR CONTACT

Exhibitors have to indicate the address and contact person of their stand fitting contractor

\_\_\_\_\_  
Stand Contractor

\_\_\_\_\_  
Address

\_\_\_\_\_  
Tel

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

\_\_\_\_\_  
Contact

# 6 Raw Space Exhibitors



To be returned by: **10 October 2011**

Please complete and return to:

**Ms. Swee Ting Yap**  
**Koelnmesse Pte Ltd**  
152 Beach Road, #25-05 Gateway East  
Singapore 189721  
[st.yap@koelnmesse.com.sg](mailto:st.yap@koelnmesse.com.sg)

**Tel: +65.6500.6729**  
**Fax: +65.6296.2771**

## 6.3 CLEARANCE DEPOSIT

Raw Space Exhibitors or their contractors are required to place with the Official Stand Contractor a refundable and interest-free Damage & Rubbish Clearance deposit in an amount calculated at a rate of **HKD500 per sqm (up to a maximum of HKD35,000)**. Damage & Rubbish Clearance Deposit will be returned in full to the contractor within one month after the fair only if the raw space site is - in the Organizer's view - clean and clear of any rubbish or litter and no damage whatsoever has been caused (including any damage to the raw space site or any part of the venue building).

Please make your payment via cheque or wire transfer to:-

**PICO (IES) GROUP LTD**  
Pico Building, 2A Dai Fat Street, Tai Po Industrial Estate  
Tai Po, N.T. Hong Kong  
Attn: Ms Irene Chow

## 6.4 TECHNICAL CONNECTIONS

The contractor has to order all necessary electricity (Form 7), water supply and compressed air (Form 11), with the official contractor PICO (IES) GROUP LTD.

According to the rules and regulations of the exhibition hall, all raw space exhibitors or their appointed external contractors should order at least one power main box for their lighting purpose. All power sockets are for exhibits/machines use only; connection for lighting purpose from power sockets is not permitted.

Each power socket, water and compressed air supply is allowed to be connected to ONE machine at any one time. No sharing and inter-connection between each item is permitted.

## 6.5 CONTRACTOR BADGES / TEMPORARY PASSES

All on site personnel of the stand contractor are required to apply for an entry pass for Move-In / Out period. Exhibitors and their stand contractors must ensure that for security reasons, all workmen onsite must wear their passes for identification purposes.

# 6 Raw Space Exhibitors



To be returned by: **10 October 2011**

Please complete and return to:

**Ms. Swee Ting Yap**  
**Koelnmesse Pte Ltd**  
152 Beach Road, #25-05 Gateway East  
Singapore 189721  
**st.yap@koelnmesse.com.sg**

**Tel: +65.6500.6729**  
**Fax: +65.6296.2771**

## 6.5 CONTRACTOR BADGES / TEMPORARY PASSES (CONT'D)

Upon receipt of the Damage & Rubbish Clearance Deposit, contractors will receive the following types of badges / passes to facilitate their work onsite:

- Contractor Badge – this badge is valid throughout from move-in, show period to move-out, ie from **10 December 2011 (14:00 hrs onwards) – 15 December 2011 (22:00 hrs)**. Only 3 of such badges will be issued to each company whose main account personnel will need to be at the event to service their exhibitors.
- Temporary Passes – this pass is for workers who are assisting to construct and dismantle the booths; valid only for move-in from **10 December 2011 (14:00 hrs onwards) – 12 December 2011 (23:59 hrs)**, and move-out on **15 December 2011 (17:00 – 22:00 hrs)**. Kindly indicate below the number of temporary passes required:

**Temporary Passes required** : \_\_\_\_\_ **no.** (Note that a maximum of 15 temporary passes will be allowed)

**\*\*NOTE: No passes will be provided if the Damage & Rubbish Clearance Deposit is not received. Entrance to the Exhibition Halls is strictly by badge only.**

## 6.6 RULES & REGULATIONS

Please note that irrespective of approval by the Organizers, the installer and/or contractor of an exhibition stand is responsible for compliance with public statutory regulations, insofar as applicable to exhibition stand, as well as with the terms of participation of the Organizers. The exhibitor as well as their appointed contractor is bound to all Rules and Regulations of the exhibition.

The undersigned Exhibitor and their appointed contractor agree to abide to all Rules and Regulations of the exhibition and local law and regulations.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature and company stamp here

Order form only valid with complete company details

\_\_\_\_\_  
**Company Name:** \_\_\_\_\_ **Stand No:** \_\_\_\_\_

**Fax:** \_\_\_\_\_ **Tel:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Contact:** \_\_\_\_\_ **Date & Signature:** \_\_\_\_\_

# 7 Electricity & Lighting



To be returned by: **28 October 2011**

Please complete and return to:

**Ms Irene Chow**  
**PICO (IES) GROUP LTD**  
Pico Building, 12A Dai Fat Street, Tai Po Industrial Estate  
Tai Po, N.T. Hong Kong  
[irene.chow@hk.pico.com](mailto:irene.chow@hk.pico.com)

**Tel: +852.3713.0430**  
**Fax: +852.2660.4672**

## 7.1 GENERAL INSTRUCTIONS

### Submission Criteria:

#### **1) Raw Space Exhibitors who appoint external contractors**

Submission of this form is **compulsory**, especially for section 7.4. Please submit by the above stipulated deadline, including Form 5 (Service Location Plan) and necessary payment.

#### **2) Exhibitors who appoint Official Contractor or Standard/Premium Shell Scheme Exhibitors**

Submission of this form is optional. It is only required if exhibitors need any additional light fitting (section 7.2) or power sockets (section 7.3) not included in their package entitlement. Please submit by the above stipulated deadline, including Form 5 (Service Location Plan) and necessary payment

## 7.2 LIGHTING EQUIPMENT

- Orders received after 28 October 2011 will be subjected a surcharge of 30%.
- Orders received on/after 25 November 2011 & on site order will be subject to a 50% surcharge.

Code	Item	Unit Price (HKD)	QTY	Cost (HKD)
SL006	Spotlight (100W)	380.00		
SL004	Longarm Spotlight (100W)	410.00		
SL001	Fluorescent Tube (40W)	380.00		
SH018	Halogen Spotlight (50W)	470.00		
SH019	Halogen Arm Spotlight (50W)	450.00		
SL021	Floodlight (300W)	810.00		
	HQI Light (250W)	920.00		
	Lighting Connection Point (max. 100W)	320.00		
	Lighting Connection Point (max. 300W)	780.00		

Order form only valid with complete company details

Company Name:

Stand No:

Fax:

Tel:

Email:

Contact:

Date & Signature:

# 7 Electricity & Lighting



To be returned by: **28 October 2011**

Please complete and return to:

**Ms Irene Chow**  
**PICO (IES) GROUP LTD**  
Pico Building, 12A Dai Fat Street, Tai Po Industrial Estate  
Tai Po, N.T. Hong Kong  
[irene.chow@hk.pico.com](mailto:irene.chow@hk.pico.com)

**Tel: +852.3713.0430**  
**Fax: +852.2660.4672**

## 7.3 ELECTRICAL APPLIANCE

- Orders received after 28 October 2011 will be subjected a surcharge of 30%.
- Orders received on/after 25 November 2011 & on site order will be subject to a 50% surcharge.

No.	Item	Unit Price (HKD)	QTY	Cost (HKD)
1	13Amp/220V Single Phase Socket (max 500W, not for lighting)	530.00		
2	15Amp/220V Single Phase Socket (max 1000W, not for lighting)	750.00		
3	24 hrs 13Amp/220V Single Phase Socket (max 500W, not for lighting)	890.00		

## 7.4 POWER SUPPLY MAIN FOR RAW SPACE EXHIBITOR

- Orders received after 28 October 2011 will be subjected a surcharge of 30%.
- Orders received on/after 25 November 2011 & on site order will be subject to a 50% surcharge.

No.	Item	Unit Price (HKD)	QTY	Cost (HKD)
1	15Amp/380V Three Phase Power Supply Main	14,700.00		
2	30Amp/220V Single Phase Power Supply Main	10,080.00		
3	30Amp/380V Three Phase Power Supply Main	28,350.00		
4	60Amp/380V Three Phase Power Supply Main	55,650.00		

### Notes:

1. All items are on rental basis.
2. Prices quoted are for the whole duration of the exhibition, 13 – 15 December 2011
3. Please indicate the position on the Service Location Plan (Form 5) of items ordered. Otherwise, they would be installed at Pico's discretion. Any alternation on site will be at the expense of exhibitors.
4. Cancellation of any orders must be submitted in writing. Cancellation after the deadline (28 October 2011) is subject to 30% cancellation charge. No cancellation will be accepted on/after 25 November 2011.
5. All electricity power points installed are for machinery use only, not for lighting. If exhibitors or non-official contractors bring their own lighting devices for booth decoration, they must submit all lighting distribution details and pay the lighting connection charges to the Official Contractor.
6. Connectors or joints and wiring from the power point to the exhibits/machines are to be provided by exhibitors.
7. One socket/power supply is for one electrical appliance/machine only. No multi-plug is allowed.

Order form only valid with complete company details

Company Name:

Stand No:

Fax:

Tel:

Email:

Contact:

Date & Signature: