# SIGGRAPHASIA2012

The 5th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia
**Conference:** 28 November - 1 December 2012 • **Exhibition:** 29 November - 1 December 2012
Singapore EXPO

www.SIGGRAPH.org/ASIA2012

# SPONSORSHIP PACKAGES

Get noticed at SIGGRAPH Asia 2012! Choose between 4 sponsorship levels to increase your exposure and optimize your participation!

Customize from our list of promotional opportunities to suit your business needs and enjoy the additional recognition listed below for each of the sponsorship levels.

## PLATINUM SPONSORSHIP PACKAGE

Exclusive to 1 Exhibitor

SGD 50,000 or more before 1 August 2012
SGD 60,000 or more from 1 August 2012

## GOLD SPONSORSHIP PACKAGE

Exclusive to 2 Exhibitors

SGD 35,000 or more before 1 August 2012
SGD 42,000 or more from 1 August 2012

## SILVER SPONSORSHIP PACKAGE

Exclusive to 3 Exhibitors

SGD 26,000 or more before 1 August 2012
SGD 33,000 or more from 1 August 2012

## BRONZE SPONSORSHIP PACKAGE

Exclusive to 4 Exhibitors

SGD 16,000 or more before 1 August 2012
SGD 22,000 or more from 1 August 2012

### Recognition for Platinum, Gold and Silver Sponsor

- Company logo and web link as Platinum/Gold/Silver Sponsor on front page of website.
- Company logo on exhibition entrance arch.
- Company profile and logo on exhibitor listing of website.
- Company profile in printed exhibition guide.

### Recognition for Bronze Sponsor

- Company name and web link as Bronze Sponsor on front page of website.
- Company name on exhibition entrance arch.
- Company profile and logo on exhibitor list of website.
- Company profile in printed exhibition guide.

**For more information, please contact:**
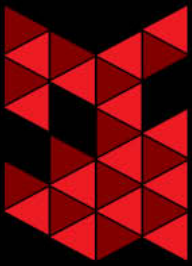**SIGGRAPH Asia 2012 Exhibition Management**

**Brian Kee**
Tel: +65 6500 6725
Fax: +65 6294 8403
Email: exhibits_asia@siggraph.org
Web: www.siggraph.org/asia2012

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# 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 2012 with these promotional opportunities.

## AD IN EXHIBITION GUIDE

The Exhibition Guide offers you maximum reach to all attendees with a full color ad that will place your company right ahead of the competition. It is widely distributed and includes all information on SIGGRAPH Asia 2012, exhibitor list including booth numbers and floor plan.

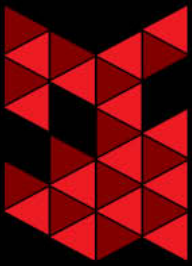| | |
|---|---|
| • Back Cover, Full Colour | - SGD 5,000 |
| • Inside Front Cover, Full Colour | - SGD 3,800 |
| • Inside Back Cover, Full Colour | - SGD 3,800 |
| • Inside Page, Full Colour | - SGD 2,800 |

## AD IN CONFERENCE LOCATOR

Advertise in the Conference Locator, a pocket program guide that all conference attendees refer to for conference programs including daily schedules and session topics presented at SIGGRAPH Asia 2012.

| | |
|---|---|
| • Inside Front Cover, Full Colour | - SGD 2,600 |
| • Inside Back Cover, Full Colour | - SGD 2,600 |
| • Inside Page, Black & White | - SGD 2,000 |

## ATTENDEE BADGES

No other advertising medium allows your marketing message to reach the SA 2012 attendees as personally as the attendee badge does. Carried throughout the event by all attendees, it offers you prime back advertising spot and serves as a reminder of your presence at the event.

| | |
|---|---|
| • Customized artwork with logo and text | - SGD 4,000 |

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# PROMOTIONAL OPPORTUNITIES

## E-NEWS BANNER

A static banner with your company logo and key messages reaches 50,000+ prospects all from the computer graphics and interactive techniques industry. This opportunity is limited by the number of e-news issued, and it's going fast.

| | |
|---|---|
| • Static Banner | - SGD 1,500 |

## EXHIBITOR TECH TALK SESSION

Host sessions to deliver in-depth 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.

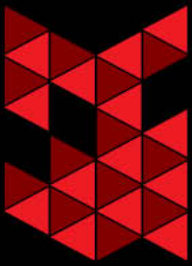| | |
|---|---|
| • 2 hours session inclusive of setup and tear down, with standard AV equipment. | - SGD 2,200 |

## HTML MAILER TO ATTENDEES

Gain access to over 7,000 researchers, artists and animators by opting for the HTML mailer, where you can create your own customized HTML Mailer to promote your products and/or services directly to your target audience.

| | |
|---|---|
| • Pre-Registered attendee list in October 2012 | - SGD 1,000 |
| • All Registered attendee list in January 2013 | - SGD 1,200 |

## LANYARDS

Have your company's name or logo printed exclusively on the lanyard worn by all SIGGRAPH Asia 2012 attendees!

| | |
|---|---|
| • Sponsorship Fee<br>Sponsor to provide 7,000 lanyards or; add production cost | - SGD 5,000 |

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# PROMOTIONAL OPPORTUNITIES

## MERCHANDISE BAGS

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.

| | |
|---|---|
| • Sponsorship Fee<br>Exclusive to 1 Sponsor | - SGD 2,600 + Production Cost |

## MERCHANDISE BAG INSERTS

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.

| | |
|---|---|
| • Sponsorship Fee<br>Sponsor to provide 3,000 A4 inserts | - SGD 1,300 |

**For more information, please contact:**
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