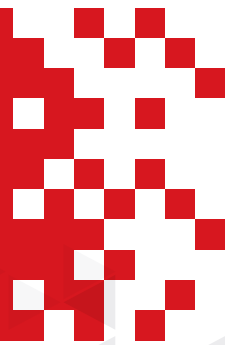Computer Graphics and Interactive Techniques in Business, Education, Art & Technology.

Your Participation Opportunities

SIGGRAPH ASIA 2012

The 5th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia

CONFERENCE 28 Nov - 1 Dec
EXHIBITION 29 Nov - 1 Dec

SINGAPORE EXPO

www.SIGGRAPH.org/ASIA2012

Sponsored by ACM SIGGRAPH

Supported by

Held in

Organized by

ACM**SIGGRAPH** SINGAPORE

SINGAPORE EXHIBITION & CONVENTION BUREAU

YourSingapore

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we energize your business
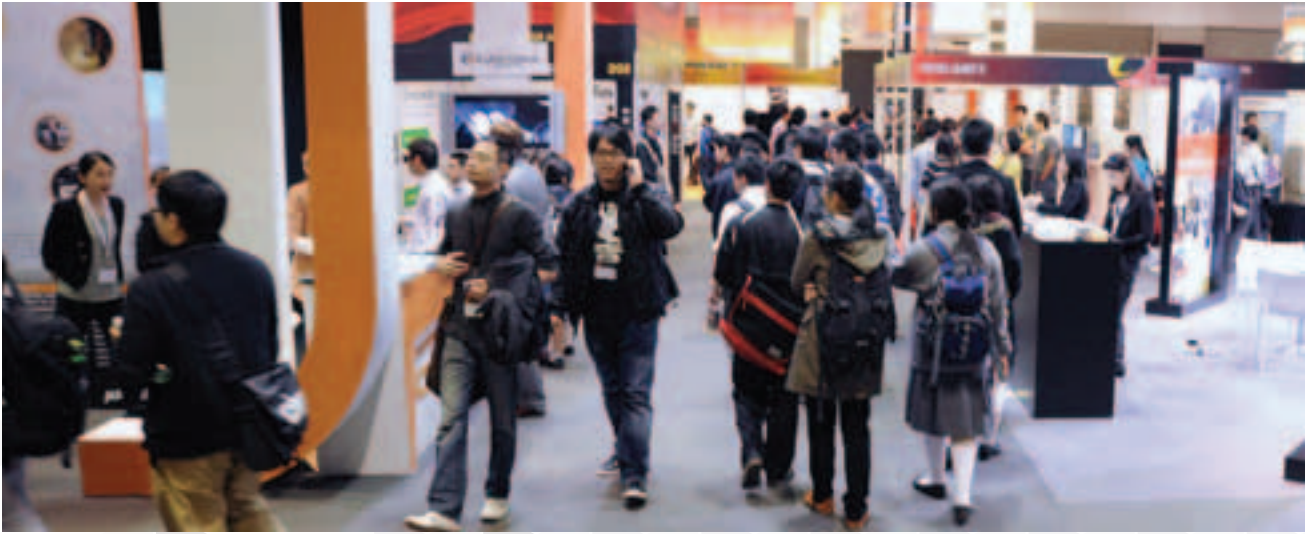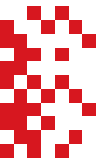
About SIGGRAPH Asia 2012

The 5th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia will take place in Singapore, which was also host city of the inaugural edition in 2008, at the Singapore Expo from 28 November – 1 December 2012. Singapore Expo is a 5-minute ride away from Changi International Airport and a 15-minute drive away from the city center.

Both a conference and a trade exhibition, SIGGRAPH Asia 2012 will allow you to see, meet, and interact with the international computer graphics and interactive techniques community.

Witness the astounding advancements of computer graphics technologies, where stellar ideas blend with boundless artistry. If you've been longing to be enthralled in tangible illusion and immersed in an affluence of innovation and ground-breaking technologies, this is the place to be.

This year, the conference will introduce a new program – Technical Briefs. The other programs include Art Gallery, Computer Animation Festival, Courses, Emerging Technologies, Posters, Symposium on Apps, and Technical Papers.

The trade exhibition, held from 29 November – 1 December 2012, will offer participants from hardware and software vendors to studios and educational institutions a platform to market their innovative products and services to computer graphics and interactive techniques professionals and enthusiasts from Asia and beyond.

About ACM SIGGRAPH

The Association for Computing Machinery (ACM) SIGGRAPH sponsors SIGGRAPH Asia 2012. ACM is an educational and scientific society uniting the world's computing educators, researchers, and professionals to inspire dialogue, share resources, and address the field's challenges. ACM strengthens the profession's collective voice through strong leadership, promotion of the highest standards, and recognition of technical excellence. ACM supports the professional growth of its members by providing opportunities for life-long learning, career development, and professional networking.

SIGGRAPH Asia 2012's Host City

SIGGRAPH Asia 2012's host city is Singapore; a bustling cosmopolitan city that has what it takes to be your ideal business event destination. Creating innovative and winning solutions for any event comes from Singapore's ability to leverage on its core attributes of knowledge and networks. The robust infrastructure in Singapore has given it the edge to become Asia's top convention city.

The city's strategic location as an excellent gateway to major Asian and international markets allows your business to gain a strong foothold within the industry. In recent years, Singapore has seen internationally-renowned digital media companies (Koei, Lucasfilm, Electronics Arts, Southern Star, and Ubisoft) establish a presence in Singapore, with a focus varying from content development to business development and R&D.

Local companies such as Mikoishi, Peach Blossom Media, and ST Electronics have produced original content for export and entered into strategic partnerships with international distributors. World-renowned media schools, New York University Tisch School of the Arts and DigiPen Institute of Technology, have also set up campuses in Singapore.

Coupled with the commitment of the ACM SIGGRAPH Singapore Chapter, the Singapore industry and academic institutions, as well as the support of the Media Development Authority (a dedicated government agency that champions the development of a vibrant media sector in Singapore), SIGGRAPH Asia 2012 in Singapore will be yet another vibrant and successful edition of SIGGRAPH Asia.

Join the celebrations with us in November 2012 when SIGGRAPH Asia returns to Singapore!

SIGGRAPH Asia 2012 Event Highlights

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. Up to three Featured Speakers and several Special Sessions will also be part of the conference line-up. They complement the trade exhibition and add to the width and depth of attendees SIGGRAPH Asia attracts.

Conference Programs

Art Gallery
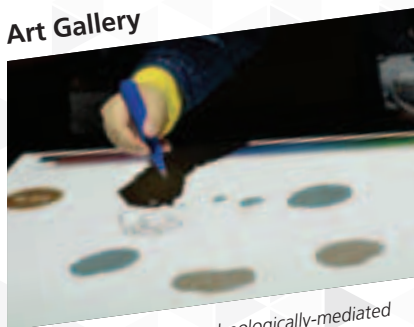
Exceptional digital and technologically-mediated artworks that include international projects, multimedia installations, three-dimensional pieces, and kinetic, mobile, or interactive media.

Computer Animation Festival

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

Courses

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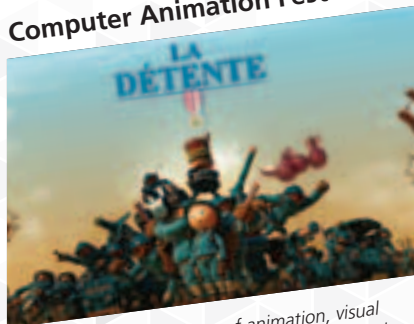
Emerging Technologies

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.

Posters

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

Symposium on Apps

Symposium on Apps will cover the development, technology, and marketing of mobile applications, and will include computer graphics software and hardware, games, augmented reality, location-based services, animation, and social networking.

Technical Briefs

A new addition to SIGGRAPH Asia, Technical Briefs focuses on presentations about the intersection of graphics with audio, image, video, and HCI.

Technical Papers
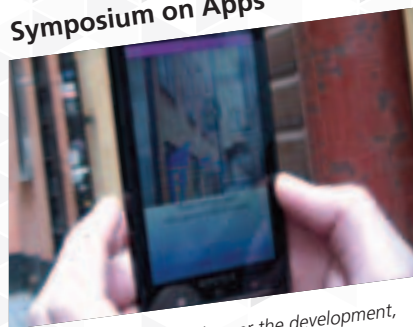

The world's premier forum for presentation on the most current research in computer graphics and interactive techniques.

SIGGRAPH Asia 2012 is the place to be for an extensive range of animation, art and technology displays, best practice-based education, and state-of-the-art research. The conference offers the best return on investment for your organization's training dollars.

■	**Full Conference Pass**	Admission to all programs and events
●	**Full Conference One Day Pass**	Admission to all programs and events for one day. Access to the Exhibition and Exhibitor Tech Talks & Sessions are for all three days.
▲	**Basic Conference Pass**	Admission to the Art Gallery, Emerging Technologies, Animation Theater, Posters, Technical Papers Fast Forward, Exhibition, and Exhibitor Tech Talks & Sessions for all conference days. An Electronic Theater ticket can be purchased separately.
E	**Exhibits Only Pass**	Admission to the Exhibition and Exhibitor Tech Talks & Sessions only for all three days.
	Computer Animation Festival – Electronic Theater Ticket	Access to one Electronic Theater screening.

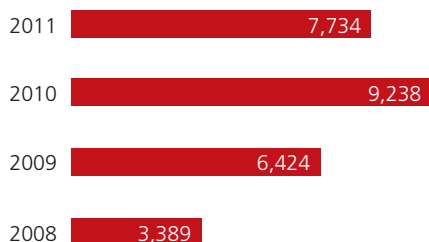|				
■	●	▲		Art Gallery
				Computer Animation Festival
■	●	▲		- Animation Theater
■	●			- Electronic Theater
■	●			Courses
■	●	▲		Emerging Technologies
■	●	▲	E	Exhibition
■	●	▲	E	Exhibition Tech Talks & Sessions
■	●	▲		Posters
■	●			Symposium on Apps
■				Technical Briefs
■	●			Technical Papers

Register early for SIGGRAPH Asia 2012 to enjoy **Early Bird** rates and reduce your organization's out-of-pocket costs and improve your return on investment. Widen your network and bring your new connections back to your organization. Please visit **www.siggraph.org/asia2012** to find out about registration fees.
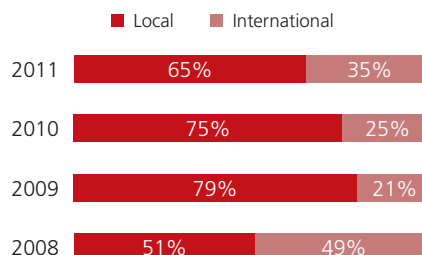
SIGGRAPH Asia 2011 Visitor Statistics

SIGGRAPH Asia 2011 attracted **7,734 Visitors** from **52 Countries**.
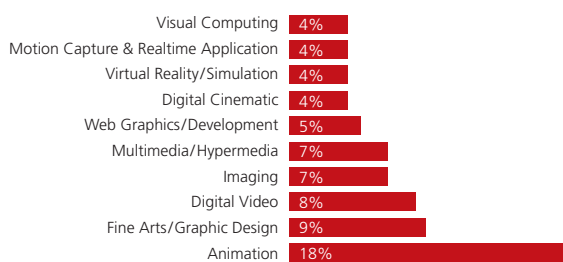
35% of the visitors were from outside Hong Kong.
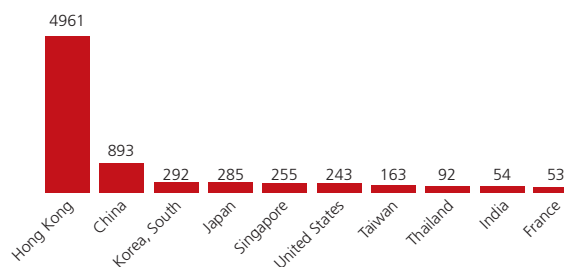
Number of Visitors

Year	Visitors
2011	7,734
2010	9,238
2009	6,424
2008	3,389

International vs Local Visitors

Legend: Local / International

Year	Local	International
2011	65%	35%
2010	75%	25%
2009	79%	21%
2008	51%	49%

Top 10 Product Interests

Interest	%
Visual Computing	4%
Motion Capture & Realtime Application	4%
Virtual Reality/Simulation	4%
Digital Cinematic	4%
Web Graphics/Development	5%
Multimedia/Hypermedia	7%
Imaging	7%
Digital Video	8%
Fine Arts/Graphic Design	9%
Animation	18%

Top 10 Countries

| Country	Visitors
Hong Kong	4961
China	893
Korea, South	292
Japan	285
Singapore	255
United States	243
Taiwan	163
Thailand	92
India	54
France	53

Visitor Profile

SIGGRAPH Asia attracts a diverse crowd of attendees who are the industry's movers and makers.

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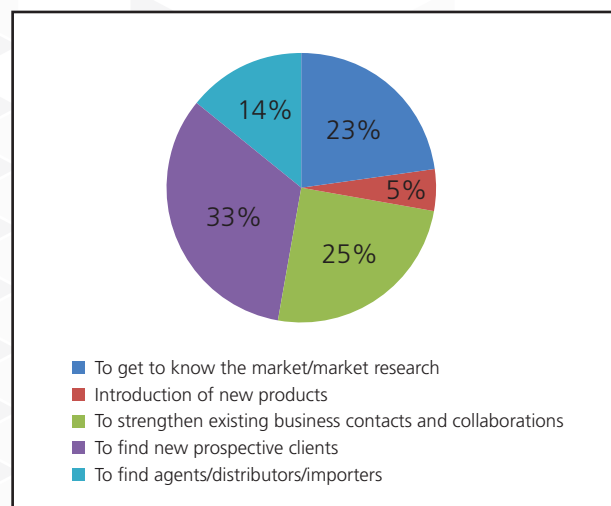▶ Distributors/Resellers
▶ Students
▶ Web Developers

Number of Exhibitors 2008 – 2011

Year	Exhibitors
2011	122
2010	97
2009	71
2008	81
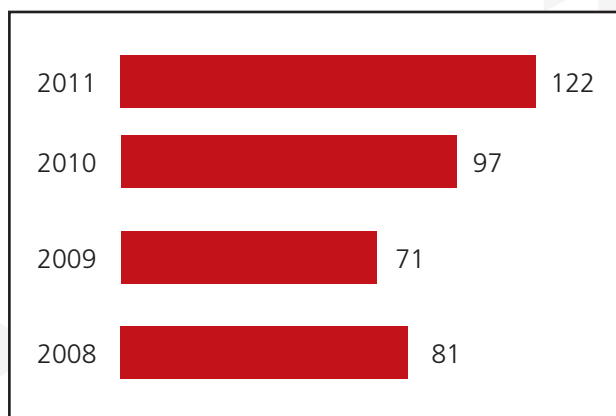
122 Exhibitors participated in SIGGRAPH Asia 2011. This is an increase of more than **26%** compared to 2010. **37%** of the exhibiting organizations came from outside Hong Kong.

What was your main objective to participate in SIGGRAPH Asia 2011?

- 23% To get to know the market/market research
- 5% Introduction of new products
- 25% To strengthen existing business contacts and collaborations
- 33% To find new prospective clients
- 14% To find agents/distributors/importers

■ To get to know the market/market research
■ Introduction of new products
■ To strengthen existing business contacts and collaborations
■ To find new prospective clients
■ To find agents/distributors/importers

33% of the SIGGRAPH Asia 2011 exhibitors' **main objective** for participating is to find new prospective clients. **25%** want to strengthen their existing business contacts and collaborations through SIGGRAPH Asia.

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

To get to know the market/market research

55%	41%	4%

Introduction of new products

56%	40%	4%

To strengthen existing business contacts and collaborations

57%	39%	4%

To find new prospective clients

48%	41%	11%

To find agents/distributors/importers

39%	51%	11%

■ Very Good/Good ■ Satisfying ■ Not Satisfying

How do you rate the visitor profile at SIGGRAPH Asia 2011?

Number of Visitors

47%	40%	12%

Quality of Visitors

44%	35%	21%

■ Very Good/Good ■ Satisfying ■ Not Satisfying

87% of the exhibitors were satisfied with the number of visitors that SIGGRAPH Asia 2011 attracts. **47%** of the exhibitors rated it very good/good.

What Our Exhibitors Say…

"SIGGRAPH Asia 2011 was an amazing and unforgettable experience for us as a CG community, exposing our activities to the best of the industry and professional audience. Each visitor provided us with great feedback that made our efforts worthwhile and continues to motivate us. We're already looking forward to SIGGRAPH Asia 2012!"

- Amirhossein Erfani, Head Manager of CGart.ir

"We had a great time at SIGGRAPH Asia. It is well organized and the support provided was of outstanding quality. This combined with the great interest towards our booth and the attendance at our event made SIGGRAPH Asia an unforgettable experience for us."

- Maya Traykova, Marketing of Chaos Group

Exhibitor Profile

Hardware
- 3D Rapid Prototyping
- Commercial Game Equipment
- Digital Cameras
- Digital Cinemas
- Digital Signages
- Digital Video Hardware
- Digitizing Cameras
- Display Technology
- DVD Authoring Tools
- Encoders/Decoders
- Furniture
- Geographic Information Systems
- Graphics Accelerator Boards
- Haptic Input Devices
- Projector
- Printers and Plotters
- RAID Systems and Storage
- Robotics and Gadgets
- Scan Converters/ Scanners
- Storage Devices; Tape/ Disk
- Terminals, Monitors and Displays
- Video Effects Equipment
- Video Services
- Visual Computing
- Workstations

Services
- Conferences and Exhibitions
- Consulting/ Outsourcing
- Contract Graphics/ Programming
- Education/Training
- Publications

Software
- 2D/3D Graphics
- 3D Modeling
- Aerospace and Automotive Applications
- Animation
- Architecture Design and Applications
- Artificial Intelligence
- Authoring Software
- Broadcast Design Software
- Business and Financial Graphics
- Hardcopy Devices; Photographs/Slides
- HDTV
- Head Mounted Displays
- High Performance Graphics Processors
- High Resolution Technologies
- Imaging
- Input Devices
- Interface Tools
- Mobile Computing
- Monitors and Display
- Motion Capture Equipment
- Multimedia Tools and Applications
- Networking Equipment/ Infrastructures
- OEM Components
- Online Network Services
- CAD/CAM/CAE/CIM
- Commercial Game Engines
- Computer-Video Interfacing
- Data Analysis
- Desktop Publishing
- Desktop Video Production Software
- Digital Imaging
- Electronic Publishing
- Engineering Applications
- Graphics Design Systems
- Groupware Software
- Image Based Modeling
- Image Management
- Industrial Design
- Information Visualization
- Mapping and Cartography
- Medical Imaging Software
- Motion Capture Software
- Paint Systems
- Rendering and Modeling
- Scientific Application and Visualization Simulation
- Streaming Technology
- System Integrators
- Video Encoding and Compression
- Visual Effects Software
- VR Software
- Web 3D/Graphics

SIGGRAPH Asia 2011 Media Outreach

SIGGRAPH Asia 2011 generated a **PR value of over $6,098,970**. A total of **466** broadcast, print, and online media outlets featured SIGGRAPH Asia 2011. They include:

3D Artisan	CG Tantra	IdN World
Animation Magazine	CG World (China, Japan, USA)	Imagine
Animation Reporter	Channel NewsAsia	INCG
Asia Image	Computer Arts Thailand	MILK
Audio & Video Production	Eizo Shimbun	NewCG Magazine
AWN	Fantasy Art	Renderosity
CG+	fxguide	South China Morning Post
CG Society	HXSD	Thomson Reuters

85 media representatives from 61 media outlets attended the SIGGRAPH Asia 2011 Conference and Exhibition.
55 media representatives from 30 media outlets were from outside Hong Kong.

Plan Your Participation to SIGGRAPH Asia 2012

Fuelled by economic growth in the Asia Pacific region, media and entertainment markets there are set to perform even better with China and India leading the boom. Media spending in Asia Pacific is expected to average **8.8%** annual growth, increasing from **US$333.1 billion** in 2007 to **US$508.3 billion** in 2012. (Source: PricewaterhouseCoopers' Global Entertainment and Media Outlook 2008 - 2012).

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, all at SIGGRAPH Asia 2012 in Singapore.

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. SIGGRAPH Asia is the only conference and trade show that draws people from around the world and across multiple industry disciplines with a strong focus on Asia. Explore business opportunities, meet new partners, and strengthen existing relationships - all in person at SIGGRAPH Asia 2012 in Singapore.
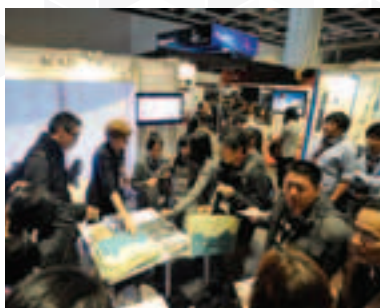
It's about QUALITY.

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. **87%** of the SIGGRAPH Asia 2011 exhibitors were satisfied with the number of visitors and **79%** rated the quality of visitors as very good/good/satisfying.

It's about EXPOSURE.

Tap onto SIGGRAPH Asia's resources to reach the people you need to reach. Choose from focused online and print media placements, public relations campaigns with a focus on Asia-Pacific, extensive collaborations with partner events and associations, and targeted direct marketing in the key languages of SIGGRAPH Asia's markets: English, Chinese, Japanese, and Korean. Partner with SIGGRAPH Asia 2012 for another year of success.

Ways to be Part of SIGGRAPH Asia 2012

Increase your visibility and make a greater impact at SIGGRAPH Asia 2012

To ensure that you achieve maximum mileage and benefit from your participation, SIGGRAPH Asia 2012 is offering numerous marketing and PR services for you to take advantage of.

Sponsorship Packages
Get noticed at SIGGRAPH Asia 2012! Choose between four sponsorship levels to increase your exposure and optimize your participation. Customize from our list of promotional opportunities to suit your business needs and enjoy additional recognition.

Exhibit Space & Fees
Create a powerful impression by reserving your booth on the exhibition floor.

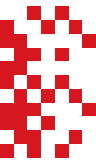|	
Space only Raw space, requires a stand contractor, min. 18sqm.	**SGD 420 per sqm before 1 August 2012** SGD 520 per sqm from 1 August 2012
Standard Shell Scheme Standard booth with furniture and fittings, min. 9sqm.	**SGD 480 per sqm before 1 August 2012** HKD 580 per sqm from 1 August 2012
Premium Shell Scheme Premium booth with additional furniture and fittings, min. 18sqm.	**SGD 520 per sqm before 1 August 2012** SGD 620 per sqm from 1 August 2012

Exhibitor Sessions
Need a room to host your user-group meetings, product demonstrations, hands-on presentations or networking sessions? We have rooms available for your needs.
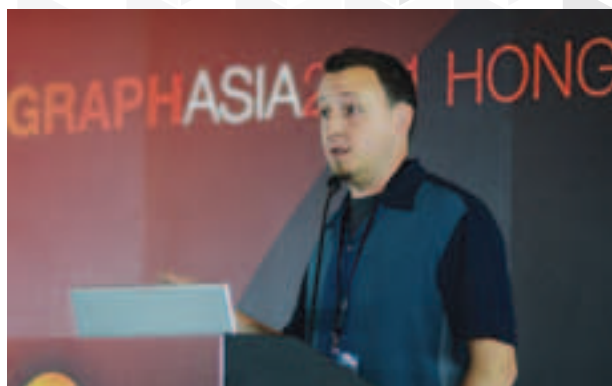
Exhibitor Tech Talks
Host Tech Talks to deliver in-depth information about your products, services, or recruitment plans. The Exhibitor Tech Talk stage is located within the exhibition hall and talks will be promoted online, in our e-newsletters, printed exhibition guide, and onsite via announcements in the exhibition hall.

Create a dynamic impression in Asia

The right combination of advertising, sponsorship, and pre- and post-show marketing opportunities will help you maximize your presence and stand out from the competition.

Ad in Exhibition Guide

The Exhibition Guide offers you maximum reach and visibility to all attendees with a full color ad that will place your company right ahead of the competition. The Exhibition Guide includes onsite information about SIGGRAPH Asia 2012, an exhibitor list including booth numbers and descriptions, and the exhibition floor plan.

Ad in Conference Locator

Advertise in the Conference Locator, a handy black and white pocket program guide that all conference attendees refer to for the daily conference program schedule and session topics at SIGGRAPH Asia 2012.

Attendee Badges

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

E-newsletter Banner

A static banner with your company logo and key messages reaches over 50,000 targeted individuals from the computer graphics and interactive techniques industry. This opportunity is limited to the number of e-newsletters sent within the year.

HTML Mailer to Attendees

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

Lanyards

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

Merchandise Bag

Thousands of attendees will collect their entitlements and 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 get maximum visibility for your company.

Merchandise Bag Insert

Draw the crowd to your booth by placing an insert in our merchandise bags. Get creative! From a printed leaflet, stationery to a DVD, we will be delighted to work with you to ensure that your brand gets noticed. Limited slots for inserts are available.

Contact us today for your customized proposal!

Contact Us

SIGGRAPH
ASIA 2012