

Sponsorships Deliver Visibility and Impact

Increase your exposure! Invest in a sponsorship program to attract the attention of the buyers at SIGGRAPH 2004. Sponsorships are a high-impact opportunity to get attention and generate qualified sales leads.

Tradeshows studies prove it year after year; attendees are drawn to a booth by a strategic marketing plan that uses a variety of marketing vehicles to deliver the message. You can't just hope that prospects will wander into your booth. You have to promote your presence, your products, your services. SIGGRAPH 2004 offers the following promotional opportunities:

Reception

Always a huge draw, the SIGGRAPH 2004 Reception will attract more than 2,500 Full Conference attendees. It is a great way to launch a new product, or get your company's name noticed. SIGGRAPH 2004 will promote the reception in pre-conference materials.

Recognition includes:

- Listing on donor recognition banner prominently displayed in the convention center
- Company name and logo on signage at the event
- Program & Buyer's Guide full-page ad
- Promotional materials distribution table at the event
- Tent cards displayed at the event
- Option for napkins and cups to be provided by donor
- Reception tickets (25)
- Recognition in the SIGGRAPH 2004 promotional materials including the Advance Program, the web site, and the Program & Buyer's Guide

Investment \$15,000

Shuttle Bus

There is no other service that attendees appreciate more than shuttle bus service to and from the convention center each day. Thousands of attendees take advantage of this important service, and all of them will see our logo several times every day.

Recognition includes:

- Listing on donor recognition banner prominently displayed in the convention center
- Your logo and acknowledgement of donation on bus route signs in hotels, at the convention center, and on shuttle schedules.
- Recognition in the SIGGRAPH 2004 promotional materials including the Advance Program, the web site, and the Program & Buyer's Guide
- Web banner ad

Investment \$10,000



SIGGRAPH2004

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Exhibitor Lounge

To reach other exhibitors, place your material in the Exhibitor Lounge and generate qualified leads in this private setting.

Recognition includes:

- Inclusion on donation banner
- Company name and logo on signage at the Exhibitor Lounge
- Program & Buyer's Guide Ad
- Promotional materials distribution in lounge
- Napkins and cups if provided by donor

Investment \$20,000

International Digest at SIGGRAPH 2004

The International Resources Committee will be producing 3-5 minute video segments for each day of the SIGGRAPH 2004 Conference for streaming/download from a designated web site. Each segment will feature an overview of two to three venues from the conference; for example, Sunday might feature Courses and the Art Gallery, while Monday would feature Papers, the Keynote Address and the Computer Animation Festival, etc.

While each segment will contain the same information, they will be hosted for different countries and regions by a person from that particular area. Translation of the information for each segment will be handled by that segment's host. We expect to do reports for 20 countries.

Each segment sponsor will be able to place their logo, and/or an animated sequence of no more than 10 seconds, and their web site URL at the beginning of the segment with a slate acknowledging their support. The same slate with company logo and web site URL will also be run at the end of the segment. Finally, each company that sponsors a particular segment will be listed, with a logo and link to their web site, on a web page that will thank them for their support of this program.

Investment \$1,000 per country

Aisle Sign Sponsorship

Increase awareness of your company by exclusively displaying your company logo on all aisle signs throughout the show floor. Attendees will see your logo each time they look for a double-sided aisle number!

Investment \$6,000

Conference Banner

Display your company banner in highly visible areas of the conference and exhibition. Impact attendees when they arrive, register, walk to the sessions and leave for the day. Banner locations range between \$3,000 to \$10,000. Installation and dismantle are included in each package!

Lanyards

SIGGRAPH 2004 will accept or produce 25,000 neckstraps with your company logo and the SIGGRAPH 2004 logo (if preferred) for distribution.

Investment \$4,000 + production costs



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SIGGRAPH 2004 Web Site

By placing your ad on the SIGGRAPH 2004 conference web site, you are sure to attract the attention of the hundreds of thousands of computer graphic professionals and attendees. The SIGGRAPH 2004 web site is the #1 source of information for show preparation. Your banner ad will be displayed on the page you specify (Registration Page, Housing Page, Exhibitor Listings Page, etc...)

BANNER AD Investment \$2,000

BROADCAST E-MAILS

Want to ride our marketing coattails? Here's your chance. Be the exclusive advertiser on the SIGGRAPHITTI promotional broadcast emails we send out to 35,000+ industry professionals who have expressed interest in the conference and exhibition. We will allow one banner advertisement (468 pixels x 60 pixels) on each of the monthly broadcast e-mails we plan to send out. Please call us for an update on the broadcast e-mail schedule.

Investment per spot \$2,500
Investment for two spots \$4,500

SIGGRAPH 2004 Merchandise Bags

Get your company logo in front of SIGGRAPH 2004 attendees by printing it on the SIGGRAPH 2004 merchandise bags. Whether they are picking up Conference Proceedings or buying a t-shirt, attendees will take home your logo. Call us today to place your logo with the select few who act quickly to take advantage of this branding opportunity.

Investment \$1,000

Standing Sign Boards

These signs are 3' wide x 8' high, standing, double-sided sign boards located in high traffic areas. This is a perfect opportunity to showcase your company logo and message for all to see.

Investment \$1,000

All recognition opportunities may be subject to print/production deadlines.

Contact Us Today

For information on reserving a promotional opportunity, or if you have other ideas for custom promotional opportunities, contact SIGGRAPH 2004 Exhibition Management at:

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