



Advertise in the Official SIGGRAPH 2008 Program & Buyer's Guide and Conference Locator

Your ad in the Program & Buyer's Guide or Conference Locator leaves a lasting impression all year long! Think of it as a directory of key players and industry reference guide in computer graphics and interactive techniques.



SIGGRAPH2008

For more information or to
reserve ad space, contact:

SIGGRAPH 2008
Exhibition Management
+1.630.434.7779
+1.630.434.1216 fax
exhibits@siggraph.org

45% of attendees

are drawn to an exhibit
as a result of personal
invitations and promotion!



CAPTURE THE BUYER'S ATTENTION

Do you want your company to
stand above the competition?
Your ad will differentiate your
company from the competitors
and attract the most influential
professionals to your booth. To be
even more effective, request that
your ad be placed next to your
program listing.



ADS IN THE CONFERENCE LOCATOR ARE LIMITED

The Conference Locator is the
wildly popular pocket program
that all attendees will refer to
throughout SIGGRAPH 2008.
It is widely distributed and
includes concise and accessible
conference information, daily
schedules, maps of the
local area, and exhibitor lists
including booth numbers.

Program & Buyer's Guide

Ad Size

Back cover - Four color	\$4,300
Two-page spread - Four color	\$4,300
Inside front cover - Four color	\$3,500
Inside back cover - Four color	\$3,500
Page facing inside back cover - Four color	\$3,500
Full page - Four color	\$2,900

Mechanical Requirements

Bleed	Inches Wide	Inches Tall
Full-page	8 3/4	11 1/4
Half-page vertical	4 1/8	11 1/4
Half-page horizontal	8 3/4	5 1/2

Non-Bleed	Inches Wide	Inches Tall
Full-page	7	10
Half-page vertical	3 5/8	10
Half-page horizontal	7	4 1/2
Quarter-page	3 5/16	4 7/8

Deadlines and Closing Dates

- All ad space must be reserved by Monday, 19 May 2008.
- Final materials are due Monday, 26 May 2008.

Publication Specifications

- Full-trim size is 8 1/2 inches wide by 11 inches tall.
- All live matter must be 1/2 inch from trim.
- Two-page spreads: for type designed to be read across the gutter, please allow 1/2 inch from either side of the center for the gutter.
- Four-color offset printing, 133-line screen.

Conference Locator

Ad Size

Back cover - Black and white	\$2,000
Inside front cover - Black and white	\$1,500
Full page - Black and white	\$1,100

Mechanical Requirements

Bleed	Inches Wide	Inches Tall
Full-page	3 3/4	5 3/8

Non-Bleed	Inches Wide	Inches Tall
Full-page	3	4 5/8

Deadlines and Closing Dates

- All ad space must be reserved by Monday, 19 May 2008.
- Final materials are due Monday, 26 May 2008.

Publication Specifications

- Full-trim size is 3 1/2 inches wide by 5 1/8 inches tall.
- All live matter must be 1/4 inch from trim.
- Black and white offset printing, 133-line screen.

Electronic File Specifications

Please submit electronic files meeting the above requirements and specifications, and:

- High resolution, press quality PDF files are preferred.
- Native files must be QuarkXpress 6.x, Adobe InDesign CS, CS2, Adobe Illustrator CS, CS2, or Adobe Photoshop TIFF for Macintosh.
- Include all layout, artwork source files, and fonts as allowed.
- All image files must be at least 300dpi at 100% printed image size.
- Files must be submitted on CD or uploaded via FTP.
- A color proof MUST accompany ALL electronic files.
- Please attach your designer's contact information.

If you require further assistance when providing your electronic artwork or require FTP upload information please contact

Todd Szymanski: todd@qltd.com

Please use "SIGGRAPH 2008 Ad Specs" as the subject line in above correspondence.



100% REACH, DIRECT TO THE BUYER'S HANDS

Conference Locators will be widely available at SIGGRAPH 2008. Each Full Conference, Conference Select, and Conference Access attendee receives a complimentary copy of the Program & Buyer's Guide. This comprehensive directory includes: an alphabetical listing of exhibitors with complete contact information, product and services description, exhibition floor plan, and more!



INCREASE BOOTH TRAFFIC

Do you want your booth to be packed with buyers throughout the Exhibition? The top attendees are each handed a copy of the Program & Buyer's Guide minutes before they walk onto the fast-paced show floor. Your advertisement in the Program & Buyer's Guide will attract attendees to your booth, which will lead to increased exposure!

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SIGGRAPH2008 Insertion Order

Exhibitor Information

Exhibitor

Contact Person

Address

City

State/Province

Postal Code

Country

Telephone

Fax

Email

Advertising Agency (if applicable)

Contact Person

Address

City

State/Province

Postal Code

Country

Telephone

Fax

Email

Specifications

Program & Buyer's Guide

- Two-page spread
- Full page
- Half-page vertical
- Half-page horizontal
- Quarter page
- Bleed
- Non-Bleed

Conference Locator

- Full page
- Back cover
- Inside front cover
- Bleed
- Non-Bleed

Required Artwork

Electronic files submitted on CD or uploaded via FTP. Color proof accompanying electronic files.

Billing Information

 NOTE: Payment for placed advertisements is due within 14 days of receipt of insertion order.

Basic Space Rate _____ Total Due = _____

Authorized Signature

Title

Date

Send artwork, payment, and this contract to:

SIGGRAPH 2008 Exhibition Management

Hall-Erickson, Inc.
98 East Naperville Road
Westmont, Illinois 60559 USA
+1.630.434.7779
+1.630.434.1216 fax
exhibits@siggraph.org



SIGGRAPH2008

Special Instructions

General Conditions

1. All ads are non-commissionable.
2. All advertising artwork must be camera-ready or submitted electronically.
3. SIGGRAPH 2008 reserves the right to refuse or cancel any advertising for any reason, at any time.
4. Advertisements in the SIGGRAPH 2008 publications are subject to all terms and conditions set forth in this document. It is the responsibility of every client and agency intending to advertise to acquire and read these terms and conditions and abide by all the regulations listed herein. For that purpose, copies of this document are made available and may be obtained free of charge.
5. All advertising copy is subject to the approval of SIGGRAPH 2008. All advertisements are accepted and published upon the representation that advertisers and agencies are authorized to publish the entire contents of and subject matter thereof. In consideration of SIGGRAPH 2008's acceptance of such advertisements for publication, both advertisers and their agencies will indemnify and hold SIGGRAPH 2008 harmless from and against loss or expense arising from publication of such advertisements including, but not limited to, those resulting from claims of suits for libel, violation of rights or privacy, plagiarism, and copyright infringement.
6. SIGGRAPH 2008 is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governing entity, fire, flood, insurrections, riots, explosion, embargo, strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the contract of SIGGRAPH 2008 affecting production or delivery in any matter.
7. SIGGRAPH 2008 is not responsible for errors in reader service numbers, key numbers, advertiser indexes, or any other typesetting or service performed by SIGGRAPH 2008.
8. SIGGRAPH 2008's liability for any error will not exceed the cost of the space occupied by the error.
9. SIGGRAPH 2008 is not liable for accurate reproduction of color in ads submitted electronically where no matchprint proof is provided.
10. In the event of nonpayment, SIGGRAPH 2008 reserves the right to hold the advertiser and/or the advertising agency liable for such monies as are due and payable to SIGGRAPH 2008.
11. No conditions, printed or otherwise, appearing on insertion orders, contracts, insertion instructions, or any other form of correspondence that conflict with these policies will be binding on SIGGRAPH 2008.
12. Requests for specific positions are given consideration, but no guarantee is made.
13. SIGGRAPH 2008 assumes no liability if, for any reason, it becomes necessary to omit an advertisement.
14. Cancellation or changes in orders may not be made by the advertiser or its agency once the insertion order is received.