ABOUT SIGGRAPH ASIA

SIGGRAPH Asia 2021, the 14th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia, is set to take place this 14 – 17 December in Tokyo, Japan. The annual event, which rotates around the Asia-Pacific region, attracts the most respected technical and creative people from all over the world who are excited by research, science, art, animation, gaming, interactivity, education, and emerging technologies.

With tremendous support from the city of Tokyo and the local community, SIGGRAPH Asia will be returning to Japan for the fourth time since our inception, and it will be our second time back in Tokyo. The event will once again be held at Tokyo International Forum (TIF), a cutting-edge art and convention center located at the heart of the city.

SIGGRAPH Asia 2021 is where your organization can connect and meet the brightest minds in the CG industry to further elevate your global brand presence. Following the success of the last Tokyo edition in 2018, with a high percentage of local attendees, SIGGRAPH Asia 2021 is confident to follow a similar trend.

SIGGRAPH ASIA 2018 (TOKYO EDITION):

- 9,735 Attendees
- 59 Countries & Regions
- 118 Exhibitors & Sponsors
- 750 Speakers & Presenters
- 120 Media Representatives

WHO ATTENDS?

- Analysts
- Animators
- CG Artists
- Technical Artists
- VFX Artists
- CG Producers
- VFX Producers
- Film Makers
- App Developers
- Web Developers
- Games Developers
- Software Developers
- Research Engineers
- Software Engineers
- Investors
- CG Designers
- UX Designers
- Distributors
- Programmers
- Publishers
- CG Editors
- VFX Editors
- Academia
- CEOs
- CTOs
- CG Supervisors
- Technical Supervisors
- Technical Directors
- Technologists
- Scientists
- 3D Modellers

& many more!
WHY SIGGRAPH ASIA?

WE VALUE-ADD TO YOUR GLOBAL MARKETING STRATEGY:

COMMUNICATE
your market presence and brand in the Asia-Pacific region.

NETWORK & FOSTER
new opportunities with over 10,000 leading experts, industry leaders, developers, potential investors, international media, young professionals, academia and more.

CONNECT
with relevant people and companies from the digital community across the globe.

SHOWCASE
your latest technologies and equipment to the community. Tap on SIGGRAPH Asia as the one-stop event to launch new products, and make impactful announcements and updates.

UP YOUR GAME
and bring your brand to a whole new level by being a part of SIGGRAPH Asia 2021.

INSPIRE FUTURE GENERATIONS
with engaging talk sessions and leverage on our Student Volunteer program where hundreds of volunteers come together to support the event.
**EXHIBIT OPTIONS**

**SPACE ONLY**
Build your own stand design.
(Minimum 2 units = 18 m²):

- **Early Bird Rate:**
  JPY 495,000/unit
  Before/on 31 May 2021

- **Regular Rate:**
  JPY 567,000/unit
  From 01 June 2021 onwards

**STANDARD PACKAGE**

- **Early Bird Rate:**
  JPY 594,000/unit
  Before/on 31 May 2021

- **Regular Rate:**
  JPY 675,000/unit
  From 01 June 2021 onwards

**PREMIUM PACKAGE**

- **Early Bird Rate:**
  JPY 657,000/unit
  Before/on 31 May 2021

- **Regular Rate:**
  JPY 720,000/unit
  From 01 June 2021 onwards

**MARKETING PACKAGES**

<table>
<thead>
<tr>
<th>BASIC MARKETING PACKAGE</th>
<th>INVESTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Listing of Company Name, Address and Contact Details on Online Exhibitor List</td>
<td>Complimentary</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ENHANCED MEDIA PACKAGE*</th>
<th>INVESTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Listing of Company Logo on Online Exhibitor List</td>
<td>JPY 16,000</td>
</tr>
<tr>
<td>• Listing of Company Logo on Floorplan in Visitor Guide</td>
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</tbody>
</table>

**EXHIBITOR BADGES**

- Additional Order of Exhibitor Badges (Charged per unit)
  JPY 1,000

* Enhanced marketing packages are only available to main exhibitors. Should co-exhibitors wish to enjoy additional branding through our marketing packages, additional investment is required. The invoice will be directed to co-exhibitor unless stated otherwise.

**Note:**
- Each unit is 9m².
- Exhibit packages and booth visuals illustrated are subject to changes.
- 10% tax applicable.
SPONSORSHIP OPTIONS

- Speaking Opportunities
- Top Tiered Sponsorships
- Brand Sponsor
- Reception Sponsor
- Branding Opportunities (Digital & Onsite)
- Conference Program Sponsor
- Student Volunteer Sponsor
- Technology Sponsor
SPEAKING OPPORTUNITIES

Engage your audience through 90-minute presentations, with limitless commercial content. Onsite logistics arrangements will be taken care of by the organizer, providing hassle and worry-free participation, such as basic AV equipment (microphone, screen, projector) and theatre-seating setup for about 100 persons.

Session timings are available on a first-come-first-serve basis.

Looking at hosting more than 1 session? Book multiple sessions with a full-day room reservation or have four 90-minute sessions across the event days to maximize your brand outreach.

All sessions will be promoted together with the overall conference agenda for a wider promotional reach.

1 Single Session  
JPY 380,000

2 Four-Sessions / Full-day Room Reservation  
JPY 1,350,000
## TOP TIERED SPONSORSHIPS

<table>
<thead>
<tr>
<th></th>
<th>Platinum Sponsor (USD 61,000 / JPY 6,500,000)</th>
<th>Gold Sponsor (USD 55,000 / JPY 5,900,000)</th>
<th>Silver Sponsor (USD 45,000 / JPY 4,800,000)</th>
<th>Conference Sponsor (USD 25,000 / JPY 2,600,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Investment</strong></td>
<td>Up to 72m² Space Only Or 54m² Premium Package</td>
<td>Up to 54m² Space Only Or 36m² Premium Package</td>
<td>Up to 54m² Space Only Or 36m² Premium Package</td>
<td>-</td>
</tr>
<tr>
<td><strong>Exhibit Space</strong></td>
<td></td>
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<tr>
<td><strong>Conference Pass</strong></td>
<td>10 Full Conference Passes (including 1 Electronic Theater &amp; Reception Ticket each)</td>
<td>6 Full Conference Passes (including 1 Electronic Theater &amp; Reception Ticket each)</td>
<td>4 Full Conference Passes (including 1 Electronic Theater &amp; Reception Ticket each)</td>
<td>10 Full Conference Passes (including 1 Electronic Theater &amp; Reception Ticket each)</td>
</tr>
<tr>
<td><strong>Discount on online Registration for any ticket type</strong></td>
<td>25% Exclusive Online Registration Code</td>
<td>20% Exclusive Online Registration Code</td>
<td>15% Exclusive Online Registration Code</td>
<td>15% Exclusive Online Registration Code</td>
</tr>
<tr>
<td><strong>Coverage in E-Newsletter</strong></td>
<td>Featured Coverage with Logo/ Product image &amp; 200-word write-up with web link, on 2 issues</td>
<td>Featured Coverage with Logo/ Product image, 200-word write-up with web link, on 1 issue</td>
<td>1 Banner Ad Feature (300w x 250h pixels) with web link on 1 issue</td>
<td>-</td>
</tr>
</tbody>
</table>
| **Sponsor Recognition** | • Sponsor Logo Acknowledgement on Online (Website), Print & Mobile  
• Sponsor Logo Acknowledgement on regular SIGGRAPH Asia 2021 E-Newsletters  
• Listing of Company Profile on ‘Participating List of Companies & Brands’ | | | |
| **Onsite Branding Exposure** | | | | Prominent onsite sponsor logo branding on main entrance arch and around the event venue  
• 1 Pull-up/Standing Banner Placement (Location to be decided by Organizer) |
| **Conference Bag Inserts** | | | | • 1 Flyer (up to A4 size) or Merchandise Giveaway in Bag |
| **Additional Choices** | Choose 1 Sponsorship:  
• Lanyard Sponsor (Exclusive)  
• Conference Bag (Exclusive)  
• Attendee Badge Sponsor (Back of Badge Ad)  
• Mobile App Banner Ad  
• Conference Program Sponsor (Choice of Program)  
• Charging Station Ad Feature | Choose 2 Sponsorships:  
• Conference Bag (Exclusive)  
• Attendee Badge Sponsor (Back of Badge Ad)  
• Mobile App Banner Ad  
• Conference Program Sponsor (Choice of Program)  
• Charging Station Ad Feature  
• Website Leaderboard Banner Ad  
• Featured Write-up Coverage on E-Newsletter  
• E-Newsletter Banner Ad | Choose 3 Sponsorships:  
• Conference Program Sponsor (Choice of Program)  
• Logo on Student Volunteer Uniform (first-come-first-serve on placement)  
• Website Leaderboard Banner Ad  
• Featured Write-up Coverage on E-Newsletter  
• E-Newsletter Banner Ad | Main Hall Conference Sponsor will receive prominent logo branding at the following programs:  
• Opening  
• Keynote Sessions  
• Featured Sessions  
• Closing |

**SOLD OUT**
Brand sponsor will receive brand activation and recognition coverage across all areas of SIGGRAPH Asia 2021, including the Experience Hall and all main sessions. Brand sponsorship is for companies who wish to sponsor through non-industry related products & services. For e.g. refreshments, water bottles, packed food for speakers & volunteers, stationery etc.

ENTITLEMENTS INCLUDE:
- Exhibit Space of 36m² ‘Space Only’ for Brand Activation
- Sponsor Logo Branding Online (Website, E-Newsletter)
- Sponsor Logo Branding Onsite (Printed Foldable Guide)
- Brand Visibility Onsite with Logo Branding on the Main Entrance Arch
- Listing of Company Profile on ‘Participating List of Companies & Brands’
- Possibilities for Onsite Distribution of Sponsor Products (*As specified on Final Sponsorship Agreement)
- 1x Shout-out on SIGGRAPH Asia social feed
- 1x Flyer (up to A4 size) or Merchandise Giveaway in Bag
- 3x Complimentary Full Conference Passes
- 5x Complimentary Experience Passes
- 10% Exclusive discount code on Conference Passes
RECEPTION SPONSOR

TITLE SPONSOR (EXCLUSIVE):
JPY 4,280,000

CO-SPONSOR:
JPY 1,800,000

Be at the forefront of networking at SIGGRAPH Asia, as a supporter of community connections.

ENTITLEMENTS INCLUDE:
- Exhibit Space of 18 m² Premium Package Booth for Brand Activation
- 1x Demo/Info Desk at Reception Venue
- Sponsor Logo branding at Reception Venue
- 1x Video/Demo showcase at Reception Venue *Exclusive to Title Sponsor
- 2-minute Opening Speech during Reception *Exclusive to Title Sponsor
BRANDING OPPORTUNITIES (DIGITAL)

WEBSITE ADVERTISING
(Static & on rotation)
- Leaderboard Banner Ad (728w x 90h for desktop & 320w x 100h for mobile)
  JPY 400,000
- Square Banner Ad (300w X 300h)
  JPY 320,000

MOBILE APP ADVERTISING
- Banner Ad
  JPY 1,070,000

E-NEWSLETTER ADVERTISING
(One-time feature on an e-newsletter. Issue is subjected to the organizer’s discretion.)
- Banner Ad
  (300w X 300h, static and hyperlinked)
  JPY 215,000
- Logo + Write-up Feature
  (150 words write-up, web links accepted)
  JPY 270,000

SPONSORED POST ON OFFICIAL SOCIAL MEDIA PLATFORMS
- JPY 215,000
Promote product launches and latest company updates on SIGGRAPH Asia’s official social media platforms (Facebook/Twitter/Instagram) and gain direct access to the global community.
BRANDING OPPORTUNITIES (ONSITE)

**LANYARD**
- Logo placement on Lanyard together with SIGGRAPH Asia 2021 logo
  - Logo Exclusivity
    (Exclusive to 1 Sponsor only)
  - Limited to 3 Sponsors
  - JPY 1,700,000

**CONFERENCE BAG**
- JPY 1,700,000
Have our attendees advertise for you as they walk around the venue carrying bags printed with your brand and key message on one-side. 6,000 pieces, exclusive to 1 sponsor. Production will be handled by SIGGRAPH Asia Team.

**ATTENDEE BADGE**
- JPY 1,200,000
Reserve a back-of-badge advertising spot as a reminder of your brand presence at the event.

**IN-HALL CEILING BANNER**
(Enquire for Rates)
- Looking for maximum booth visibility within the exhibition show-floor? This option allows you to have your branded banner hung up on the ceiling just above your booth! Artwork, print and rigging costs are not included within. Banner specifications are dependent on your confirmed booth size and subject to the organizer’s feasibility advise.

**CONFERENCE BAG**
- JPY 640,000

**ATTENDEE LOUNGE/NETWORKING LOUNGE**
- JPY 1,700,000
Seated lounge will be used by delegates who have arranged meetings through our official SIGGRAPH Asia Business Matching Platform.

**CHARGING STATION**
- JPY 570,000
Charging Stations are provided within the exhibition hall for the convenience of delegates to recharge their devices. Place your company’s advertisement here for extended exposure.

**DIGITAL ONSITE SIGNAGES**
(Enquire for Rates)

**TRANSPORTATION CARD**
- JPY 270,000
Strategically placed in high-traffic areas during the event, this is a perfect opportunity to showcase your advertisement or session schedule for all attendees to see.

**BAG INSERTS (FLYERS/MERCHANDISE)**
- JPY 215,000
Arrange for your company’s promotional flyers (up to A4 size) to be distributed in the conference bags to delegates effortlessly. Choose this advertising option, deliver your flyers to the venue and leave the rest of the logistics to us.

**STANDING BANNER**
- JPY 270,000

**DIGITAL ONSITE SIGNAGES**
(Enquire for Rates)
CONFERENCE PROGRAM SPONSOR

PROGRAM SPONSOR
JPY 860,000

Support a conference program of your choice: Art Gallery, Computer Animation Festival, Courses, Emerging Technologies, Technical Papers, Technical Communications, Posters, XR and associate your company with the latest industry developments / technical skills of each area.

ENTITLEMENTS INCLUDE:
- Sponsor Logo Acknowledgement on Online (Website), Print & Mobile
- Prominent Onsite Sponsor Logo Branding on Main Entrance Arch
- Sponsor Logo Acknowledgement on regular SIGGRAPH Asia 2021 E-Newsletters
- Listing of Company Profile on ‘Participating List of Companies & Brands’
- Sponsor Logo Branding on selected Program Pre-session
- 1x Shout-out on SIGGRAPH Asia social feed

CONFERENCE USB
JPY 2,140,000

Place your brand on the USBs given out to all conference attendees. Production of 1,500 pieces with 64 GB capacity will be handled by the SIGGRAPH Asia Team.

ENTITLEMENTS INCLUDE:
- Sponsor Logo Acknowledgement on Online (Website), Print & Mobile
- Prominent Onsite Sponsor Logo Branding on Main Entrance Arch
- Sponsor Logo Acknowledgement on regular SIGGRAPH Asia 2021 E-Newsletters
- Listing of Company Profile on ‘Participating List of Companies & Brands’

Note: USB designs illustrated are subject to changes.
STUDENT VOLUNTEER SUPPORT

STUDENT VOLUNTEER PROGRAM
LOGO FEATURE ON STUDENT VOLUNTEER UNIFORMS:
(Up to 5 Sponsors)

- Sleeve (Limited to 2 Logos)
  JPY 320,000

- Front Chest (Limited to 2 Logos)
  JPY 340,000

- Back of Uniform (Limited to 1 Logo)
  JPY 480,000

SPECIAL SESSIONS
JPY 270,000

Note: Student Volunteer uniform designs illustrated are subjected to changes.
TECHNOLOGY SPONSOR

Support the event with your company’s products and have attendees experience your product live during the event. Here are some of the required sponsor equipments*:

- **PHOTOGRAPHY/ VIDEOGRAPHY EQUIPMENT**
- **FURNITURE SUCH AS GAMING CHAIRS, BEAN BAGS**
- **CONSUMER ENTERTAINMENT GAMES**
- **VR HEADSETS (INCLUDING MOUNTS)**
- **SCREENS / PROJECTORS**
- **AWARDS & RAFFLE PRIZES FOR STUDENT VOLUNTEERS SUCH AS COLLECTIBLES, MERCHANDISE**

*Sponsored items per program are not fixed and not limited to those mentioned above. Delivery & collection of sponsored equipment to be handled and covered by sponsoring company.

DON’T SEE WHAT YOU ARE LOOKING FOR?
Contact us to develop a custom sponsorship package that is right for you.

SECURE YOUR SPONSORSHIP TODAY!
exhibits_asia@siggraph.org