



# SIGGRAPH ASIA 2021 TOKYO

CONFERENCE 14 - 17 DECEMBER 2021  
EXHIBITION 15 - 17 DECEMBER 2021  
TOKYO INTERNATIONAL FORUM, JAPAN

[sa2021.siggraph.org](http://sa2021.siggraph.org)



## SIGGRAPH ASIA EXHIBITION & SPONSORSHIP PROSPECTUS

Sponsored by



Organized by



# 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

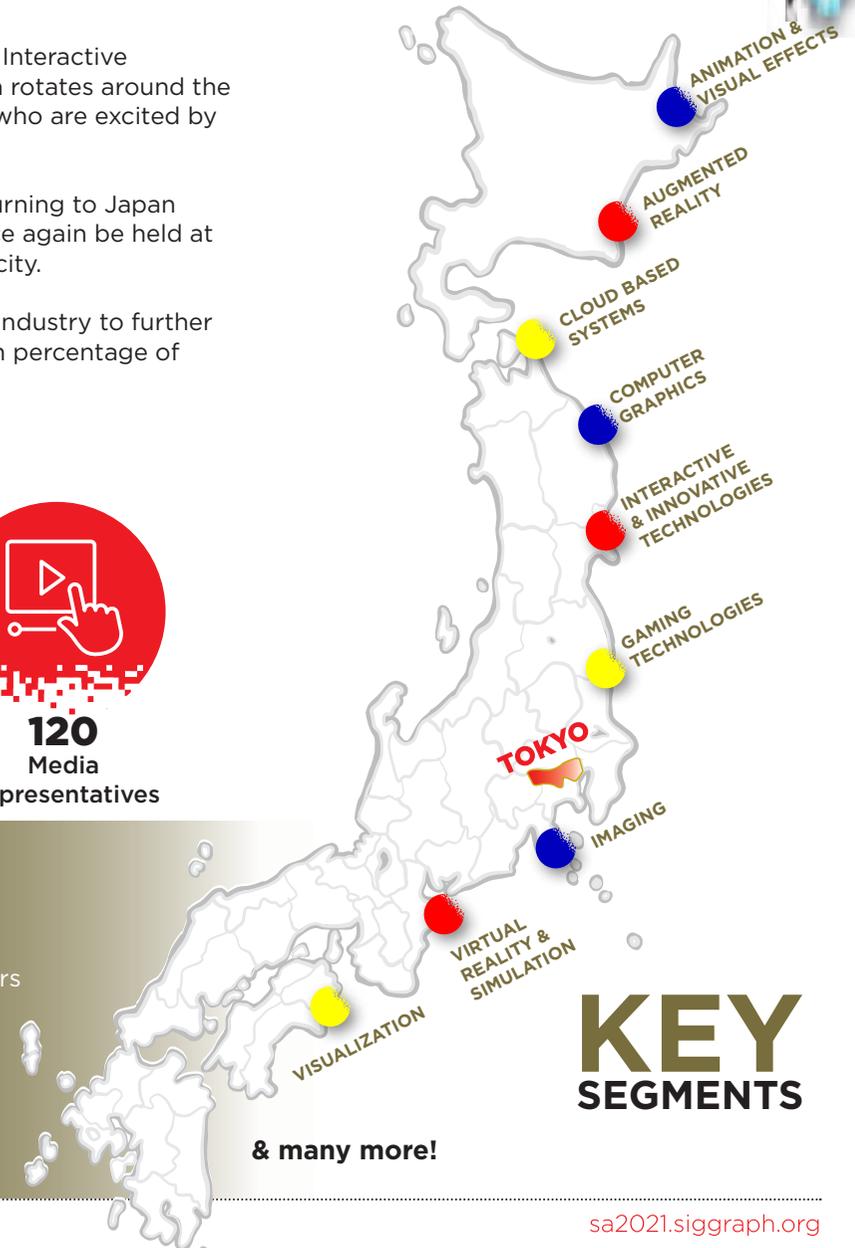
**118**  
Exhibitors & Sponsors

**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

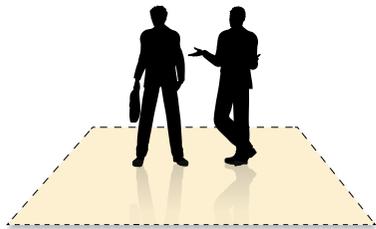


**KEY  
SEGMENTS**

& many more!



# EXHIBIT OPTIONS



## SPACE ONLY

Build your own stand design.  
(Minimum 2 units = 18 m<sup>2</sup>):

■ **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	INVESTMENT
<b>BASIC MARKETING PACKAGE</b> • Listing of Company Name, Address and Contact Details on Online Exhibitor List	Complimentary
<b>ENHANCED MEDIA PACKAGE*</b> • Listing of Company Logo on Online Exhibitor List • Listing of Company Logo on Floorplan in Visitor Guide	JPY 16,000
<b>EXHIBITOR BADGES</b> • 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 9m<sup>2</sup>.
- 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

	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	CONFERENCE SPONSOR
INVESTMENT	USD 61,000 / JPY 6,500,000	USD 55,000 / JPY 5,900,000	USD 45,000 / JPY 4,800,000	USD 25,000 / JPY 2,600,000
EXHIBIT SPACE	Up to 72m <sup>2</sup> Space Only Or 54m <sup>2</sup> Premium Package	Up to 54m <sup>2</sup> Space Only Or 36m <sup>2</sup> Premium Package	Up to 54m <sup>2</sup> Space Only Or 36m <sup>2</sup> Premium Package	-
CONFERENCE PASS	<b>10 FULL CONFERENCE PASSES</b> <i>(including 1 Electronic Theater &amp; Reception Ticket each)</i>	<b>6 FULL CONFERENCE PASSES</b> <i>(including 1 Electronic Theater &amp; Reception Ticket each)</i>	<b>4 FULL CONFERENCE PASSES</b> <i>(including 1 Electronic Theater &amp; Reception Ticket each)</i>	<b>10 FULL CONFERENCE PASSES</b> <i>(including 1 Electronic Theater &amp; Reception Ticket each)</i>
DISCOUNT ON ONLINE REGISTRATION FOR ANY TICKET TYPE	<b>25%</b> Exclusive Online Registration Code	<b>20%</b> Exclusive Online Registration Code	<b>15%</b> Exclusive Online Registration Code	<b>15%</b> Exclusive Online Registration Code
COVERAGE IN E-NEWSLETTER	Featured Coverage with Logo/ Product image & 200-word write-up with web link, on <b>2 issues</b>	Featured Coverage with Logo/ Product image, 200-word write-up with web link, on <b>1 issue</b>	1 Banner Ad Feature (300w x 250h pixels) with web link on <b>1 issue</b>	-
SPONSOR RECOGNITION	<b>SOLD OUT</b>	<ul style="list-style-type: none"> <li>• Sponsor Logo Acknowledgement on Online (Website), Print &amp; Mobile</li> <li>• Sponsor Logo Acknowledgement on regular SIGGRAPH Asia 2021 E-Newsletters</li> <li>• Listing of Company Profile on 'Participating List of Companies &amp; Brands'</li> </ul>		
ONSITE BRANDING EXPOSURE		<ul style="list-style-type: none"> <li>• Prominent onsite sponsor logo branding on main entrance arch and around the event venue</li> <li>• 1 Pull-up/Standing Banner Placement (Location to be decided by Organizer)</li> </ul>		
CONFERENCE BAG INSERTS		<ul style="list-style-type: none"> <li>• 1 Flyer (up to A4 size) or Merchandise Giveaway in Bag</li> </ul>		
ADDITIONAL CHOICES	<b>CHOOSE 1 SPONSORSHIP:</b> <ul style="list-style-type: none"> <li>• Lanyard Sponsor (Exclusive)</li> <li>• Conference Bag (Exclusive)</li> <li>• Attendee Badge Sponsor (Back of Badge Ad)</li> <li>• Mobile App Banner Ad</li> <li>• Conference Program Sponsor (Choice of Program)</li> <li>• Charging Station Ad Feature</li> </ul>	<b>CHOOSE 2 SPONSORSHIPS:</b> <ul style="list-style-type: none"> <li>• Conference Bag (Exclusive)</li> <li>• Attendee Badge Sponsor (Back of Badge Ad)</li> <li>• Mobile App Banner Ad</li> <li>• Conference Program Sponsor (Choice of Program)</li> <li>• Charging Station Ad Feature</li> <li>• Website Leader board Banner Ad</li> <li>• Featured Write-up Coverage on E-Newsletter</li> <li>• E-Newsletter Banner Ad</li> </ul>	<b>CHOOSE 3 SPONSORSHIPS:</b> <ul style="list-style-type: none"> <li>• Conference Program Sponsor (Choice of Program)</li> <li>• Logo on Student Volunteer Uniform (first-come-first-serve on placement)</li> <li>• Website Leaderboard Banner Ad</li> <li>• Featured Write-up Coverage on E-Newsletter</li> <li>• E-Newsletter Banner Ad</li> </ul>	Main Hall Conference Sponsor will receive prominent logo branding at the following programs: <ul style="list-style-type: none"> <li>• Opening</li> <li>• Keynote Sessions</li> <li>• Featured Sessions</li> <li>• Closing</li> </ul>

# BRAND SPONSOR

## BRAND SPONSOR:

JPY 2,000,000

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 36m<sup>2</sup> '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 m<sup>2</sup> 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.)

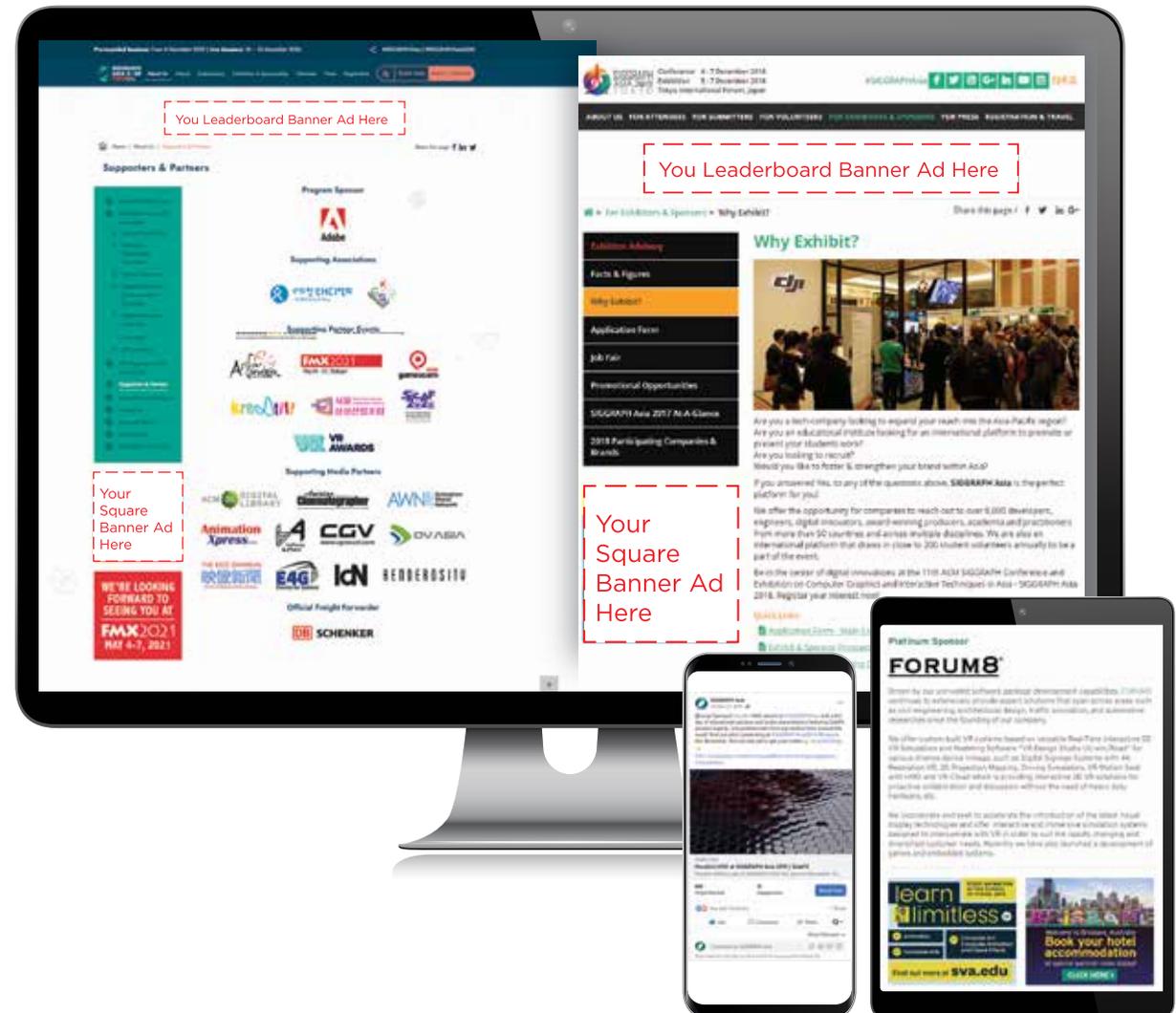
- Banner Ad (300w X 300h, static and hyperlinked)  
**JPY 215,000**
- Logo + Write-up Feature (150 words write-up, web links accepted)  
**JPY 270,000**



## 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)

~~JPY 1,700,000~~

- Logo Placement (Limited to 3 Sponsors)

JPY 640,000



## 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 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.



## 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.



## 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



## STANDING BANNER

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.



# 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 300,000

**SOLO OUT**



## 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)**

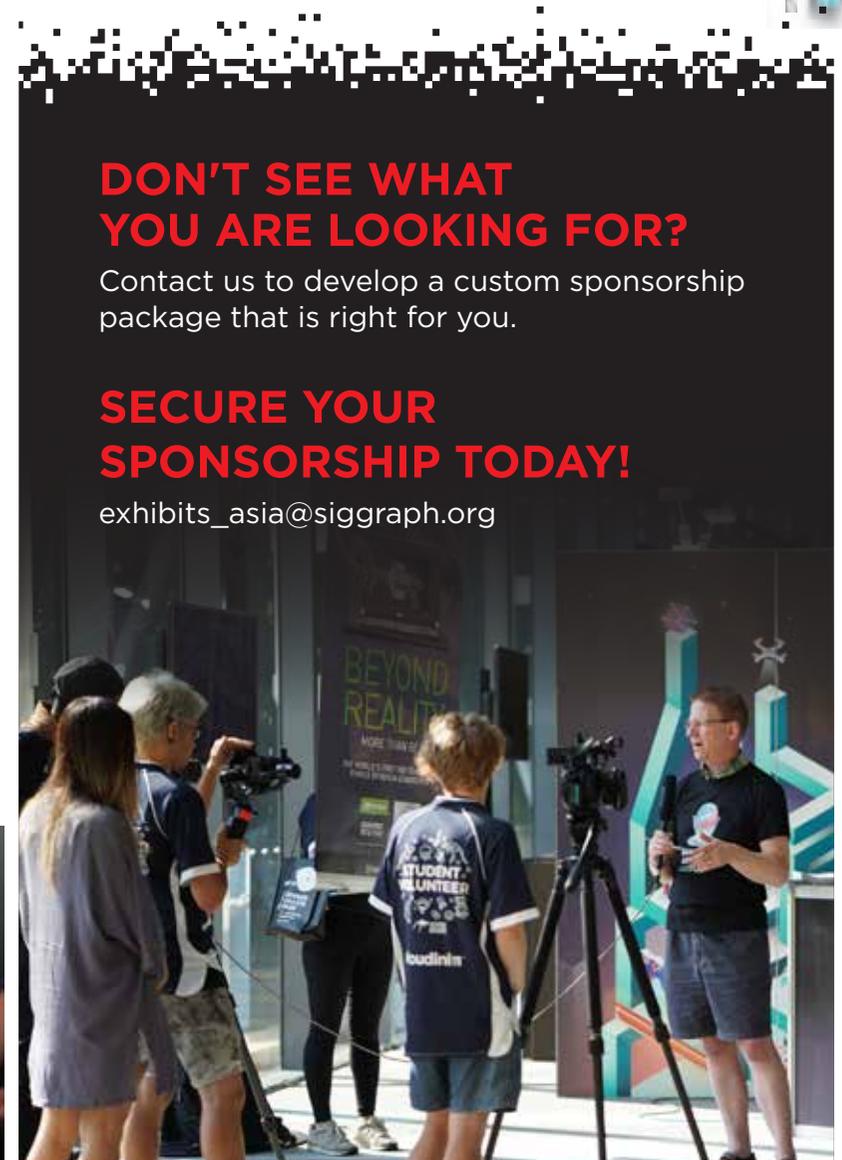


**SCREENS /  
PROJECTORS**



**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](mailto:exhibits_asia@siggraph.org)

