SIGGRAPH ASIA 2020 DAEGU

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Driving Diversity

The 13th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia

Conference 17 - 20 November 2020
Exhibition 18 - 20 November 2020
EXCO, Daegu, South Korea

INVITATION TO EXHIBIT & SPONSOR

SIGGRAPH
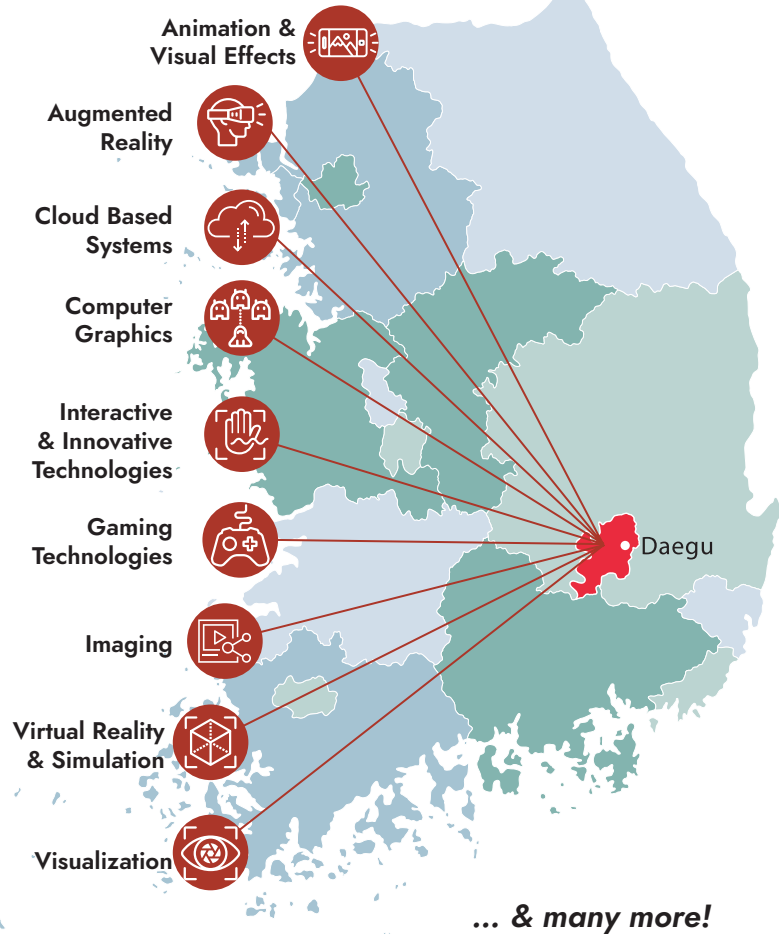**ASIA 2020**
DAEGU

WELCOME

Be in the heart of digital innovations at the 13th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia — **SIGGRAPH Asia 2020**. A must-attend event for digital communities where latest discoveries and learnings from today are translated to technologies of tomorrow. SIGGRAPH Asia attracts close to 8,000 industry leaders, computer graphics and interactive techniques professionals in business, education, art and technology, like no other Asia Pacific conference or trade exhibition.

WHY DAEGU?

The four-day event held in Daegu, South Korea — where Samsung, a world-renowned multinational conglomerate, was first founded, is set to amplify its tech-culture with the latest technologies, animation, state-of-the-art products and innovative services.

With the designation of Daegu R&D Special Zone, Daegu City is emerging as a hub for R&D and technology and a key pillar of the inland high-tech science belt which links Daejeon, Gwangju, and Daegu.

KEY SEGMENTS

Animation & Visual Effects

Augmented Reality

Cloud Based Systems

Computer Graphics

Interactive & Innovative Technologies

Gaming Technologies

Imaging

Virtual Reality & Simulation

Visualization

Daegu

... & many more!

SIGGRAPH ASIA 2019 AT-A-GLANCE

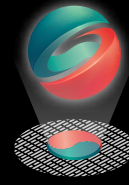**5,120**
Attendees

50
Countries & Regions

68
Exhibitors & Sponsors

800
Speakers & Presenters

35
Media Representatives

WHY PARTICIPATE?

Whether it is your goal to gain industry exposure, to build and strengthen your brand in the region, to launch new products, or to network with industry professionals, SIGGRAPH Asia is your perfect platform in Asia! SIGGRAPH Asia is the event for your company to:

NETWORK AND FOSTER
new opportunities with close to 8,000 leading experts, industry leaders, developers, potential investors, international media, young professionals, academia and more.

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

(Follow the footsteps of AMD, Forum8, HTC, LENOVO, NVIDIA, PIXAR, Unity Technologies, to name a few)

INSPIRE FUTURE GENERATIONS
with demonstrations and talk sessions, to stir curiosity for all things graphics related. Leverage on our student volunteer program where hundreds of volunteers worldwide come together to support the event.

CONNECT with relevant people and companies from the digital community internationally.

SHOWCASE your technology and equipment; whether they are newly launched products or if they have already been introduced into the market, there is always a spurring interest from the community.

> South Korea's Computer Graphics and Interactive Techniques landscape is a great blend of a high-tech, skilled industry, and a close-knit community of artists, creators, and scientists. SIGGRAPH Asia 2020's theme — **DRIVING DIVERSITY** — is all about creating a sense of togetherness across techniques, cultures, and people.
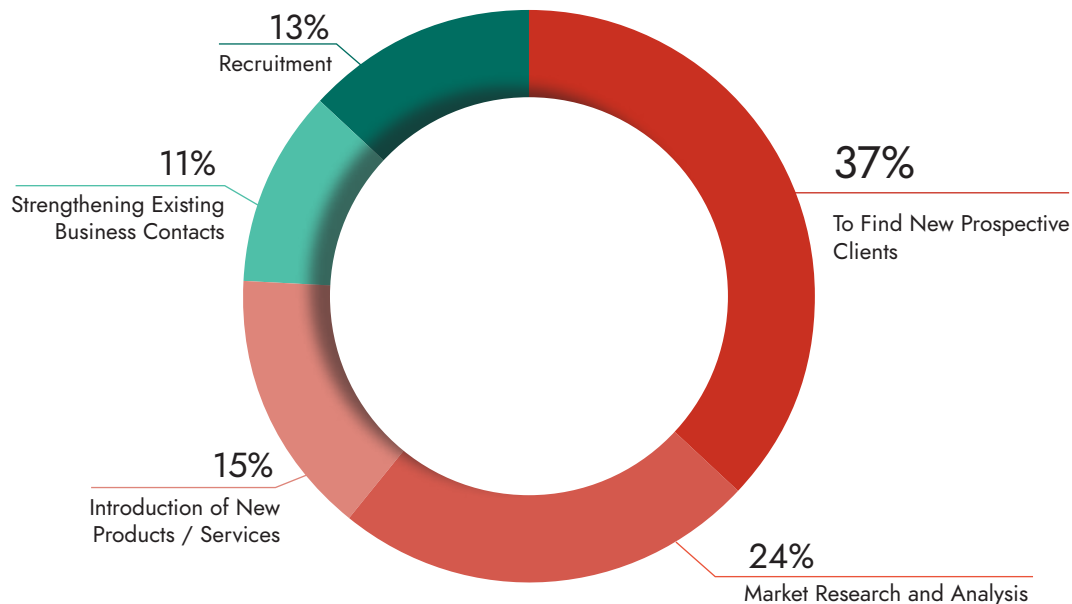>
> You can look forward to experience some of Korea's expertise in gaming and game development, along with lots of exciting and intriguing new and returning programs at SIGGRAPH Asia 2020 in Daegu. Join me and my team in making this edition an amazing one!"

Jinny HyeJin Choo
SIGGRAPH Asia 2020 Conference Chair

SIGGRAPH ASIA 2020 DAEGU

TOP PARTICIPATING OBJECTIVES

13% Recruitment

11% Strengthening Existing Business Contacts

37% To Find New Prospective Clients

15% Introduction of New Products / Services

24% Market Research and Analysis

EXHIBITOR COUNTRIES AND REGIONS REPRESENTED

Sweden
The Netherlands
United Kingdom
Germany
Luxembourg
France
Saudi Arabia
Canada
United States of America
China
Vietnam
South Korea
Singapore
Taiwan
Japan
Australia
New Zealand

"SIGGRAPH Asia exceeded all my expectations. Our RenderMan talks were overflowing, and the other speakers that I was able to see were fantastic. It was the best SIGGRAPH Asia yet!"
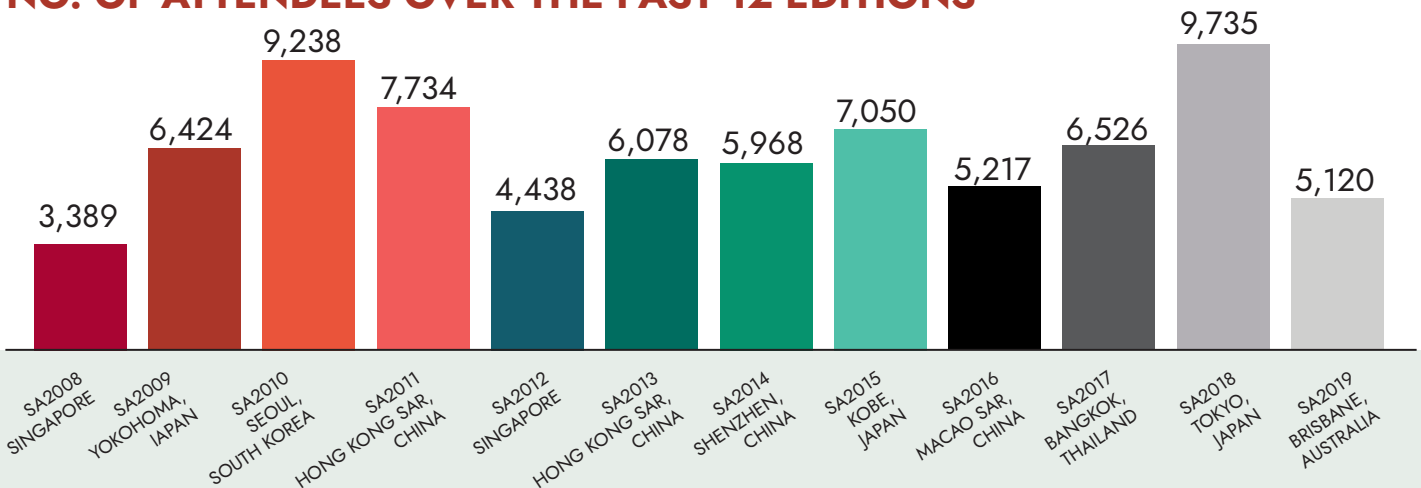
Dylan Sisson
RenderMan Digital Artist
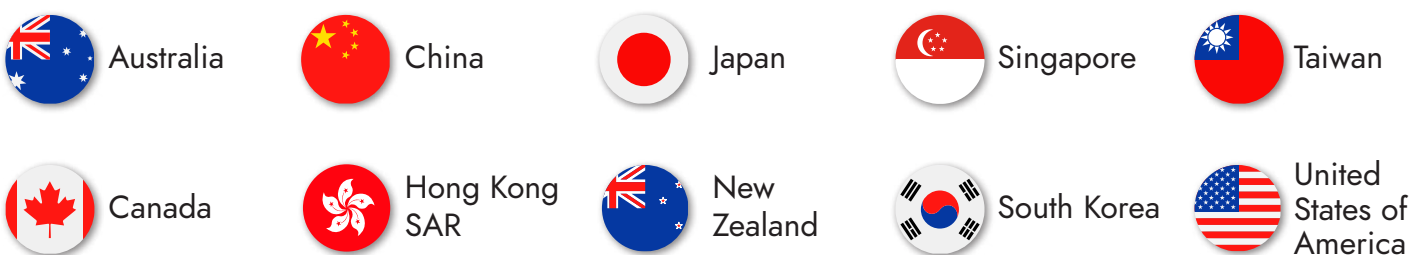(SIGGRAPH Asia 2018 and 2019 Exhibitor Talk Presenter)

TRENDING INDUSTRIES, PRODUCTS & SERVICES

SERVICES
- Animation / Visual Effects
- Augmented / Mixed / Virtual Reality
- Rendering & Modeling

HARDWARE
- 3D Printing
- Augmented / Mixed / Virtual Reality
- Display Technology
- Motion Capture
- Graphics Processors

SOFTWARE
- 3D Graphics
- Animation / Visual Effects
- Augmented / Mixed / Virtual Reality
- Visualization
- Rendering & Modeling
- Simulation

OTHERS
- Mobile Computing
- Commercial Game Engines/Equipment
- Robotics
- Consumer Electronics
- Workstations and more.

NO. OF ATTENDEES OVER THE PAST 12 EDITIONS

Edition	Attendees
SA2008 SINGAPORE	3,389
SA2009 YOKOHOMA, JAPAN	6,424
SA2010 SEOUL, SOUTH KOREA	9,238
SA2011 HONG KONG SAR, CHINA	7,734
SA2012 SINGAPORE	4,438
SA2013 HONG KONG SAR, CHINA	6,078
SA2014 SHENZHEN, CHINA	5,968
SA2015 KOBE, JAPAN	7,050
SA2016 MACAO SAR, CHINA	5,217
SA2017 BANGKOK, THAILAND	6,526
SA2018 TOKYO, JAPAN	9,735
SA2019 BRISBANE, AUSTRALIA	5,120

TOP 10 VISITING COUNTRIES & REGIONS

- Australia
- China
- Japan
- Singapore
- Taiwan
- Canada
- Hong Kong SAR
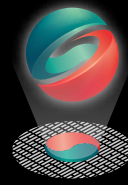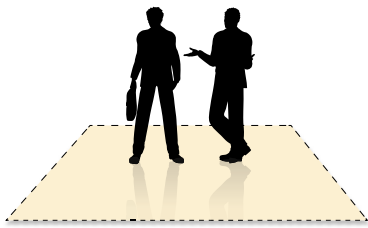- New Zealand
- South Korea
- United States of America

EXHIBIT RATES

Be a part of SIGGRAPH Asia 2020 and explore new business opportunities with our various exhibit and participation packages.

SPACE ONLY

Build your own stand design.
(Minimum 2 units -18 m²):

- **Launch Rate:**
  USD 4,100 per unit
  Before/On 28 February 2020

- **Early Bird Rate:**
  USD 4,300 per unit
  From 29 February - 31 May 2020

- **Regular Rate:**
  USD 5,400 per unit
  From 01 June 2020 onwards

STANDARD PACKAGE

- **Launch Rate:**
  USD 4,900 per unit
  Before/On 28 February 2020

- **Early Bird Rate:**
  USD 5,150 per unit
  From 29 February - 31 May 2020

- **Regular Rate:**
  USD 5,600 per unit
  From 01 June 2020 onwards

PREMIUM PACKAGE

- **Launch Rate:**
  USD 5,400 per unit
  Before/On 28 February 2020

- **Early Bird Rate:**
  USD 5,600 per unit
  From 29 February - 31 May 2020

- **Regular Rate:**
  USD 6,100 per unit
  From 01 June 2020 onwards

IMPORTANT DATES

31 May 2020
EXHIBIT SPACE EARLY-BIRD RATE DEADLINE

17 November 2020
EXHIBITION BUILD-UP

20 November 2020
EXHIBITION TEAR-DOWN

23 October 2020
EXHIBIT SPACE REGISTRATION DEADLINE

SIGGRAPH ASIA 2020 DAEGU

SPONSORSHIP

Be our event sponsor, increase your exposure and optimize your participation, through customizable sponsorship packages.

Platinum Sponsor
USD 55,000

Gold Sponsor
USD 40,000

Silver Sponsor
USD 35,000

Bronze Sponsor
USD 20,000

HOST YOUR OWN TALK SESSION

Host exhibitor talk sessions at SIGGRAPH Asia to deliver in-depth information about your products and services, upcoming projects and recruitment plans. With either a single 90-minute session or a full-day room reservation for multiple sessions, you have the flexibility to fully engage the attendees.

SINGLE SESSION:
USD 3,500

MULTIPLE SESSIONS:
USD 12,000

OTHER ADVERTISING, SPONSORSHIP AND CREATIVE MARKETING OPPORTUNITIES

Advertising – Digital
- E-newsletter Banner Ad
- E-newsletter Featured Write-up
- Mobile App Banner Ad
- Official Website Leaderboard Banner Ad
- Official Website Square Banner Ad
- Official Website Registration Banner Ad

Advertising – Print
- Bag Inserts
- Standing Banner

Branding Opportunities
- Attendee Badge
- Charging Station
- Conference Bag
- Coffee and Tea Break Sponsor
- Lanyard
- Mascot Advertising
- Networking Lounge
- Official Reception Sponsor
- Student Volunteer Support

Conference Support and Sponsorship
- Conference USB Sponsor
- Program Sponsor
- Technology and Equipment Sponsor
  - 3D / DLP Projectors
  - Consumer Entertainment Games
  - Photography & Videography Equipment
  - Furniture such as Gaming Chairs, Bean Bags
  - Laptops
  - Screens
  - Workstations fitted with Microsoft Office
  - VR Headsets (Including mounts)

BE A PART OF SIGGRAPH ASIA IN DAEGU, SOUTH KOREA!

SIGGRAPH ASIA 2020 DAEGU

For more information, please contact:

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Koelnmesse Pte Ltd

SIGGRAPH Asia 2020
Exhibition & Sponsorship Management

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YouTube Youtube.com/ACMSIGGRAPH

in linkedin.com/company/acm-siggraph

> " It is great that there's that many talented people here looking beyond the now into that horizon, of what's coming? So, for us, that's validating because it matches what we're trying to do with their education provision. We've met so many people here who are way ahead of the majority of other people out there in this space."
>
> **Simon McIntyre**
> Associate Dean Education for UNSW (SIGGRAPH Asia 2019 Speaker)