

# SIGGRAPH ASIA 2020 DAEGU

SA2020.SIGGRAPH.ORG

#SIGGRAPHAsia | #SIGGRAPHAsia2020

## 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

## SIGGRAPH ASIA EXHIBITION & SPONSORSHIP PROSPECTUS

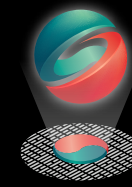
Sponsored by



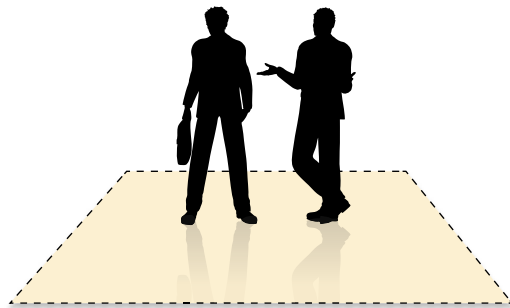
Organized by



# EXHIBIT PARTICIPATION FEES



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## SPACE ONLY

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

- **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

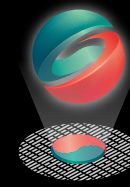
- **Launch Rate:** \_\_\_\_\_ USD 4,900 per unit  
Before/On 28 February 2020
- **Early Bird Rate:** \_\_\_\_\_ USD 5,150 per unit  
From 29 February - 31 May 2020
- **Regular Rate:** \_\_\_\_\_ USD 5,600 per unit  
From 01 June 2020 onwards

## 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

Note: Each unit is 9m<sup>2</sup>. Exhibit packages and booth visuals illustrated are subject to changes.

# SPEAKING OPPORTUNITIES



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## **EXHIBITOR TALK: USD 3,500** (Single session)

90-minute presentations are available on a first come, first served basis with no limitation on commercial content. Room includes standard AV equipment (microphone, projector and screen).



## **EXHIBITOR TALK: USD 12,000** (Multi-session possibilities)

Prefer to book a room for the entire day? There is a potential to organize up to four 90-minute sessions by booking a room for a entire day. Engage your audience with multiple sessions.



# TIERED SPONSORSHIP

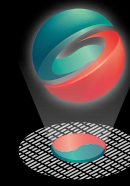


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	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
INVESTMENT	USD 55,000	USD 40,000	USD 35,000	USD 20,000
EXHIBIT SPACE	Up to 72m <sup>2</sup> Space Only Or 54m <sup>2</sup> Premium Package	Up to 36m <sup>2</sup> Space Only Or 27m <sup>2</sup> Premium Package	Up to 27m <sup>2</sup> Space Only Or 18m <sup>2</sup> Premium Package	18m <sup>2</sup> Space Only Or 9m <sup>2</sup> Premium Package
CONFERENCE PASS	<b>10 Full Conference Pass</b> (including 1 Electronic Theater & Reception Ticket each)	<b>6 Full Conference Pass</b> (including 1 Electronic Theater & Reception Ticket each)	<b>4 Full Conference Pass</b> (including 1 Electronic Theater & Reception Ticket each)	<b>2 Full Conference Pass</b> (including 1 Electronic Theater & Reception Ticket each)
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>10%</b> Exclusive Online Registration Code
COVERAGE IN E-NEWSLETTER	Featured Coverage with Logo/Product image & 200-word write-up with web link, on 2 issues	Featured Coverage with Logo/Product image, 200-word write-up with web link, on 1 issue	1 banner ad feature (300w x 250h pixels) with web link on 1 issue	-
SPONSOR RECOGNITION	<ul style="list-style-type: none"> <li>· Listing of Company Logo as Sponsor on Online, Print &amp; Mobile</li> <li>· Listing of Company Profile on 'Participating List of Companies &amp; Brands'</li> </ul>			
ON-SITE BRANDING EXPOSURE	<ul style="list-style-type: none"> <li>· Prominent Display of Company Logo on Entrance Arch</li> <li>· 1 Pull-up/Standing Banner Placement (Location to be decided by the SIGGRAPH Asia team.)</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 (Logo Exclusivity)</li> <li>· Attendee Badge Sponsor (Back of Badge Ad)</li> <li>· Reception Co-Sponsor</li> <li>· Conference Program Sponsor (Choice of Program)</li> <li>· Mobile App Banner Ad</li> <li>· Charging Station Ad Feature</li> </ul>	<b>Choose 2 Sponsorships:</b> <ul style="list-style-type: none"> <li>· Attendee Badge Sponsor (Back of Badge Ad)</li> <li>· Conference Program Sponsor (Choice of Program)</li> <li>· Mobile App Banner Ad</li> <li>· Website Leaderboard Banner Ad</li> <li>· Featured Write-up Coverage on E-newsletter</li> <li>· E-newsletter Banner Ad</li> <li>· Charging Station Ad Feature</li> </ul>	<b>Choose 2 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> <li>· Mobile App 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>

# BRANDING OPPORTUNITIES



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**OFFICIAL RECEPTION TITLE SPONSOR:**  
**USD 40,000**



**OFFICIAL RECEPTION CO-SPONSOR:**  
**USD 17,500**



**ATTENDEE NETWORKING LOUNGE:**  
**USD 10,000**



**LANYARD  
LOGO EXCLUSIVITY:**  
**USD 15,000** (Exclusive to 1 Sponsor)

**LOGO INCLUSION:**  
**USD 6,000** (Limited to 3 Sponsors)



**ATTENDEE BADGE: USD 10,000**  
Badges will be carried throughout the event by all attendees. It offers a prime back advertising spot and serves as a reminder of your presence at the event.



**CONFERENCE BAG: USD 15,000**  
Have our attendees advertise for you as they walk around the venue carrying bags printed with your brand and key message on one-side of the bag. Exclusive to 1 Sponsor. Production to be done by the SIGGRAPH Asia team.



**CONFERENCE PROGRAM SPONSOR:**  
**USD 8,000**



**CONFERENCE USB: USD 20,000**  
Place your brand on the USBs given out to all conference attendees. Production of 1,500 pieces with 64 GB capacity will be arranged by the SIGGRAPH Asia team.



**COFFEE & TEA BREAK SPONSOR:**  
**USD 14,500**

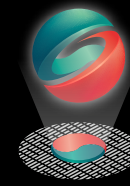


**LOGO FEATURE ON STUDENT  
VOLUNTEER UNIFORMS:**  
Exclusive to 5 sponsors:  
• Sleeve (Limited to 2): **USD 2,800**  
• Front Chest (Limited to 2): **USD 3,000**  
• Back of Uniform (Limited to 1): **USD 4,000**

A roving advertisement with maximum exposure.



# BRANDING OPPORTUNITIES



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## **OFFICIAL WEBSITE LEADER BOARD BANNER AD: USD 3,800**

Specifications: 728w x 90h pixels,  
rotated and hyperlinked.



## **OFFICIAL WEBSITE SQUARE BANNER AD: USD 2,500**

Specifications: 300w x 300h pixels,  
rotated and hyperlinked.



## **MOBILE APP BANNER AD: USD 10,000**

Specifications: To be advised.



## **E-NEWS BANNER AD: USD 2,000**

Specifications: 300w x 250h pixels,  
static and hyperlinked. This is a one-  
time feature.



## **E-NEWS LOGO + WRITE-UP: USD 2,200**

150 words write-up, web links  
accepted.



## **STANDING BANNER: USD 2,000**

Standing banner (provided by  
sponsoring company); strategically  
placed in high-traffic areas on-  
site during the event. A perfect  
opportunity to showcase your  
advertisement or session schedule to  
all attendees.



## **CHARGING STATION AD: USD 3,000**

Charging Stations are provided  
within the exhibition hall for the  
convenience of delegates to re-  
charge their devices. Place your  
company's advertisement here for  
extended exposure.

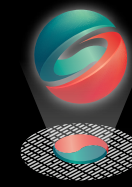


## **CONFERENCE BAG FLYER INSERTS (up to A4 size): USD 2,000**

A take-home marketing avenue for your  
advertising needs. Sponsored flyers will  
be inserted into the conference bags,  
distributed to delegates. Flyers to be  
provided and delivered to the venue by  
the sponsoring company.



# BRANDING OPPORTUNITIES



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## 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)**

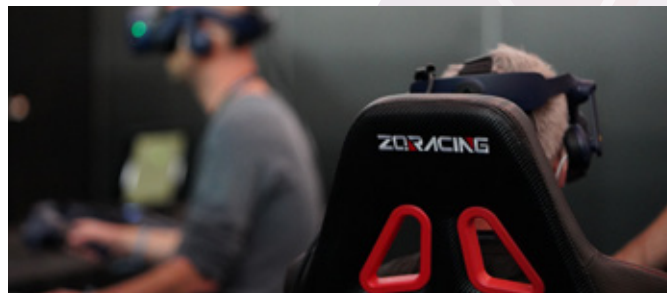
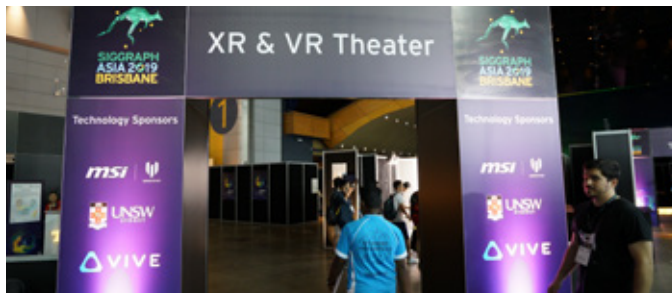


**SCREENS / PROJECTORS**



**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)

