COLOURFUL WORLD

Conference 6 - 9 December 2022
Exhibition 7 - 9 December 2022
EXCO, Daegu, South Korea
SA2022.SIGGRAPH.ORG
#SIGGRAPHAsia | #SIGGRAPHAsia2022

SPONSORSHIP & EXHIBITION PROSPECTUS

Sponsored by
Organized by
ABOUT SIGGRAPH Asia

Continuing the success of its first virtual event in 2020 and first hybrid event in 2021, SIGGRAPH Asia is excited to restart its gears for its 15th edition. This 6 – 9 December, SIGGRAPH Asia 2022, the 15th ACM SIGGRAPH Conference and Exhibition on Computer Graphics and Interactive Techniques in Asia, is set to take place in Daegu, South Korea.

The annual event, which rotates around the Asia-Pacific region, attracts the most respected technical and creative people from all over the world. The event is the hub for the launch of technical advancements, developmental learnings and business exchanges in computer graphics, animation, visual effects, virtual reality, motion capture and more.

SIGGRAPH Asia 2022 is where your organization can connect and meet some of the brightest minds in the Computer Graphics industry to further elevate your global brand presence.
SIGGRAPH ASIA SINCE 2008
Past Editions At-A-Glance

NO. OF ATTENDEES OVER THE PAST 14 EDITIONS

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>SINGAPORE</td>
<td>3,389</td>
</tr>
<tr>
<td>2009</td>
<td>YOKOHAMA, JAPAN</td>
<td>6,424</td>
</tr>
<tr>
<td>2010</td>
<td>SEOUL, SOUTH KOREA</td>
<td>9,238</td>
</tr>
<tr>
<td>2011</td>
<td>HONG KONG SAR, CHINA</td>
<td>7,734</td>
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<tr>
<td>2012</td>
<td>SINGAPORE</td>
<td>4,438</td>
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<tr>
<td>2013</td>
<td>HONG KONG SAR, CHINA</td>
<td>6,078</td>
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<tr>
<td>2014</td>
<td>SHENZHEN, CHINA</td>
<td>5,968</td>
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<tr>
<td>2015</td>
<td>KOBE, JAPAN</td>
<td>7,050</td>
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<tr>
<td>2016</td>
<td>MACAO SAR, CHINA</td>
<td>5,217</td>
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<tr>
<td>2017</td>
<td>BANGKOK, THAILAND</td>
<td>6,526</td>
</tr>
<tr>
<td>2018</td>
<td>TOKYO, JAPAN</td>
<td>9,735</td>
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<tr>
<td>2019</td>
<td>BRISBANE, AUSTRALIA</td>
<td>5,120</td>
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<tr>
<td>2020</td>
<td>VIRTUAL</td>
<td>1,500</td>
</tr>
<tr>
<td>2021</td>
<td>JAPAN + ONLINE</td>
<td>3,325</td>
</tr>
</tbody>
</table>

2020 & 2021 events took place during the Covid-19 pandemic.

TOP 10 VISITING COUNTRIES & REGIONS

- Australia
- China
- Hong Kong SAR
- Singapore
- Taiwan
- Canada
- Germany
- Japan
- South Korea
- United States of America
I am so impressed and grateful to the organizers for their remarkable accomplishment of bringing together a seamless and impactful SIGGRAPH Asia. It was a beautifully curated collection of creativity and technology, which was very much needed in this current situation. The event fulfilled beyond my hopes the goal of bringing to the forefront the incredible work done across the world that would have otherwise been hidden underneath today’s noise. Thank you, SIGGRAPH Asia!”

Matt Omernick
Co-Founder – Chief Creative Officer, Akili Interactive
(SIGGRAPH Asia 2021 Keynote Speaker)
**WHY & WHERE IN DAEGU?**

**Daegu, South Korea is the birthplace of Samsung,** a world-renowned multinational conglomerate. 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.

Attendees can easily get to Daegu via the three airports – Daegu International Airport, Gimhae International Airport, and Incheon International Airport.

The event will be held in Daegu Exhibition & Convention Center (EXCO), a leading event venue in the Daegu Metropolitan City. It has a suite of outstanding facilities and state-of-the-art services with a 22,159m² exhibition area, a grand ballroom, a 4,000-seat convention hall, a 1,300-seat auditorium, and a total of 23 conference rooms.
WHY PARTICIPATE?

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

NETWORK & FOSTER
new opportunities with over 8,000 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.

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

UP YOUR GAME
and bring your brand to a whole new level by being a part of SIGGRAPH Asia 2022.

CALLING ALL CG START-UPS
to be a part of 'The Incubator' where budding companies get to showcase, meet, and possibly garner support from the industry at special rates!

NEW!

WHY

SIGGRAPH Asia 2022
6 – 9 December 2022

SIGGRAPH Asia 2022
DAEGU

6

SIGGRAPH Asia 2022
6 – 9 December 2022
6
KEY EVENT SEGMENTS
What to Expect at SIGGRAPH Asia 2022 in Daegu + Online

EXHIBITION
- Physical and Digital Expo by the entire Computer Graphics ecosystem:
- Industry Job Fair
- Live demonstrations and workshops
- The Incubator for the CG Start-up Scene

NETWORKING
- Business Matching
- One-to-one Meetings
- Networking Lounges

CONFERENCE
- In-depth Technical Sessions
- In-person and live broadcast online
- Key programs:
  - Keynotes, Featured Sessions, Technical Papers, Art Gallery, Business & Innovation Symposium, Computer Animation Festival, Courses, Emerging Technologies, Games, Posters, Real-Time Live!, Technical Communications, XR & more
PARTICIPATION OPTIONS

- Exhibit Packages
- Speaking Opportunities
- Tiered Sponsorship
- Reception Sponsor
- Conference Sponsor
- Branding Opportunities (Onsite)
- Branding Opportunities (Digital)
## EXHIBIT PACKAGES

**Note:** Each unit is 9m². Exhibit packages and booth visuals illustrated are subject to changes.

<table>
<thead>
<tr>
<th>SPACE ONLY</th>
<th>STANDARD PACKAGE</th>
<th>PREMIUM PACKAGE</th>
<th>THE INCUBATOR</th>
</tr>
</thead>
</table>
| - Early Bird Rate: USDA 4,250/unit  
  Before/on 30 June 2022 | - Early Bird Rate: USDA 5,000/unit  
  Before/on 30 June 2022 | - Early Bird Rate: USDA 5,500/unit  
  Before/on 30 June 2022 | - Start-up area  
  Catered for the start-up scene to showcase their innovations. Requirement: Companies under 5 years with less than 50 employees. |
| - Regular Rate: USDA 5,500/unit  
  From 01 July 2022 onwards | - Regular Rate: USDA 6,000/unit  
  From 01 July 2022 onwards | - Regular Rate: USDA 6,500/unit  
  From 01 July 2022 onwards | - Regular Rate: USDA 1,250/unit |

| Early Bird Rate: USDA 5,500/unit  
  Before/on 30 June 2022 | Early Bird Rate: USDA 5,000/unit  
  Before/on 30 June 2022 | Early Bird Rate: USDA 5,500/unit  
  Before/on 30 June 2022 |

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

### IMPORTANT DATES

- **30 June 2022**  
  Exhibition Early Bird Rate Deadline
- **31 October 2022**  
  Exhibition Registration Deadline
- **6 December 2022**  
  Exhibition Build-Up
- **9 December 2022**  
  Exhibition Tear-Down
- **28 November 2022**  
  Virtual Exhibition To Go Live
- **4 November 2022**  
  Exhibition Profile & Talk Content Submission Deadline

*Dates and timeline are subject to changes without prior notice.*
SPEAKING OPPORTUNITIES

1 x Exhibitor Talk Session  USD 4,000
Single Session (90-min)

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 theater-seating setup for about 100 persons.

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

Multiple Exhibitor Talk Sessions  USD 15,000
Full Day Room Reservation or 4 x 90-min Sessions

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.
### TIERED SPONSORSHIP

<table>
<thead>
<tr>
<th>INVESTMENT</th>
<th>PLATINUM SPONSOR</th>
<th>GOLD SPONSOR</th>
<th>SILVER SPONSOR</th>
<th>CONFERENCE SPONSOR</th>
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<tbody>
<tr>
<td>USD 62,000</td>
<td>USD 55,000</td>
<td>USD 45,000</td>
<td></td>
<td>USD 30,000</td>
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<tr>
<td>EXHIBIT SPACE</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>NO. OF FULL CONFERENCE PASSES</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>10</td>
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<tr>
<td>ONLINE REGISTRATION DISCOUNT FOR ANY TICKET TYPES</td>
<td>25%</td>
<td>20%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>E-NEWSLETTER ADVERTISING</td>
<td>1 x Dedicated e-Newsletter 1 x Highlights Feature in SA’s e-Newsletter</td>
<td>1 x Dedicated e-Newsletter</td>
<td>1 x Highlights Feature in SA’s e-Newsletter</td>
<td>1 x Highlights Feature in SA’s e-Newsletter</td>
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<tr>
<td>SPONSOR RECOGNITION</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>SCREEN TIME ADVERTISING</td>
<td>10 secs</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>HYBRID BRANDING EXPOSURE</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>CONFERENCE BAG INSERTS</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>SOCIAL MEDIA FEATURE (Facebook, Twitter &amp; Instagram)</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>ADDITIONAL MARKETING OPTIONS</td>
<td>Choose 1 of the following: • Lanyard Sponsor (Exclusive) • Conference Bag (Exclusive - 1-side of Bag) • Attendee Badge (Exclusive - Back of Badge Ad) • Digital Platform Banner Ad</td>
<td>Choose 2 of the following: • Conference Bag (Exclusive - 1-side of Bag) • Attendee Badge (Exclusive - Back of Badge Ad) • Conference Program Sponsor (Choice of Program) • Screen Time Advertising 10 secs • Website Leaderboard Banner Ad • Highlights Feature on E-newsletter • e-newsletter Banner Ad</td>
<td>Choose 3 of the following: • Conference Program Sponsor (Choice of Program) • Logo on Student Volunteer Uniform (Placement first-come-first-serve basis) • Website Leaderboard Banner Ad • Highlights Feature on SA’s e-newsletter • e-newsletter Banner Ad</td>
<td>Prominent branding at the following programs taking place at the main stage: • Opening • Keynotes • Featured Sessions • Closing</td>
</tr>
</tbody>
</table>
RECEPTION SPONSORSHIP

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

TITLE SPONSOR (Exclusive):
USD 40,000

CO-SPONSOR:
USD 18,000

ENTITLEMENTS INCLUDE:
• Exhibit Space of 18m² Premium Package Booth on exhibition floor for brand activation
• 1 x Demo/Info Desk at Reception Venue
• Sponsor Logo branding at Reception Venue
• 1 x Video/Demo showcase at Reception Venue *Exclusive to Title Sponsor
• 2-minute Opening Speech during Reception *Exclusive to Title Sponsor
CONFERENCE SPONSORSHIP

ENTITLEMENTS INCLUDE:
- Prominent Onsite Sponsor Logo Branding on Main Entrance Arch Onsite and Online
- Sponsor Logo Acknowledgement on regular SIGGRAPH Asia 2022 e-Newsletters
- Listing of Company Profile on ‘Participating List of Companies & Brands’
- Sponsor Logo Branding on selected Program page (Online)

CONFERENCE PROGRAM SPONSOR:
USD 10,000

Associate your brand with a program of your choice!
Art Gallery, Business & Innovation Symposium, Computer Animation Festival, Courses, Emerging Technologies, Games, Posters, Real-Time Live!, Technical Papers, Technical Communications, XR and associate your brand with the latest industry developments / technical skills of each area.

TECHNOLOGY SPONSOR:
USD 10,000

As a technology sponsor, you will have the opportunity to take your brand activation to the next level!
Support the event with your company’s products and have attendees experience your product live during the event. Sponsor equipment* such as photography/videography equipment, screens, projectors, VR headsets, workstations, laptops and more.

*Delivery & collection of sponsored equipment to be handled and covered by sponsoring company.
CONFERENCE SPONSORSHIP

STUDENT VOLUNTEER PROGRAM SUPPORT
LOGO FEATURE ON - STUDENT VOLUNTEER UNIFORMS:

- Sleeve (Limited to 2 logos)
  USD 3,250
- Front Chest (Limited to 2 logos)
  USD 3,500
- Back of Uniform (Limited to 1 logo)
  USD 4,500

SPECIAL SESSIONS
30-minute sessions with the 2022 cohort of Student Volunteers at specific available timeslots (Limited to 2 slots)
USD 3,000

Note: Student Volunteer uniform designs illustrated are subjected to changes.
BRANDING OPPORTUNITIES (ONSITE)

**LANYARD**
Exclusive logo placement together with SIGGRAPH Asia 2022 logo (Exclusive to 1 Sponsor)
USD 16,500

**ATTENDEE BADGE**
Reserve a back-of-badge advertising spot as a reminder of your brand presence at the event. (Exclusive to 1 Sponsor)
USD 16,500

**CONFERENCE BAG**
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. 3,000 pieces, exclusive to 1 sponsor. Production will be handled by SIGGRAPH Asia Team.
USD 16,500

**BAG INSERTS**
1 x Flyer / Merchandise / Promotional Ad for Attendees
USD 2,000

**STANDING BANNER**
Strategically placed in high-traffic areas at the event, this is the perfect opportunity to feature your advertisement or session schedule for all attendees to see.
USD 2,500

**NETWORKING LOUNGE**
Seated lounge will be used by delegates who have arranged meetings through our official SIGGRAPH Asia Business Matching Platform.
USD 15,550

**CHARGING STATIONS**
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.
USD 5,500
BRANDING OPPORTUNITIES (DIGITAL)

SCREEN TIME ADVERTISING ON LIVE STAGE
Have your advertisement played on loop between sessions on the live stage. Video file to be provided by Sponsor, file specifications to be provided at a later date.

- 10 secs
  USD 4,000
- 15 secs
  USD 6,000
- 30 secs
  USD 8,000

WEBSITE ADVERTISING (Static & on rotation)

- Leader Board Banner Ad
  - 728w x 90h px (For Desktop)
  - 320w x 100h px (For Mobile)
  USD 4,000
- Square Banner Ad
  - 300 w x 300h px
  USD 3,200

VIRTUAL PRESENCE
- Exhibitor Profile on Virtual Platform
- Marketing Collateral Upload
- Targeted Lead Generation Through Analytics on Profile Page Visits, Talk Page Visits, Marketing Collateral Downloads
- Welcome Video on Exhibitor Profile
- Networking Opportunities
- Option to Purchase Additional Sponsorships for Online & Onsite
- Six (6) Exhibitor Pass equivalent to Full Conference Access
  USD 2,500

DIGITAL PLATFORM BANNER AD
USD 10,000

SOCIAL MEDIA FEATURE
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.
USD 2,200

VIRTUAL PLATFORM POP-UP AD FOR NEW REGISTRANTS
USD 10,000
BRANDING OPPORTUNITIES (DIGITAL)

E-NEWSLETTER ADVERTISING

- Banner Ad
  (300w x 250h px, static with hyperlink)
  USD 2,500

- Highlights Feature
  (30 words write-up with logo/image, weblinks accepted)
  USD 2,800

- Dedicated e-Newsletter
  Make a pre-event impression leading up to the event with a dedicated e-Newsletter sent to registered attendees of SIGGRAPH Asia 2022. *Limited to 3 exhibitors/sponsors. Available only as an add-on option for Exhibitors & Sponsors.
  USD 4,000

VIRTUAL EXHIBITOR TALK SESSION

Share your company’s products and services in a dedicated speaking session at SIGGRAPH Asia 2022. The session will be available on-demand for attendees to watch at their own time. All sessions will be promoted together with the overall conference program for a wider promotional outreach.
USD 3,500

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

SECURE YOUR PARTICIPATION TODAY!
Email exhibits_asia@siggraph.org