



# SIGGRAPH ASIA 2022 DAEGU, KOREA

## COLOURFUL WORLD

**Conference** 6 - 9 December 2022

**Exhibition** 7 - 9 December 2022

EXCO, Daegu, South Korea

[SA2022.SIGGRAPH.ORG](https://sa2022.siggraph.org)

#SIGGRAPHAsia | #SIGGRAPHAsia2022

## SPONSORSHIP & EXHIBITION PROSPECTUS

Sponsored by



Organized by





**CONNECT WITH THE  
COMPUTER GRAPHICS  
COMMUNITY FROM  
AROUND THE WORLD**

*SIGGRAPH Asia 2021 Attendees by Countries & Regions –  
Attended in-person and/or Online*

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.

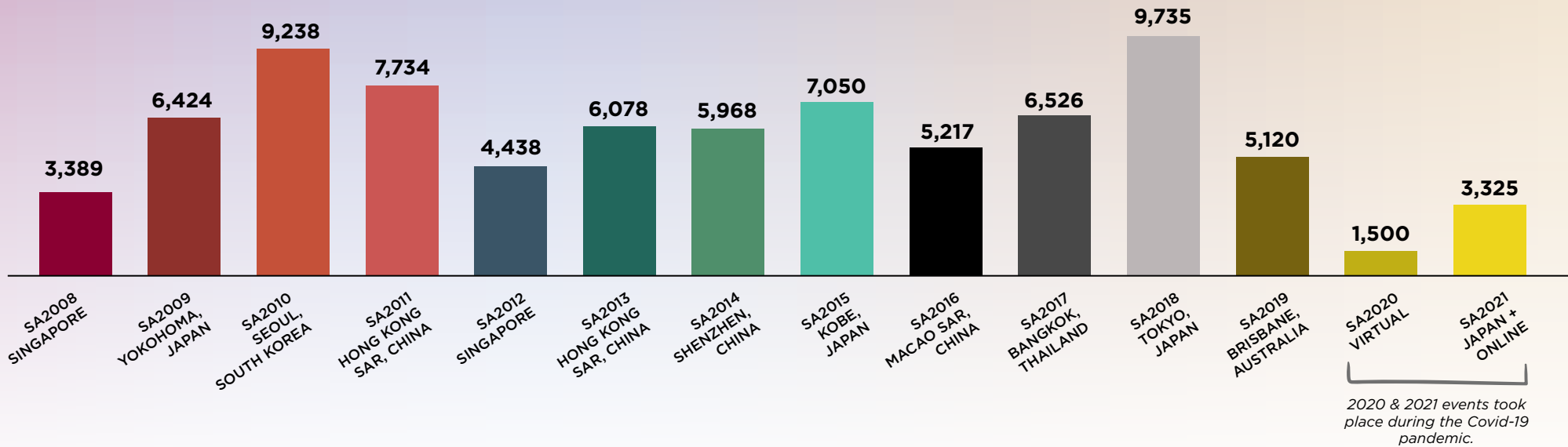
The annual event, which rotates around the Asia-Pacific region, attracts the most respected technical and creative people from all over the world. The event is the hub for the launch of technical advancements, developmental learnings and business exchanges in computer graphics, animation, visual effects,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

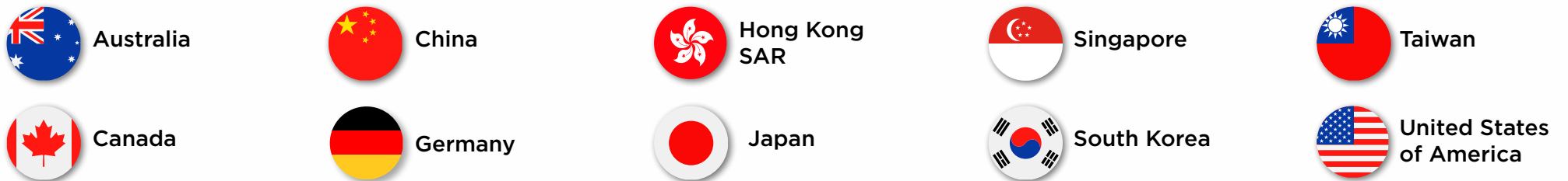
# SIGGRAPH ASIA SINCE 2008

Past Editions At-A-Glance

## NO. OF ATTENDEES OVER THE PAST 14 EDITIONS



## TOP 10 VISITING COUNTRIES & REGIONS



# SIGGRAPH ASIA 2021

Hybrid Edition At-A-Glance



*\*Attendee numbers represent both onsite and virtual attendance. Onsite attendance was high despite the onset of Omicron and closed borders in Japan.*

## WHO ATTENDS?

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

“ 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 22,159m<sup>2</sup> exhibition area, a grand ballroom, a 4,000-seat convention hall, a 1,300-seat auditorium, and a total of 23 conference rooms.

## ACCESSIBILITY

Participants can easily get to Daegu by using three airports which are Daegu International Airport, Gimhae International Airport and Incheon International Airport.



# WHY PARTICIPATE?

## NETWORK & FOSTER

new opportunities with over 8,000 leading experts, industry leaders, developers, potential investors, international media, young professionals, academia and more.

## STRENGTHEN

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

## UP YOUR GAME

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

## INSPIRE FUTURE GENERATIONS

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

## 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.



## 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!

# KEY EVENT SEGMENTS

What to Expect at SIGGRAPH Asia 2022 in Daegu + Online



## EXHIBITION

- Physical and Digital Expo by the entire Computer Graphics ecosystem:
  - Animation & Visual Effects, Augmented Reality, Cloud-based Systems, Computer Graphics, Interactive & Innovative Technologies, Gaming Technologies, Imaging, Virtual Reality & Simulation, Visualization & more
- 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



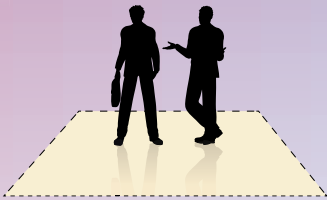
Branding Opportunities (Onsite)



Branding Opportunities (Digital)



# EXHIBIT PACKAGES



**NEW**

## SPACE ONLY

- **Early Bird Rate:**  
**USD 4,250/unit**  
Before/on 30 June 2022
  - **Regular Rate:**  
**USD 5,500/unit**  
From 01 July 2022 onwards
- Build your own stand design.  
(Minimum 2 units = 18m<sup>2</sup>):

## STANDARD PACKAGE

- **Early Bird Rate:**  
**USD 5,000/unit**  
Before/on 30 June 2022
- **Regular Rate:**  
**USD 6,000/unit**  
From 01 July 2022 onwards

## PREMIUM PACKAGE

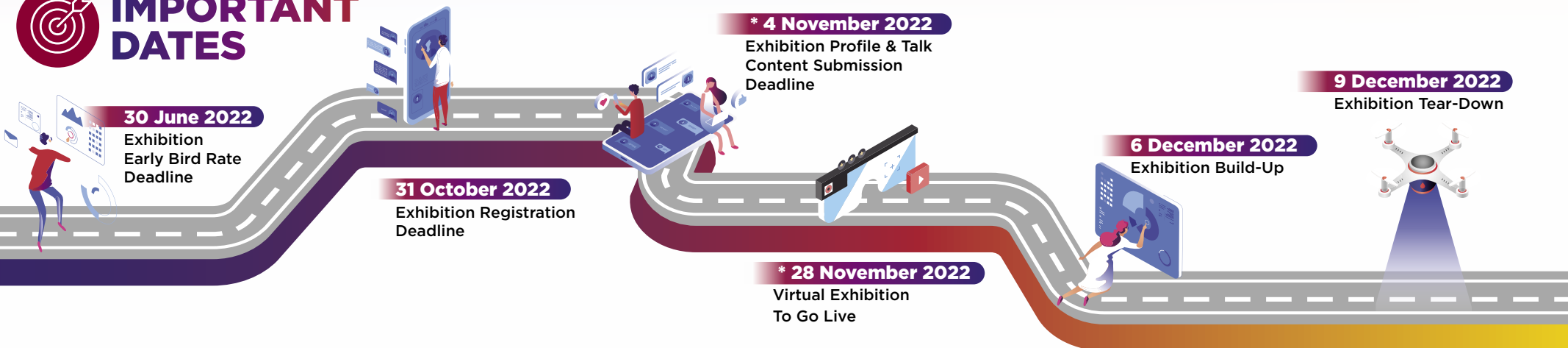
- **Early Bird Rate:**  
**USD 5,500/unit**  
Before/on 30 June 2022
- **Regular Rate:**  
**USD 6,500/unit**  
From 01 July 2022 onwards

## THE INCUBATOR

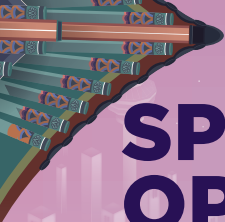
- **Start-up area**  
Catered for the start-up scene to showcase their innovations. Requirement: Companies under 5 years with less than 50 employees.
- **Regular Rate:**  
**USD 1,250/unit**

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

## IMPORTANT DATES



\*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

	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	CONFERENCE SPONSOR
INVESTMENT	USD 62,000	USD 55,000	USD 45,000	USD 30,000
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	-
NO. OF FULL CONFERENCE PASSES	10	6	4	10
ONLINE REGISTRATION DISCOUNT FOR ANY TICKET TYPES	25%	20%	15%	15%
E-NEWSLETTER ADVERTISING	1 x Dedicated e-Newsletter 1 x Highlights Feature in SA's e-Newsletter	1 x Dedicated e-Newsletter	1 x Highlights Feature in SA's e-Newsletter	1 x Highlights Feature in SA's e-Newsletter
SPONSOR RECOGNITION	✓	✓	✓	✓
SCREEN TIME ADVERTISING	10 secs	-	-	-
HYBRID BRANDING EXPOSURE	✓	✓	✓	✓
CONFERENCE BAG INSERTS	2	1	1	1
SOCIAL MEDIA FEATURE (Facebook, Twitter & Instagram)	2	1	1	1
ADDITIONAL MARKETING OPTIONS	<b>Choose 1 of the following:</b> <ul style="list-style-type: none"> <li>Lanyard Sponsor (<i>Exclusive</i>)</li> <li>Conference Bag (<i>Exclusive - 1-side of Bag</i>)</li> <li>Attendee Badge (<i>Exclusive - Back of Badge Ad</i>)</li> <li>Digital Platform Banner Ad</li> </ul>	<b>Choose 2 of the following:</b> <ul style="list-style-type: none"> <li>Conference Bag (<i>Exclusive - 1-side of Bag</i>)</li> <li>Attendee Badge (<i>Exclusive - Back of Badge Ad</i>)</li> <li>Conference Program Sponsor (<i>Choice of Program</i>)</li> <li>Screen Time Advertising 10 secs</li> <li>Website Leaderboard Banner Ad</li> <li>Highlights Feature on E-newsletter</li> <li>e-newsletter Banner Ad</li> </ul>	<b>Choose 3 of the following:</b> <ul style="list-style-type: none"> <li>Conference Program Sponsor (<i>Choice of Program</i>)</li> <li>Logo on Student Volunteer Uniform (<i>Placement first-come-first-serve basis</i>)</li> <li>Website Leaderboard Banner Ad</li> <li>Highlights Feature on SA's e-Newsletter</li> <li>e-Newsletter Banner Ad</li> </ul>	<b>Prominent branding at the following programs taking place at the main stage:</b> <ul style="list-style-type: none"> <li>Opening</li> <li>Keynotes</li> <li>Featured Sessions</li> <li>Closing</li> </ul>

# 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 18m<sup>2</sup> 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:

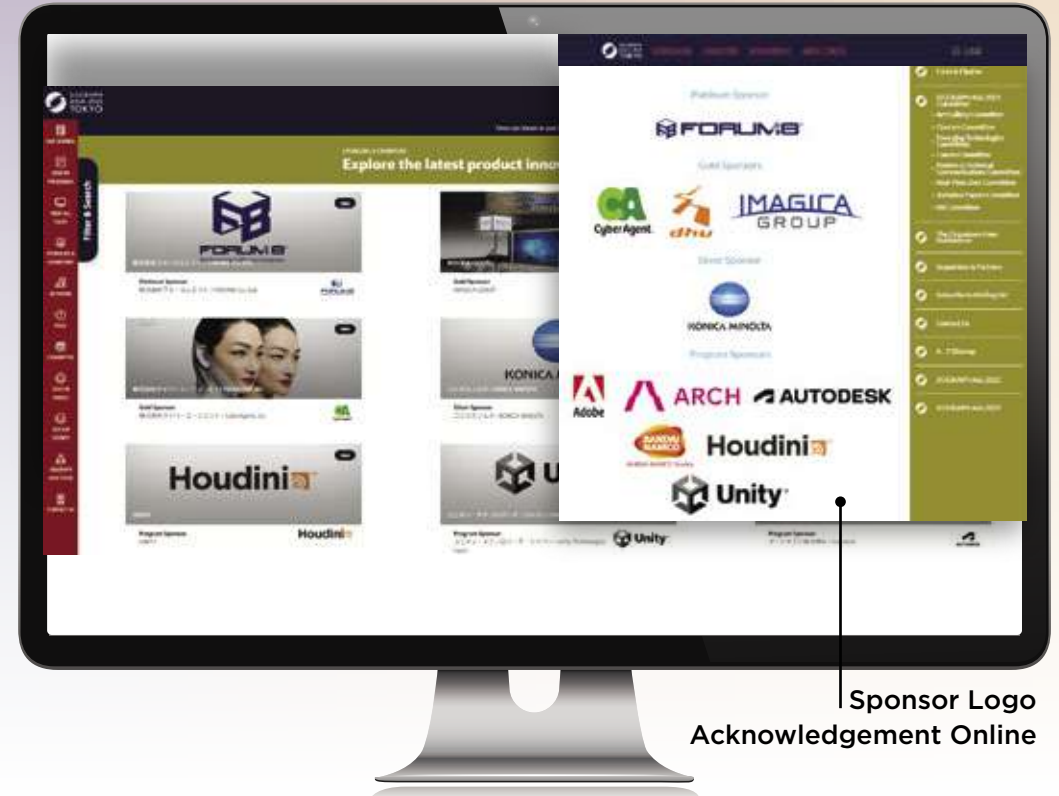
- Sleeve (Limited to 2 logos)  
**USD 3,250**
- Front Chest (Limited to 2 logos)  
**USD 3,500**
- Back of Uniform (Limited to 1 logo)  
**USD 4,500**



## SPECIAL SESSIONS

30-minute sessions with the 2022 cohort of Student Volunteers at specific available timeslots  
(Limited to 2 slots)

**USD 3,000**



Sponsor Logo  
Acknowledgement Online



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**



## 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**



## 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**



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

