

Sponsorship & Advertising Opportunities



Sponsorship is a high-impact, high-profile marketing technique that drives influential professionals to your exhibit, generates more qualified leads, and results in more sales.

For more information or to reserve ad space, contact:

**SIGGRAPH 2013
Exhibition Management**

Hall-Erickson, Inc.
98 East Chicago Avenue
Westmont, IL 60559 USA
+1.866.950.7444
+1.630.434.7779
exhibits@siggraph.org



SIGGRAPH 2013

The **40th** International **Conference** and **Exhibition** on **Computer Graphics** and **Interactive Techniques**

Conference 21–25 July 2013 **Exhibition** 23–25 July 2013

Anaheim Convention Center **Anaheim**, California USA

www.siggraph.org/s2013

Sponsor a Program

Want to show your support for one of the popular SIGGRAPH 2013 programs? Sponsorships offer extensive branding opportunities. Program-support investment begins at \$10,000. Pricing is based on exclusivity and the valuable sponsorship benefits you select. Ask Exhibition Management how we can help you connect with SIGGRAPH 2013 programs and show your ongoing support.



Make It Unique

Promote your organization's unique style. Serve popcorn at the Electronic Theater.

Provide enticing give-aways throughout the week.

Serve refreshments at your program's opening reception. Organize karaoke night at Emerging Technologies.

Donate mouse pads to the Studio. Be creative!

Art Gallery

The Art Gallery combines creativity and technology in a powerful aesthetic. Attendees experience how art and science coexist cohesively at SIGGRAPH 2013 and throughout the world.

Computer Animation Festival

The Computer Animation Festival is the best (and only) place to see the year's finest animation, visual effects, and scientific visualization. It's a four-day festival of excellence that all SIGGRAPH attendees put in their conference calendars. All four showings of the festival's Electronic Theater are available for sponsorship.

Emerging Technologies

Emerging Technologies presents unusual, surprising, visionary, and practical innovations in several fields, from displays and input devices to collaborative environments and robotics, and film and game technologies. Attendees schedule serious time in Emerging Technologies, to interact with the latest systems before they become hot topics in mainstream media and blogs.

Dailies

This celebration of excellence in computer graphics showcases images and short animations of extraordinary power and beauty. Dailies will astound the audience with sheer excellence in modeling, shading, animation, lighting, effects, and more. This is a where you can participate in the vibrant production culture that surrounds presenting and reviewing work that was completed despite seemingly endless obstacles.

Real Time Live!

Real-Time Live! is the premier showcase for the latest trends and techniques for pushing the boundaries of interactive visuals. An international jury selects submissions from a diverse array of industries to create a fast-paced, 45-minute show of cutting-edge, aesthetically stimulating real-time work. Each live presentation lasts less than five minutes, and is presented by the artists and engineers who produced the work.

Studio

In this collaborative working environment, the latest technologies and brightest minds come together to learn, experiment, and create. Attendees will explore the Studio and try out a wide range of new techniques and media with help from experienced hands. They will play with the latest in 3D printing, modeling, and animation software. The Studio brings ideas to life with tomorrow's technologies in gigapixel imaging, motion capture, and more.

Investment begins at \$10,000 for all programs

Event Sponsorships

Geek Bar

Maybe you have been to a sports bar with several sporting events taking place on a myriad of monitors around the bar. Welcome to the Geek Bar! The Geek Bar is an open academic and technical lounge space for full-conference attendees. Real-time human networking and streaming content from the SIGGRAPH 2013 session rooms will be broadcast on multiple monitors. Wireless access and comfy chairs are all part of what makes the Geek Bar popular. The Exclusive promotion opportunity includes recognition in promotional material as well as on-site signage.

Investment begins at \$35,000

Networking Dessert Reception

The highly successful Dessert Reception is back on Monday, 22 July! Delight in the bevy of desserts and as a sponsor take advantage of a concentrated, high-energy audience at the most anticipated social event which takes place the night before the Exhibition opens. Sponsorship includes the opportunity to deliver welcoming remarks and extensive branding.

Investment begins at \$20,000

Business Symposium

The Business Symposium provides an intimate, interactive forum for discussion of the business of our industry from a high-level, experiential vantage point. This full-day experience brings together leaders, creators, global business entrepreneurs, legal professionals, artists, financiers, producers, and executives from a broad spectrum of computer graphics, animation, education, motion pictures, gaming, and visual effects to explore the present and future of our industry and community. Sponsor a lunch break, coffee break or social after the daylong session. The Business Symposium will take place on Sunday, 21 July. The sponsorships include extensive branding for your company.

Investment begins at \$2,000

Achieve outstanding on-site brand visibility through the sponsorship of an event at SIGGRAPH 2013, all of which are popular and well-attended.

Customized Sponsorships To Fit Your Ideas and Budget

We can customize the perfect sponsorship package for your company's goals and budget. Regardless of your booth size or budget size, we can create opportunities to meet your needs.



Digital Advertising

Advertising in one or more of the SIGGRAPH 2013 conference's digital media outlets is an excellent way to reach our technology-driven audience. The SIGGRAPH 2013 web site and e-mail newsletter are the conference's main mode of digital communication to prospective attendees, and the registration site enjoys high traffic volume.



Tech Focus

The broad attendee base of the SIGGRAPH conference is comprised of engineers, researchers, artists, educators, and students - all of whom are avid users of technology.

SIGGRAPH 2013 Web Site

The SIGGRAPH site is the main source of information for attendees. It's the ideal place to promote your booth location and highlight your products and services in the months leading up to SIGGRAPH 2013. Ads run from the time they are received through four months following the event. Up to three ads are rotated per page.

Leaderboard Ads **\$2,800**
728px wide x 90px tall

Button Ads **\$2,100**
200px wide x 180px tall

JPEG and GIF Formats only.
Maximum file size 40K.
Animated GIFs are accepted.

Email Advertising in the SIGGRAPHITTI Newsletter

The SIGGRAPH 2013 email newsletter, which reaches 60,000+ prospects, can include your logo (180 x 150 pixels) linked to your web site. This opportunity is limited by the number of newsletters issued, and it's going fast.

\$2,500 per issue

Discount available for reserving multiple ads.

Attendee Registration Banner Ad - Exclusive

Include your company's message in a banner ad that's prominently displayed on the SIGGRAPH 2013 registration site. Your banner ad will appear throughout each step of the registration process as well as on the registration resource center site.

Registration Site Ad **\$4,000**
700px wide x 110px tall

JPEG and GIF Formats only.
Maximum file size 50K.
Animated GIFs are accepted.
Destination link for banner click-through.



Advertise at SIGGRAPH 2013

Print Ad in the Conference Locator

The Conference Locator is the wildly popular pocket program that all attendees refer to throughout SIGGRAPH 2013. It is widely distributed and includes conference information, daily schedules, maps of the local area, and exhibitor lists including booth numbers.

Back cover - Black and white \$2,000
Inside front cover - Black and white \$1,500
Full page - Black and white \$1,100

*All ad space must be reserved by 6 May 2013.
Final materials are due 25 May 2013.*

Advertise in the Electronic Theater

The Electronic Theater is the premier event for many attendees. As they review the past year's finest achievements in animation and visual effects, this exclusive audience of enthusiastic computer graphics professionals will be totally focused on the high-definition screen when your ad appears.

\$650 per advertisement or two for \$1,000

Aisle Signs

Increase awareness by exclusively displaying your company logo on all aisle signs throughout the show floor. Attendees will see your logo each time they look for an aisle number! Includes production, installation, and dismantle of double-sided aisle signs.

\$8,000 exclusive

Conference Locator Kiosks

With a conference as large as SIGGRAPH attendees need help finding their way. Sponsor a Conference Locator Kiosk and have your company's message on both sides of the Kiosk. Attendees won't be able to miss your message while finding where they are going.

Investment \$2,500

Standing Sign Boards

These signs are three feet wide by eight feet high, standing, double-sided boards located in high-traffic areas: a perfect opportunity to showcase your company logo and promotional message for all to see. Includes production, installation, and dismantle.

\$1,500 per sign

Lanyards

Each conference attendee will receive a lanyard for their badge holder. Include your company logo and message on 7,000 lanyards distributed.

\$3,000 for each opportunity
(plus production and shipping costs)

Up to three opportunities available.

Merchandise Bag Insert

Draw traffic to your booth by promoting your message in each of the merchandise bags distributed to thousands of attendees. Be creative with your advertisement in the bag - a game card, your message on a city map, lip balm, pens, a pedometer. We'll work with you on ideas that promote your message.

\$2,000

Advertiser is responsible for production and shipping costs.

Exhibitor Tech Talks

Host an Exhibitor Tech Talk to present more in-depth tutorials. These product educational sessions, open to all attendees, are promoted in promotional materials as well as on the web site. Tech Talks are presented in theater-style rooms.

\$2,000 per session

Convention Center Meeting Rooms

Need a quiet place away from the exhibition floor but within walking distance of your booth? A limited number of convention center meeting rooms are available for rental on a daily basis. The daily room rental rate is \$2,000 and comes with basic furnishing. Room sizes vary. Rooms are available on a first-come, first-serve basis and sell out quickly.

\$2,000 per day

Rapid Recharge Station

Sponsor the Rapid Recharge Station where attendees can recharge their laptops, mobile phones, tablets, and other devices. Your company logo and message will be displayed.

Investment \$5,000

Connect your brand with an attendee base that's on the move. Maximize your on-site visibility by participation in one or more of these great advertising opportunities.

Its All About Location

SIGGRAPH 2013 will attract thousands of attendees who will find themselves "Walking on Sunshine" in Orange County, home of the newly renovated Anaheim Convention Center, world-class dining, and a variety of nightlife and entertainment.

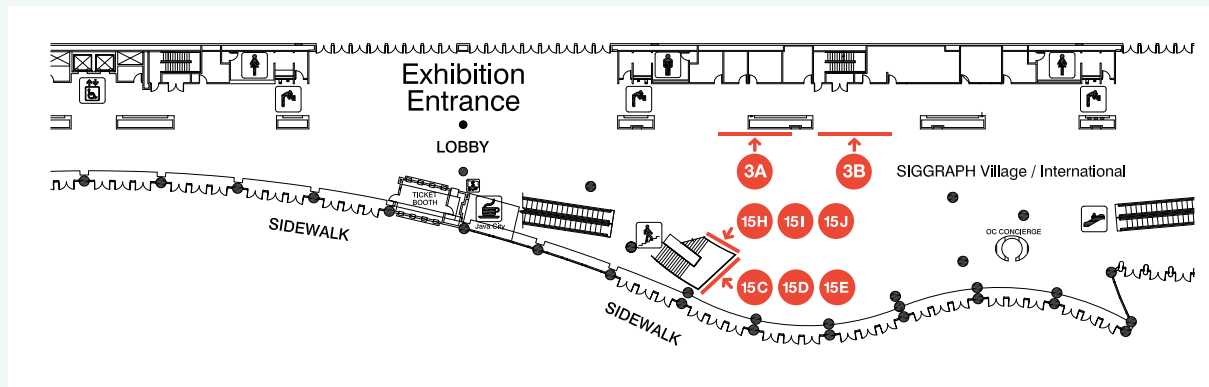
Convention Center Banners

Display your company banner in highly visible areas of the conference and exhibition. Grab attendees' attention when they arrive, register, walk to sessions, and leave for the day. Installation and dismantle are included in each package! The banners are identified by the numbers on the floorplan below. See following page for exact size and placement.

Main Lobby Maximum Visibility

Purchase groups of banners together for the highest promotional impact!

- 3A \$3,500
- 3B \$3,500
- 15C \$3,500
- 15D \$3,500
- 15E \$3,500
- 15H \$3,000
- 15I \$3,000
- 15J \$3,000



Sponsor is responsible for production and shipping costs.



Advertising Opportunities Continued



19'11"

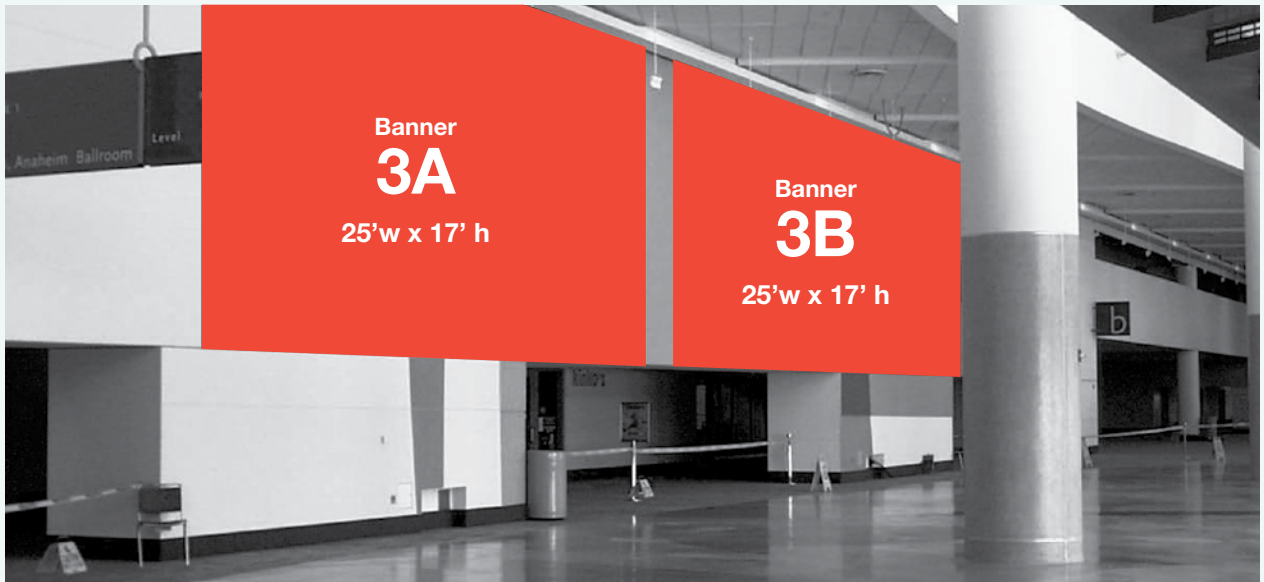
**Banners
15C, 15D, 15E**

4'4"

11'

**Banners
15H, 15I, 15J**

4'4"



**Banner
3A
25'w x 17' h**

**Banner
3B
25'w x 17' h**

Banners not drawn to scale.

Every effort has been made to ensure the accuracy of all information contained in these photos. However, no warranties, either expressed or implied, are made with respect to these photos. If the location of building columns, utilities, or other architectural components of the facility is a consideration in the construction or use of a graphic element, it is the sole responsibility of the client to physically inspect the facility to verify all dimensions and locations.

Sponsorship & Advertising Insertion Order

Exhibitor _____

Contact Person _____

Signature _____

Address _____

City _____

State/Province _____

Postal Code _____

Country _____

Telephone _____

Email _____

If you have questions, please contact:

Angela Chybik or Jennifer Ibe
SIGGRAPH 2013 Exhibition Management
+1.866.950.7444
+1.630.434.7779
exhibits@siggraph.org

Please send the contract to:

exhibits@siggraph.org
or
SIGGRAPH 2013 Exhibition Management
Hall-Erickson, Inc.
98 East Chicago Avenue
Westmont, Illinois 60559 USA

Please make checks payable to:

ACM SIGGRAPH 2013

Mail checks to:

ACM SIGGRAPH 2013 - Exhibits
P.O. Box 809124
Chicago, IL 60680-9124 USA

CANCELLATION POLICY

For Sponsorship Opportunities

The Sponsorship Agreement(s) is(are) entered into as of the date of the Sponsor's signature above. Sponsor is responsible for meeting all requirements and deadlines outlined in the Confirmation Letter as well as full payment with Agreement or upon receipt of invoice. This Agreement is binding and any attempt to cancel all or part of this Sponsorship Agreement shall result in the forfeit of 100% of the sponsorship fee.

For Advertising

Cancellation of space reservations are not accepted after the closing date for the selected advertising opportunity. Special positions may not be cancelled.

Digital Advertising

SIGGRAPH 2013 Web Site

- Leaderboard Banner Ad \$2,800
- Button Banner Ad \$2,100

SIGGRAPHITTI 2013 E-Newsletter

Description/Logo \$2,500

- April Newsletter
- May #1 Newsletter
- May #2 Newsletter
- June #1 Newsletter
- June #2 Newsletter
- July Newsletter

Attendee Registration

- Banner Ad \$4,000

Print Advertising

Conference Locator

- Full Page \$1,100
- Back Cover \$2,000
- Inside Front Cover \$1,500

Sponsorship Opportunities

- Electronic Theater Slides x1 \$650
- Electronic Theater Slides x2 \$1,000
- Aisle Signs \$8,000
- Standing Sign Boards \$1,500
- Lanyards \$3,000
- Merchandise Bag Insert \$2,000
- Exhibitor Tech Talks \$2,000
- Convention Center Meeting Rooms \$2,000
- Conference Locator Kiosk \$2,500
- Rapid Recharge Station \$5,000

Convention Center Banners*

- Banner 15C \$3,500
- Banner 15D \$3,500
- Banner 15E \$3,500
- Banner 15H \$3,000
- Banner 15I \$3,000
- Banner 15J \$3,000
- Banner 3A \$3,500
- Banner 3B \$3,500

*Banner package discount available.

Total Order: \$

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