SIGGRAPH ASIA 2024 TOKYO 東京

SPONSORSHIP & EXHIBITION

Curious Minds

Conference | 3–6 December 2024
Exhibition | 4–6 December 2024
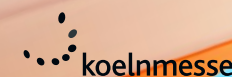Venue | Tokyo International Forum, Japan

ASIA.SIGGRAPH.ORG/2024

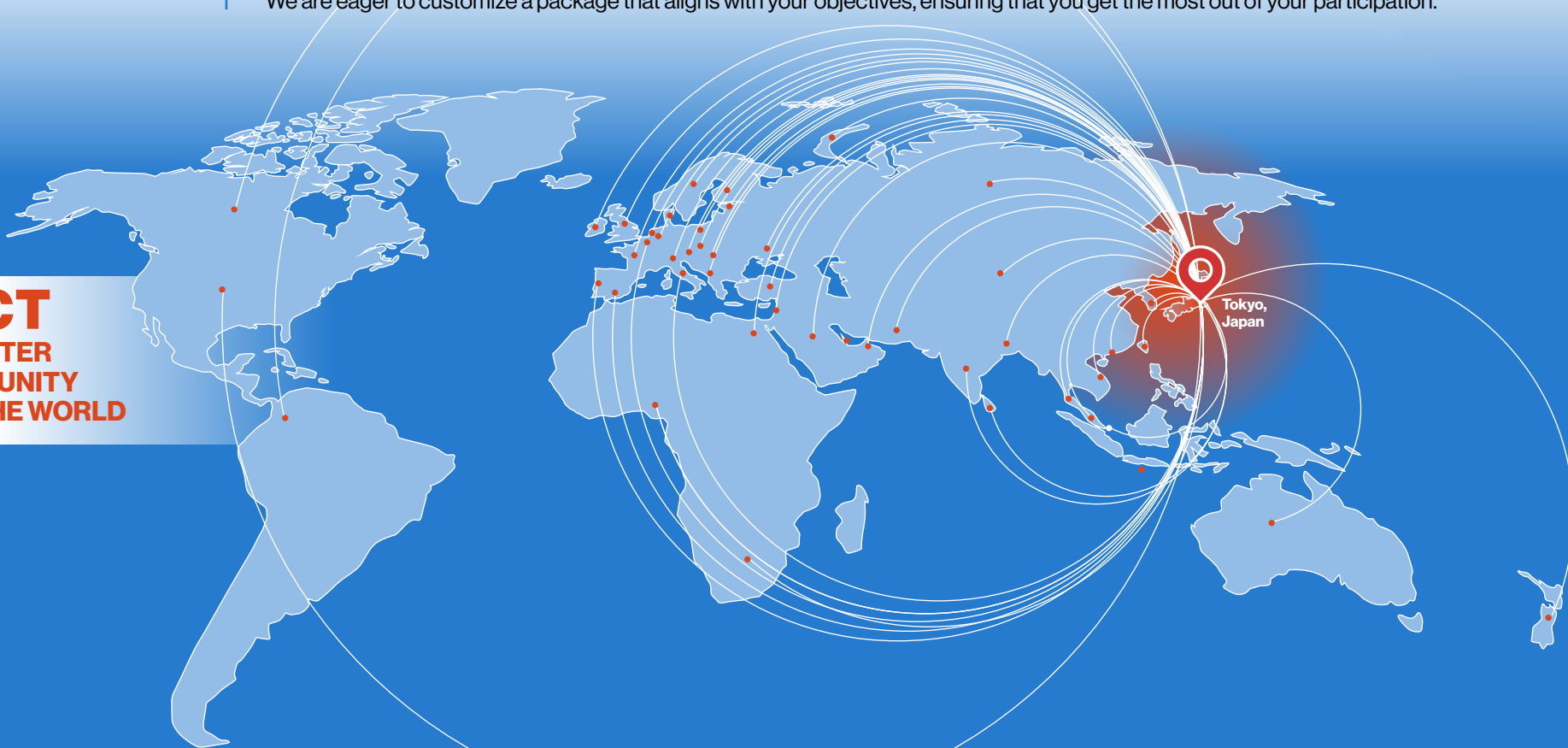Sponsored by

acm

Organized by

koelnmesse

ABOUT
SIGGRAPH ASIA

Welcome to the 17th annual Computer Graphics and Interactive Techniques conference and exhibition in Asia, SIGGRAPH Asia 2024!

We are thrilled to extend an invitation to exhibitors and sponsors for the upcoming premier event that unites professionals across the realms of computer graphics, interactive techniques, and related industries. Set against the backdrop of the vibrant city of Tokyo, Japan, from 3rd to 6th December, this year's event promises an unparalleled experience.

As an exhibitor or sponsor, you will have the opportunity to showcase your products and services to a highly targeted and engaged audience. This is a unique opportunity to network with potential customers and partners, hire from a pool of very talented student volunteers, and to gain visibility for your brand. Explore the details of the event and discover what SIGGRAPH Asia 2024 has to offer. We are eager to customize a package that aligns with your objectives, ensuring that you get the most out of your participation.
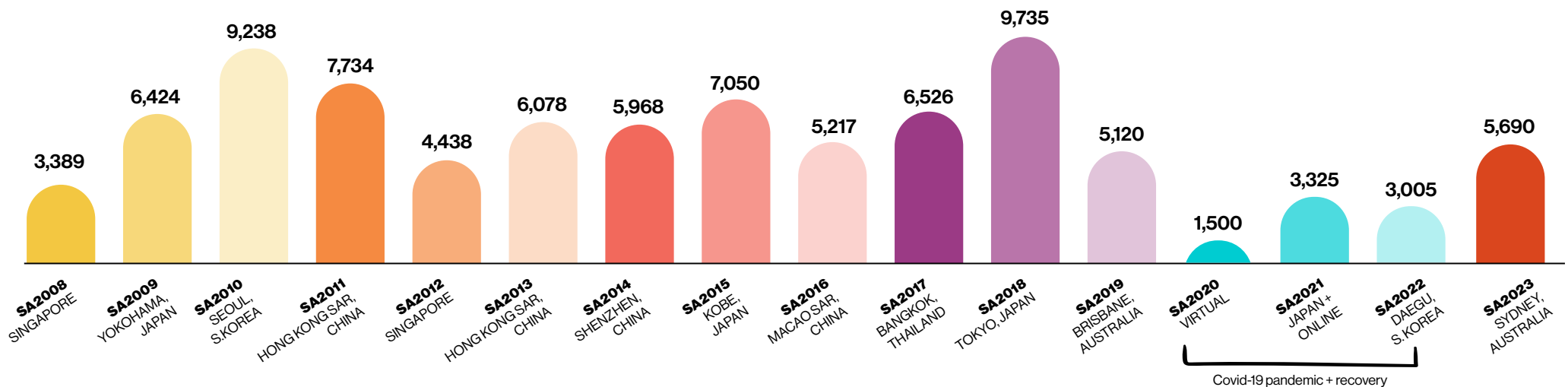
CONNECT
WITH THE COMPUTER GRAPHICS COMMUNITY FROM AROUND THE WORLD

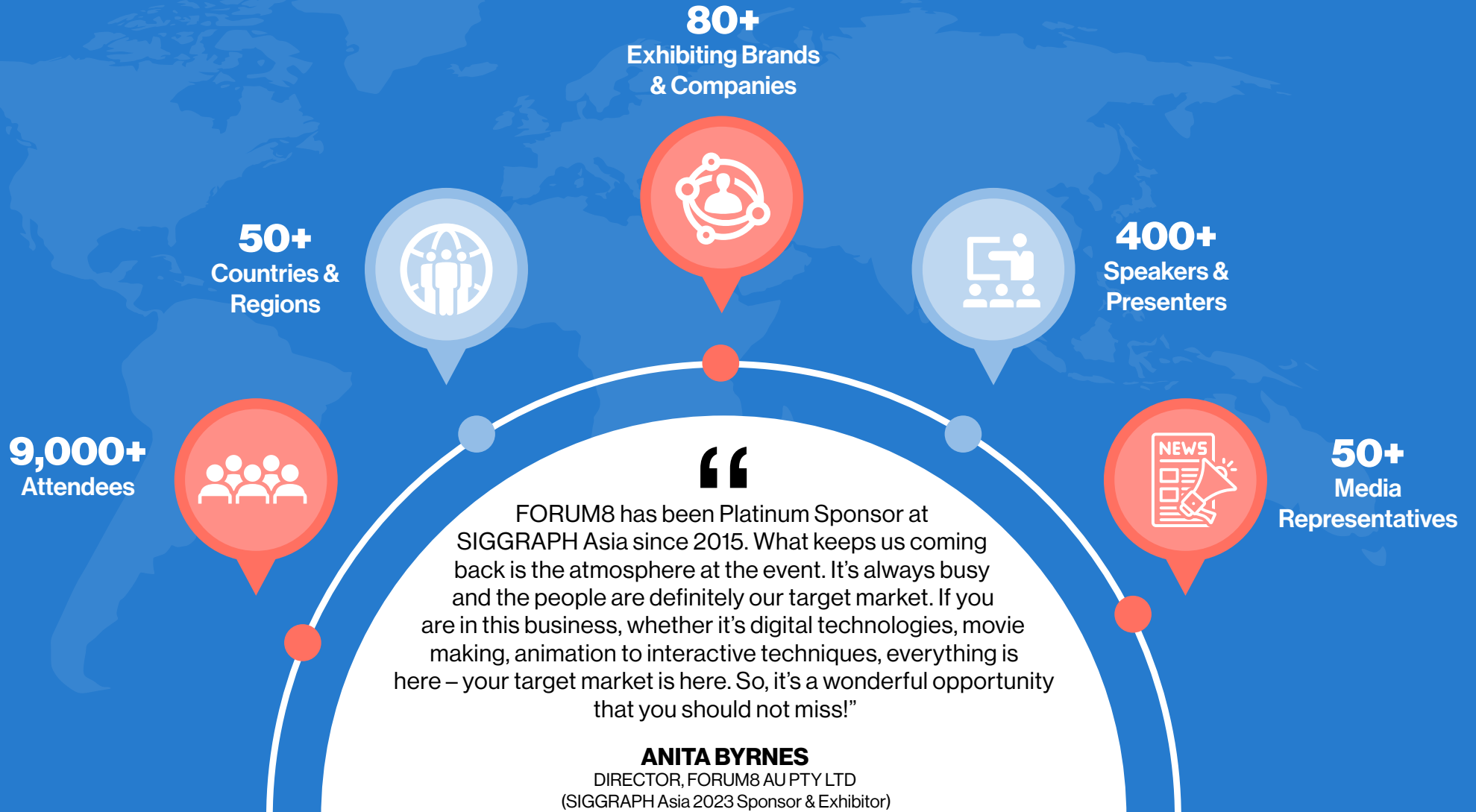Tokyo, Japan

SINCE 2008
Past SA Editions At-A-Glance

NO. OF ATTENDEES OVER THE PAST 16 EDITIONS

Bar chart of attendees by edition:

- SA2008, SINGAPORE: 3,389
- SA2009, YOKOHAMA, JAPAN: 6,424
- SA2010, SEOUL, S.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
- SA2020, VIRTUAL: 1,500
- SA2021, JAPAN + ONLINE: 3,325
- SA2022, DAEGU, S.KOREA: 3,005
- SA2023, SYDNEY, AUSTRALIA: 5,690

Covid-19 pandemic + recovery

EXPECTED VISITING COUNTRIES & REGIONS

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

2024 EXPECTED ATTENDANCE

80+
Exhibiting Brands & Companies

50+
Countries & Regions

400+
Speakers & Presenters

9,000+
Attendees

50+
Media Representatives

> "
> FORUM8 has been Platinum Sponsor at SIGGRAPH Asia since 2015. What keeps us coming back is the atmosphere at the event. It's always busy and the people are definitely our target market. If you are in this business, whether it's digital technologies, movie making, animation to interactive techniques, everything is here – your target market is here. So, it's a wonderful opportunity that you should not miss!"

ANITA BYRNES
DIRECTOR, FORUM8 AU PTY LTD
(SIGGRAPH Asia 2023 Sponsor & Exhibitor)

WHY TOKYO?

Tokyo, the host city for SIGGRAPH Asia 2024, boasts a remarkable track record of success, having previously hosted the event in 2018 and 2021. With Tokyo recently acclaimed by Condé Nast Traveler and anticipated growth in international travel, SIGGRAPH Asia 2024 expects even higher participation levels.

As a global destination at the forefront of computer graphics development, Tokyo showcased its technological prowess during the 2020 Olympic and Paralympic Games. With Japan's focus on the success of Expo 2025 Osaka and the anticipation of cutting-edge technological developments, SIGGRAPH Asia 2024 presents a valuable opportunity for Japanese researchers and students to engage with international participants, fostering discussions on state-of-the-art technologies both before and during the event.

© Tokyo International Forum Co., Ltd.

WHY PARTICIPATE?

TRADE EXHIBITION & EXPERIENCE HALL

STRENGTHEN
your market presence and brand in the Asia Pacific Region by being a part of SIGGRAPH Asia 2024.

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.

START-UP ZONE

MAKE YOUR MARK
showcase and present your products & services to the SIGGRAPH Asia community. Special rates available!

CONFERENCE SESSIONS

MAKE AN IMPACT
with engaging talk sessions

INSPIRE FUTURE GENERATIONS
Leverage on our strong community of Student Volunteers where hundreds of students, graduates and post-graduates come together to support the event.

NETWORKING LOUNGE

CONNECT & NETWORK
with 9,000 leading experts, industry leaders, developers, potential investors, international media, young professionals, academia and more from across the globe.

PARTICIPATION OPTIONS

Exhibit Packages

Speaking Opportunities

Tiered Sponsorship

Conference Sponsorship

Reception Sponsorship

Networking Opportunities

Unique Branding Opportunities

Branding Opportunities (Onsite)

Branding Opportunities (Digital)

EXHIBIT PACKAGES

	SPACE ONLY (min. 2 units)	STANDARD BOOTH	PREMIUM BOOTH (min. 2 units)	START-UP KIOSK
Early Bird (By 30 June 2024)	USD 4,500 / unit	USD 5,750 / unit	USD 6,500 / unit	USD 1,500 / unit
Regular Rate (From 01 July 2024 Onwards)	USD 5,500 / unit	USD 6,750 / unit	USD 7,500 / unit	Requirement: Companies under 5 years with less than 50 employees

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

MARKETING PACKAGE

COMPLIMENTARY

- Company Listing (Company name, country, booth no.)
- Business networking account
- Onsite Job Board Placement
- Exhibitor badges according to booth size

ADD ON (USD 1,500)

- Logo feature on company listing
- Additional 5 exhibitor badges
- Social media feature

IMPORTANT DATES

30 June 2024
Exhibition Early Bird Rate Deadline

1 November 2024
Exhibition Registration Deadline

8 November 2024
Exhibition Profile & Talk Content Submission Deadline

3 December 2024
Exhibition Build-Up

6 December 2024
Exhibition Tear-Down

SPEAKING OPPORTUNITIES

EXHIBITOR
TALK SESSION   USD 5,000
Single Session

Engage your audience through 90-minute presentations (2 hours including setup), with limitless commercial content. Onsite logistics arrangements will be taken care of by the organizer, providing support such as basic AV equipment (microphone, screen, projector), general tech support and theater-seating setup for about 100 persons.

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

MULTIPLE EXHIBITOR
TALK SESSIONS   USD 18,500
Full Day Room Reservation

Looking at hosting more than 1 session? With a full-day room reservation, you will have the flexibility to create a program which fits your brand strategy best, allowing you to maximize your presence at the event.

All sessions will be promoted together with the overall conference agenda for a wider promotional reach.

ENGAGE AND NETWORK with your audience - Contact us for more information on supplementary F&B packages.

TIERED SPONSORSHIP

	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR
INVESTMENT	**USD 70,000**	**USD 50,000**	**USD 40,000**
EXHIBIT SPACE	Up to 72m² Space Only OR 54m² Premium Package	Up to 54m² Space Only OR 36m² Premium Package	Up to 54m² Space Only OR 36m² Premium Package
NO. OF FULL CONFERENCE PASSES	10	6	4
ONLINE REGISTRATION DISCOUNT FOR ANY TICKET	25%	20%	20%
MARKETING PACKAGE	✓	✓	✓
E-NEWSLETTER ADVERTISING	1 x Dedicated e-Newsletter	2 x Highlights Feature in SA's e-Newsletter	1 x Highlights Feature in SA's e-Newsletter
SPONSOR RECOGNITION	✓	✓	✓
DIGITAL ADVERTISING	10 secs Screen Time Advertising in Main Hall	Website Leaderboard Banner Ad	Website Leaderboard Banner
CONFERENCE BAG INSERTS	1	1	1
ADDITIONAL MARKETING OPTIONS	Choose 1 of the following: • **Lanyard Sponsor** (Exclusive) • **Attendee Badge** (Exclusive - Back of Badge Ad)	Choose 1 of the following: • ~~**Conference Bag** (Exclusive – 1 side of Bag)~~ • **Conference Program Sponsor** (Choice of Program) • **15 secs Screen Time Advertising**	-

(Platinum Sponsor column marked: SOLD OUT)

CONFERENCE SPONSORSHIP

ENTITLEMENTS INCLUDE:

- Prominent Onsite Sponsor Logo Branding on Main Entrance Arch Onsite and Online
- Sponsor Logo Acknowledgement on regular SIGGRAPH Asia 2024 e-Newsletters
- Listing of Company Profile on 'Participating List of Companies & Brands'
- Sponsor Logo Branding on selected Program page (Online)

CONFERENCE PROGRAM SPONSOR:
USD 12,500

Associate your brand with a program of your choice!

Conference programs include:
Art Gallery, Art Papers, Computer Animation Festival, Courses, Educator's Forum, Emerging Technologies, Games, Posters, Real-Time Live!, Technical Communications, Technical Papers, and XR.

TECHNOLOGY SPONSOR:
USD 12,500

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.

RECEPTION SPONSORSHIP

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

**TITLE SPONSOR
(Exclusive):**
USD 35,000

CO-SPONSOR:
USD 20,000

ENTITLEMENTS INCLUDE:
- 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

NETWORKING OPPORTUNITIES

NETWORKING LOUNGE SPONSOR:

USD 20,000

Seated lounge will be used by delegates who have arranged meetings through our official SIGGRAPH Asia Business Matching Platform.

EXPERIENCE HALL MIXER SPONSOR:

USD 20,000   ~~SOLD OUT~~

Be part of the conference mixer everyone is talking about!
Support the Experience Hall Mixer and be the company that brings together innovators and trailblazers. The Mixer will be held within the Experience Hall, allowing your brand high visibility.

*No groundwork needed on your end, we will handle all the logistics for you.

UNIQUE BRANDING OPPORTUNITIES

Set your brand apart – Explore unique branding opportunities at SIGGRAPH Asia!

BARISTA CART:
USD 10,000 SOLD OUT

Be the brand that initiates and fosters conversations over coffee. The Barista Cart will provide attendees with refreshments during the event.

CHARGING STATION:
USD 18,000

You've got the juice! Feature your brand on the highly sought after charging stations.

OFFICIAL SIGGRAPH ASIA TOKEN:
USD 20,000 SOLD OUT

Have your logo featured on the official SIGGRAPH Asia token. This token will be distributed to speakers, committee members, exhibitors, sponsors, media, and select SIGGRAPH Asia attendees.

PHOTOWALL:
USD 15,000

A mandatory photo-spot for every attendee. Be a photowall sponsor and increase your brand visibility and reach!

Your logo will alternate with SIGGRAPH Asia logo on the backdrop.

CONFERENCE SPONSORSHIP
- Student Volunteer

**LOGO FEATURE ON
- STUDENT VOLUNTEER UNIFORMS:**

- **Sleeve (Limited to 2 logos)**
  USD 3,500 ~~SOLD OUT~~

- **Front Chest (Limited to 2 logos)**
  USD 4,000 *ONLY 1 SPOT LEFT!*

- **Back of Uniform (Limited to 1 logo)**
  USD 5,000 ~~SOLD OUT~~

Note: Student Volunteer uniform designs illustrated are subjected to changes.

BRANDING OPPORTUNITIES
- Onsite

LANYARD
Exclusive logo placement together with SIGGRAPH Asia 2024 logo
(Exclusive to 1 Sponsor)
USD 25,000 ~~SOLD OUT~~

ATTENDEE BADGE
Reserve a back-of-badge advertising spot as a reminder of your brand presence at the event.
(Exclusive to 1 Sponsor)
USD 25,000 ~~SOLD OUT~~

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. 5,000 pieces, exclusive to 1 sponsor. Production will be handled by SIGGRAPH Asia Team.
USD 20,000 ~~SOLD OUT~~

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 3,000

BAG INSERTS
1 x Flyer / Merchandise / Promotional Ad for Attendees
USD 2,500

FRONT   BACK

BRANDING OPPORTUNITIES
- Digital

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

- **10 secs**
  USD 8,000
- **15 secs**
  USD 10,000
- **30 secs**
  USD 15,000

WEBSITE ADVERTISING
(Static & on rotation)

- **Leader Board Banner Ad**
  - 728w x 90h px (For Desktop)
  - 320w x 100h px (For Mobile)

  USD 8,000
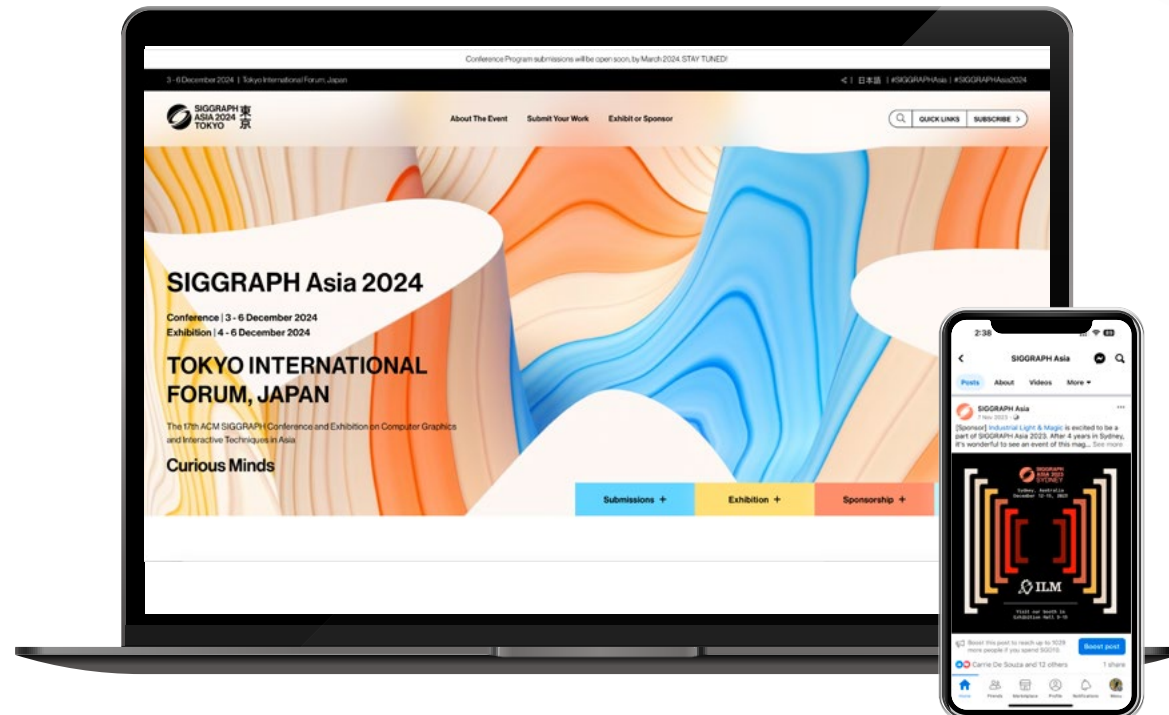
- **Square Banner Ad**
  - 300w x 300h px

  USD 3,500

SOCIAL MEDIA FEATURE
Promote product launches and latest company updates on SIGGRAPH Asia's official social media platforms (Facebook/X/Instagram/LinkedIn) and gain direct access to the global community.

USD 3,000

BRANDING OPPORTUNITIES
- Digital

E-NEWSLETTER ADVERTISING

- **Banner Ad**
  (300w X 250h px, static with hyperlink)
  ### USD 3,000

- **Highlights Feature**
  (30 words write-up with logo/image, weblinks accepted)
  ### USD 3,500

- **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 2024.
  Limited to 3 exhibitors/sponsors. Available only as an add-on option for Exhibitors & Sponsors.
  ### USD 8,000 **SOLD OUT**

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