



**SIGGRAPH
ASIA 2023
SYDNEY**

SPONSORSHIP & EXHIBITION

Connecting STORIES

The 16th ACM SIGGRAPH Conference and Exhibition on
Computer Graphics and Interactive Techniques in Asia

CONFERENCE 12 - 15 December 2023

EXHIBITION 13 - 15 December 2023

ICC, Sydney, Australia

[ASIA.SIGGRAPH.ORG/2023](https://asia.siggraph.org/2023)



Sponsored by



Organized by



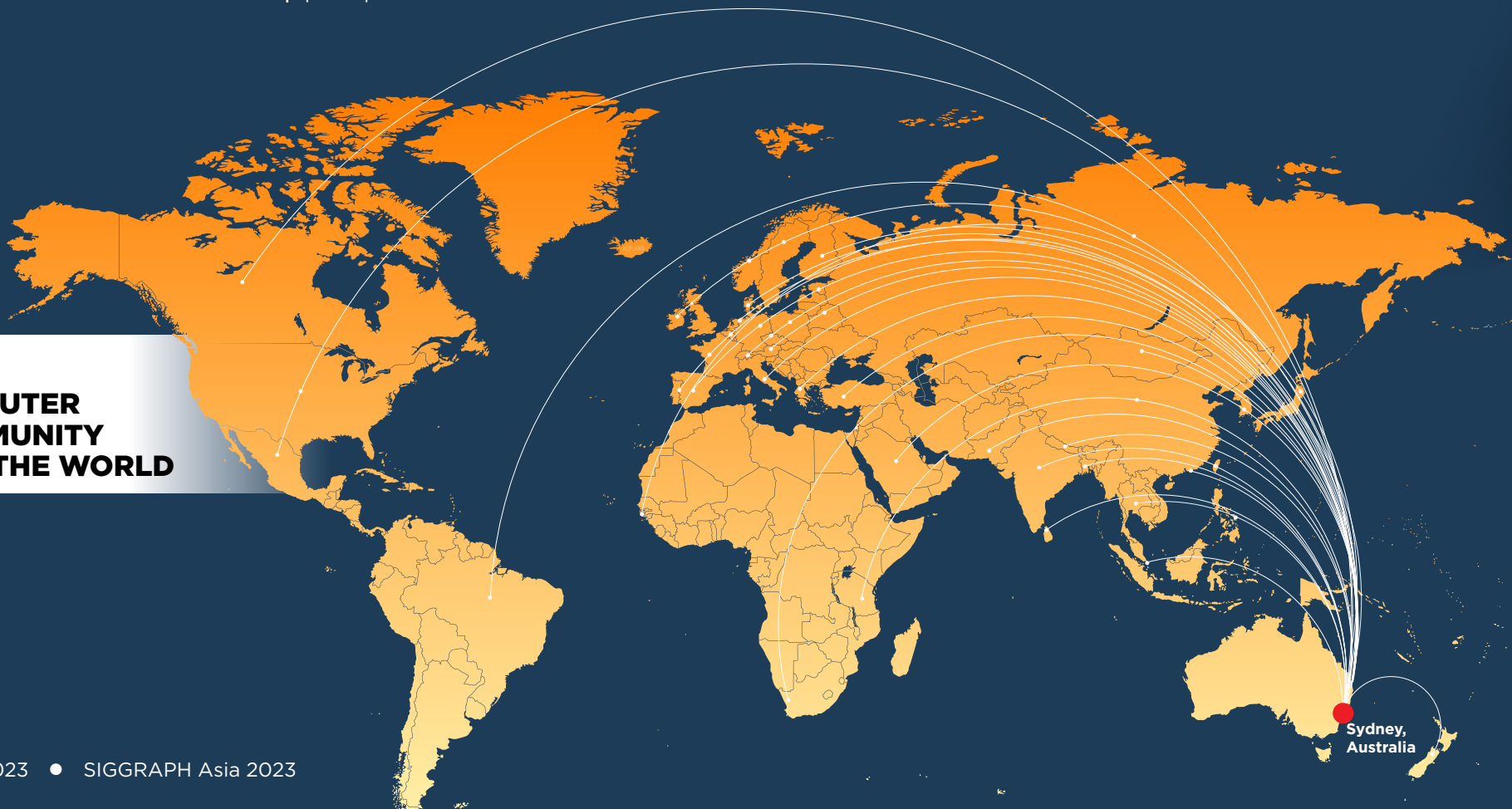
ABOUT **SIGGRAPH Asia**

Welcome to the 16th annual Computer Graphics and Interactive Techniques conference and exhibition in Asia, SIGGRAPH Asia 2023!

We are excited to invite exhibitors and sponsors to participate in this premier event, which brings together professionals from the fields of computer graphics, interactive techniques, and related industries. This year, the event will be hosted in Sydney, Australia from 12 - 15 December.

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. Read on for more details on the event, what we can offer, and we are happy to customize a package that meets your objectives and helps you to get the most of out of your participation.

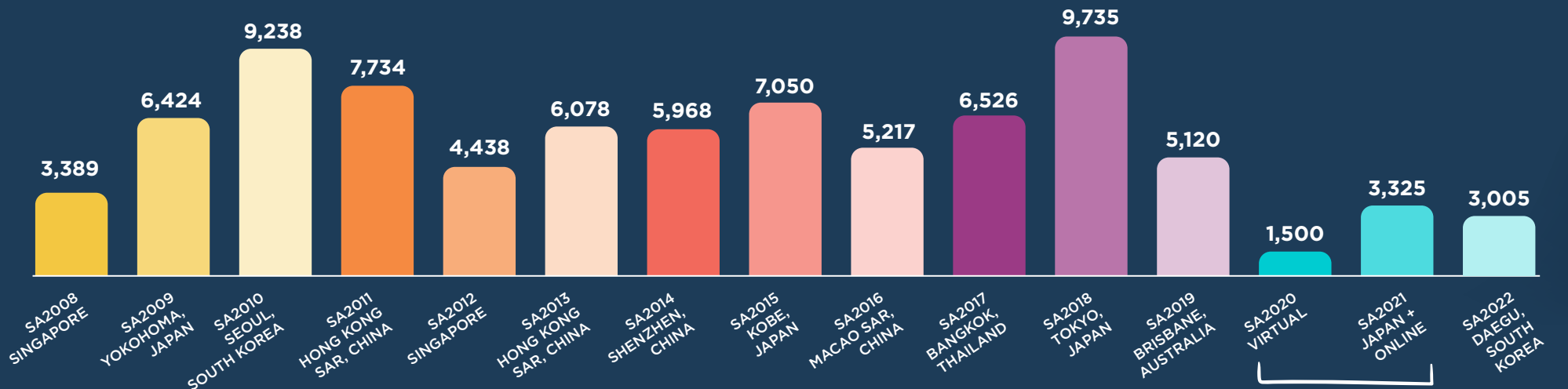
**CONNECT
WITH THE COMPUTER
GRAPHICS COMMUNITY
FROM AROUND THE WORLD**



SINCE 2008

Past SA Editions At-A-Glance

NO. OF ATTENDEES OVER THE PAST 15 EDITIONS



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

* international attendees still faced travel restrictions

TOP 10 VISITING COUNTRIES & REGIONS



2023 EXPECTED ATTENDANCE



WHY & WHERE IN SYDNEY?

As the largest economy in Australia and the ninth largest in the Asia Pacific Region, Sydney is perfectly positioned to help shape a brighter and more prosperous future for the global Computer Graphics and Interactive Techniques community.

Sydney houses most of Australia's technology start-up enterprises, as well as the Sydney Startup Hub (the largest startup powerhouse in the southern hemisphere). Over 600 multinational headquarters are based in Sydney, such as Amazon, Google, Microsoft, LinkedIn and more.

“Sydney is one of the world's most creative cities and it's great to see this latest win for the business events sector, which continues to play a key role in restarting our city and state's economy as global communities reopen,”

said Stuart Ayres, Minister for Jobs, Investment, Tourism and Western Sydney.

ACCESSIBILITY

Sydney is also Australia's most accessible city. Whether traveling in from inter-state or overseas, Sydney Airport is conveniently located only 8km from the city centre where SIGGRAPH Asia 2023 will take place, with 400+ direct international flights per week* to Sydney.



* International flights into Sydney are returning to pre-covid levels of 700+ inbound direct flights per week. Inbound traffic is expected to grow significantly as flights with key Asian destinations open up from early 2023.

WHY PARTICIPATE?



TRADE EXHIBITION & EXPERIENCE HALL

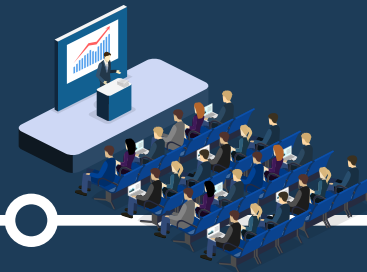
STRENGTHEN
your market presence and brand in the Asia Pacific Region by being a part of SIGGRAPH Asia 2023.

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 8,000 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



RECEPTION SPONSORSHIP



CONFERENCE SPONSORSHIP



BRANDING OPPORTUNITIES (ONSITE)



BRANDING OPPORTUNITIES (DIGITAL)

EXHIBIT PACKAGES

SPACE ONLY (min. 2 units)	STANDARD BOOTH	PREMIUM BOOTH (min. 2 units)	START-UP ZONE
Regular Rate (From 01 July 2023 Onwards)	USD 6,000 / unit	USD 7,000 / unit	USD 8,000 / unit
			Requirement: Companies under 5 years with less than 50 employees. USD 1,500 / unit

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

MARKETING PACKAGES

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

If you have recruitment requirements, contact us here!



IMPORTANT DATES

30 June 2023

Exhibition Early Bird Rate Deadline



10 November 2023

Exhibition Registration Deadline



17 November 2023

Exhibition Profile & Talk Content Submission Deadline



12 December 2023

Exhibition Build-Up



15 December 2023

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 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 18,500

Full Day Room Reservation

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
INVESTMENT	USD 75,000	USD 60,000	USD 50,000
EXHIBIT SPACE	Up to 72m ² Space Only OR 54m ² Premium Package	Up to 54m ² Space Only OR 36m ² Premium Package	Up to 54m ² Space Only OR 36m ² Premium Package
NO. OF FULL CONFERENCE PASSES	10	6	4
ONLINE REGISTRATION DISCOUNT FOR ANY TICKET TYPES	25%	20%	20%
PREMIUM MARKETING PACKAGE		✓	✓
E-NEWSLETTER ADVERTISING	1 x Dedicated e-Newsletter	1 x Dedicated 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: <ul style="list-style-type: none"> Lanyard Sponsor (<i>Exclusive</i>) Attendee Badge (<i>Exclusive - Back of Badge Ad</i>) 	Choose 1 of the following: <ul style="list-style-type: none"> Conference Bag (<i>Exclusive - 1-side of Bag</i>) Conference Program Sponsor (<i>Choice of Program</i>) 15 secs Screen Time Advertising 	-



RECEPTION SPONSORSHIP

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



TITLE SPONSOR
(Exclusive):
USD 45,000



CO-SPONSOR:
USD 25,000

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*

CONFERENCE SPONSORSHIP

ENTITLEMENTS INCLUDE:

- Prominent Onsite Sponsor Logo Branding on Main Entrance Arch Onsite and Online
- Sponsor Logo Acknowledgement on regular SIGGRAPH Asia 2023 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!

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.



CONFERENCE MIXER SPONSOR:

USD 15,000

Be part of the conference mixer everyone is talking about!

Support a mixer of one of our conference programs and be the company which brings together like-minded individuals. Available only to exhibitors & sponsors.

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



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.*

CONFERENCE SPONSORSHIP - STUDENT VOLUNTEER



LOGO FEATURE ON - STUDENT VOLUNTEER UNIFORMS:

- Sleeve (Limited to 2 logos)

USD 3,500

- Front Chest (Limited to 2 logos)

USD 4,000

- Back of Uniform (Limited to 1 logo)

USD 5,000



SPECIAL SESSIONS

30-minute sessions with the 2023 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 logo
(Exclusive to 1 Sponsor)

USD 25,000



NETWORKING LOUNGE

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

USD 20,000



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



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



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 20,000



BAG INSERTS

1 x Flyer / Merchandise / Promotional Ad for Attendees

USD 2,500



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)

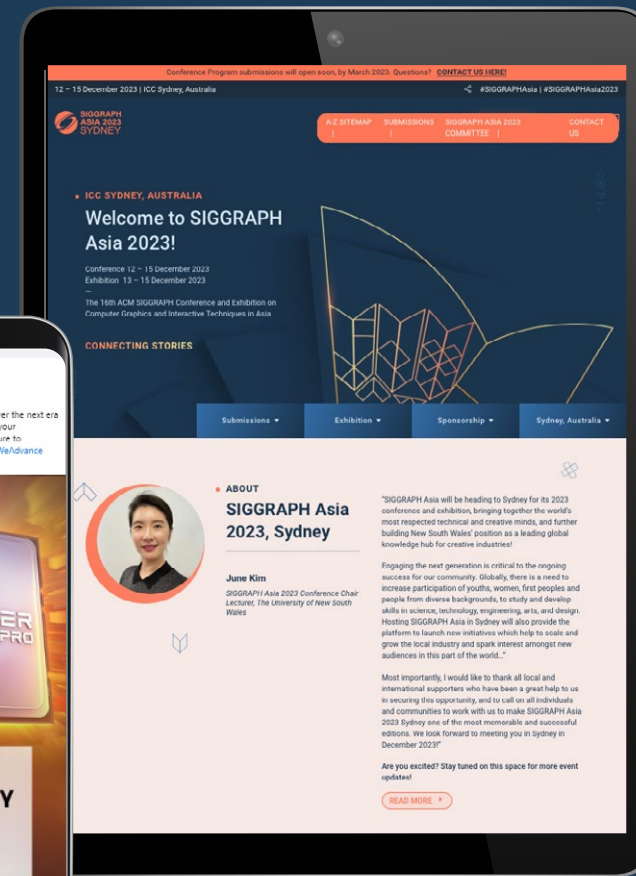
- **Leader Board Banner Ad**
 - 728w x 90h px (For Desktop)
 - 320w x 100h px (For Mobile)
 - **Square Banner Ad**
 - 300 w x 300h px
- USD 8,000** **USD 3,500**



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 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 2023. *Limited to 3 exhibitors/sponsors. Available only as an add-on option for Exhibitors & Sponsors.

USD 8,000

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

