

# 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 sales.

**For more information or to reserve ad space, contact:**

**SIGGRAPH 2014**  
**Exhibition Management**  
Hall-Erickson, Inc.  
98 East Chicago Avenue  
Westmont, IL 60559 USA

+1.866.950.7444  
+1.630.434.7779  
exhibits@siggraph.org

[s2014.siggraph.org](http://s2014.siggraph.org)

The **41st** International **Conference** and **Exhibition** on **Computer Graphics** and **Interactive Techniques**  
**Conference** 10–14 August 2014 **Exhibition** 12–14 August 2014 **Vancouver** Convention Centre



**SIGGRAPH**2014  
NATURALLY **DIGITAL**  
**vancouver**

# Sponsor a Program

Show your support for one of the many popular SIGGRAPH 2014 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 2014 programs and show your ongoing support.



## Creatively Target Your Audience

**Serve popcorn at the Electronic Theater.**

**Donate mouse pads and workstations to the Studio.**

**Organize karaoke night at Emerging Technologies.**

**Serve refreshments at your program's opening reception.**

**Provide enticing give-aways throughout the week.**

**Be creative and promote your organization's unique style.**

### Art Gallery

The Art Gallery combines creativity and technology in a powerful aesthetic. Attendees experience how art and science coexist at SIGGRAPH 2014 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 three-day festival of excellence that all SIGGRAPH attendees put in their conference calendars. All three 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 **SOLD!**

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 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.

### Student Volunteer Program

The Student Volunteer Program puts you right in the middle of all of the action and deep into a network of students who are inspired to be the industry leaders of tomorrow.

### 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.

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**Investment begins at \$10,000 for all programs**

## Event Sponsorships

### Reception

The highly successful Reception is back on Monday, 11 August! 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.

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Investment begins at \$20,000

### Cash In and Win

Participate in this exciting opportunity to dramatically increase your booth traffic! Attendees will visit your booth to receive a stamp for their scorecard, allowing them to participate in the daily drawings to win \$1,000 in cash.

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### Title Sponsorship \$5,000

Be the Title Sponsor and have the official daily drawings take place from your booth.

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### Standard Sponsorship \$1,500

As a Standard Sponsor, attendees will be required to visit your booth to obtain your stamp in order to participate in the Cash In and Win game.

### Appy Hour Reception

Refreshments will be served to all the App Camp attendees during the Appy Hour reception, creating the right social setting for continued discussions and review of apps. Sponsorship includes extensive branding opportunities.

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Investment begins at \$6,000

### Live Broadcast

Join the wide-range of industry luminaries who are interviewed live from the SIGGRAPH StudioXperience stage. Segments are broadcast live and are made available after the conference as on-demand content. Broaden your message to a wide audience of industry professionals in a conversational style interview.

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Investment begins at \$4,000

### World Record

SIGGRAPH 2014 will orchestrate a world record attempt for the largest image displayed across a set of mobile devices utilizing hundreds of attendees which will attract wide print, broadcast, and social media coverage. This is a great opportunity to promote your organization by having your logo promoted as part of a large mosaic on mobile devices. Sponsorship includes promotion of your logo far and wide.

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Investment begins at \$5,000



# Digital Advertising

Advertising in one or more of SIGGRAPH 2014's digital media outlets is an excellent way to reach our tech-driven attendee base. The SIGGRAPH 2014 website and SIGGRAPHITTI email newsletter represent the conference's main modes of digital communication to prospective attendees. The SIGGRAPH 2014 registration site enjoys high traffic volume. Advertise in the mobile app and on digital signage to achieve high onsite visibility.



### SIGGRAPH 2014 Website

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 2014. Ads run from the time they are received through four months following the event. Up to three ads are rotated per page.

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#### Leaderboard Ads \$2,800

728px wide x 90px tall

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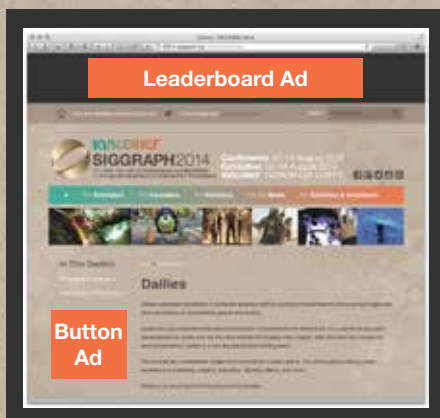
#### Button Ads \$2,100

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 2014 email newsletter, which reaches 45,000+ prospects, can include your button ad (180 x 150 pixels) linked to your web site. This opportunity is limited by the number of newsletters issued, and it's going fast.

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#### \$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 2014 registration site. Your banner ad will appear throughout each step of the registration process as well as on the registration resource center site.

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#### 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.

### Mobile App

Reach attendees with your message on their mobile device as they build their conference schedule, browse exhibitors, and review the live activity feed by advertising in the SIGGRAPH 2014 Mobile App. Advertising packages promote traffic to your booth as attendees come across your display advertising, sponsored sessions, interest-targeted sessions, and social stream advertising.

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#### Contact us for pricing

### Digital Signage

Advertise your company and booth on the permanent advertising screens within the Vancouver Convention Centre to promote your products and services. Dedicated advertising screens display a combination of event scheduling information, as well as your advertising. Exclusive opportunities are available. Choose either the wayfinding kiosks or wall-mounted monitors.

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#### Wayfinding Kiosk Ad \$4,000

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#### Wall-Mounted Monitor Ad \$2,000

## Advertise at SIGGRAPH 2014

### Conference Locator Print Ad

The Conference Locator is the wildly popular pocket program that all attendees will refer to throughout SIGGRAPH 2014. It is widely distributed and includes conference information, daily schedules, maps of the local area, and exhibitor lists including booth numbers.

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Full page \$1,100  
Inside front cover \$1,500  
Back cover \$2,000

All ads are black and white only.  
All ad space must be reserved by 5 May 2014.  
Final materials are due 26 May 2014.

### 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.

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\$1,500 per sign

### 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-served basis and sell out quickly.

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\$2,000 per day

### Exhibitor Tech Talks

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

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\$2,000 per session

### Merchandise Bag Insert

Draw traffic to your booth by promoting your message in the merchandise bags distributed to thousands of attendees. Be creative - a game card, your message on a city map, lip balm, pens, a pedometer.

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\$2,000

Production and shipping costs not included.

### 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.

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\$2,500 per kiosk

### Escalator Runners

Promote your brand or company message as attendees are going to and from their sessions, special events and the Exhibition. Choose from a variety of opportunities. The exact dimensions for each section will be provided to the sponsor based on location. Price includes production, installation and dismantle.

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\$3,000 per runner

### Lanyards **SOLD!**

Thousands of conference attendee will receive a lanyard for their badge holder. Include your company logo and message.

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\$8,000 exclusive

Production and shipping costs not included.  
Up to three opportunities available.

### 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.

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\$5,000 per station

### Tote Bags

Provide conference attendees something they will use long after SIGGRAPH 2014. Each registered Full Conference attendee receives an environmentally friendly-manufactured tote bag with your company name and logo. Opportunity to add a small promotional item in each bag available.

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\$7,500

### Aisle Signs

Increase awareness by exclusively displaying your company logo on all the 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.

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\$8,000 exclusive

### Stair Decals

This high impact branding opportunity will increase attendee awareness of your company by displaying your company name, logo or message on the stairs from one of the main entrances. This unique sponsorship is sure to stand out to all attendees as they enter the building. Pricing includes production, installation, and dismantle.

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\$10,000

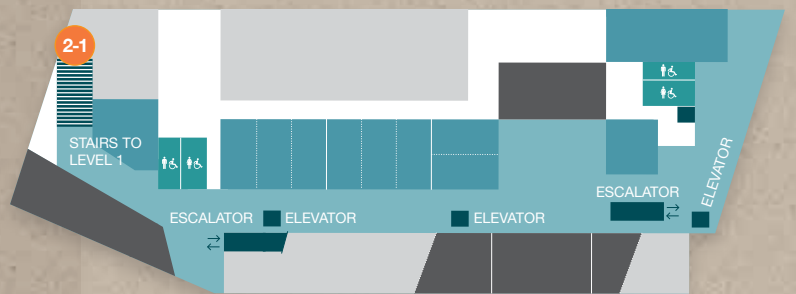


# Convention Center Banners

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.

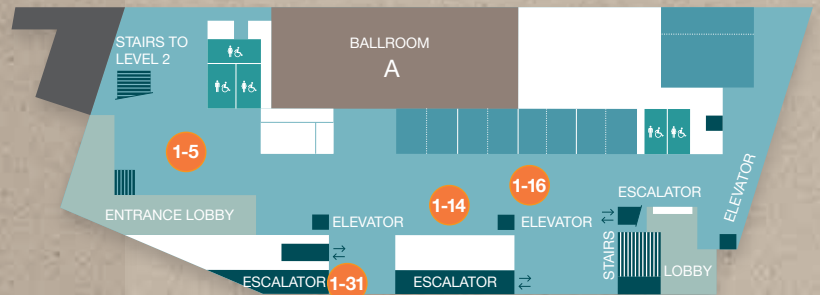
## Level 2

2-1	15' x 20'	Double-sided	\$3,000
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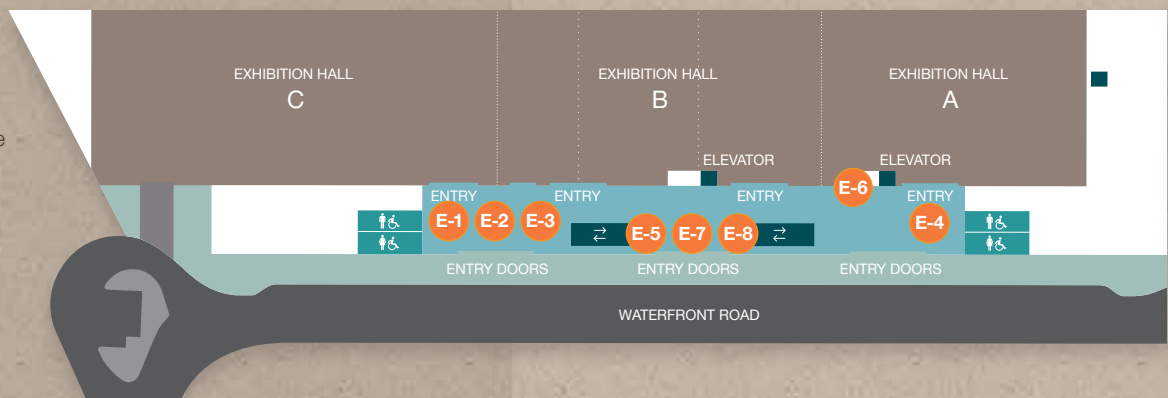
## Level 1

1-5	4' x 25'	Double-sided	\$3,500
1-14A	4' x 20'	Single-sided	\$3,500
1-14B	4' x 20'	Single-sided	\$3,500
1-14C	4' x 20'	Single-sided	\$3,500
1-16	4' x 20'	Double-sided	\$3,500
1-31	6' x 15'	Single-sided	\$3,000



## Exhibition Level

E-1	15' x 15'	Double-sided	\$3,000
E-2	5' x 15'	Double-sided	\$2,500
E-3	15' x 12'	Double-sided	\$3,000
E-4	10' x 25'	Double-sided	\$3,000
E-5	10' x 20'	Double-sided	\$3,000
E-6	10' x 20'	Double-sided	\$3,000
E-7A	15' x 15'	Double-sided	\$2,500
E-7B	15' x 15'	Double-sided	\$2,500
E-7C	15' x 15'	Double-sided	\$2,500
<b>All E-7 Banners</b>			<b>\$5,000</b>
E-8	15' x 25'	Single-sided	\$3,000

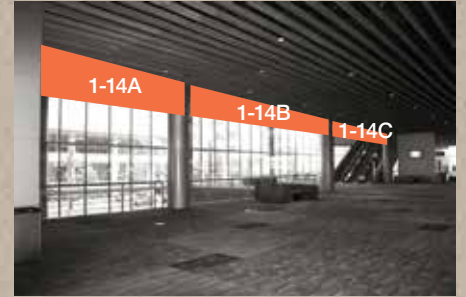


**!** Sponsor is responsible for banner production and shipping costs.

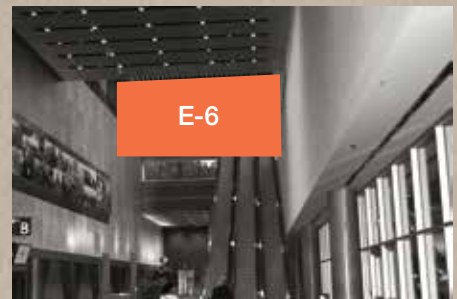
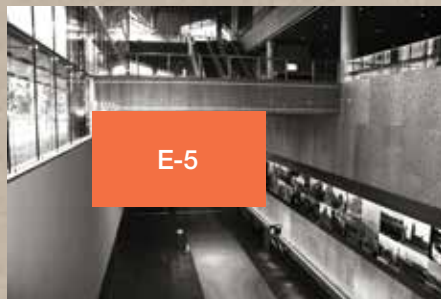
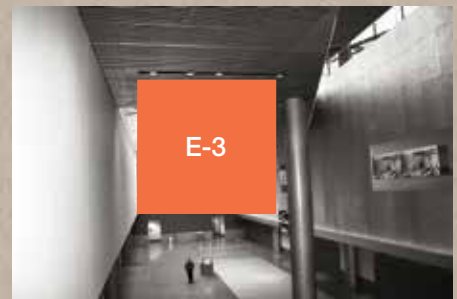
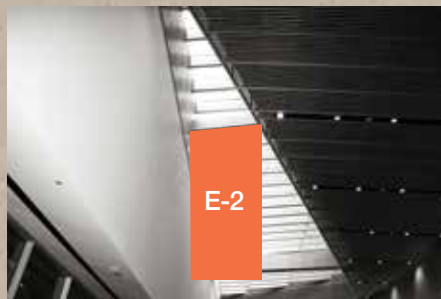
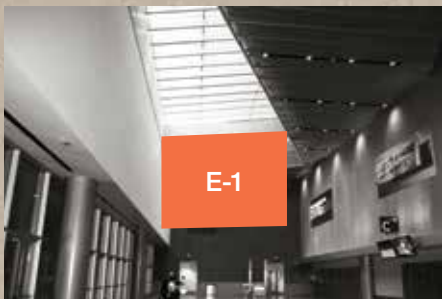
Level 2



Level 1



Exhibition Level



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.



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**SIGGRAPH**2014  
NATURALLY **DIGITAL**  
**vancouver**

Exhibitor \_\_\_\_\_

Contact Person \_\_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_

Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

**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.

**If you have questions, contact:**

Angela Chybik  
SIGGRAPH 2014  
Exhibition Management  
+1.866.950.7444  
+1.630.434.7779  
exhibits@siggraph.org

**Please send the contract to:**

exhibits@siggraph.org  
or  
SIGGRAPH 2014  
Exhibition Management  
Hall-Erickson, Inc.  
98 East Chicago Avenue  
Westmont, Illinois 60559 USA

**Please make checks payable to:**

ACM SIGGRAPH 2014

**Mail checks to:**

ACM SIGGRAPH 2014 - Exhibits  
P.O. Box 809124  
Chicago, Illinois 60680-9124 USA

**Digital Advertising**

**SIGGRAPH 2014 Web Site**

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

**SIGGRAPHITTI 2014 E-Newsletter**

- Button Ad \$2,500
- April Newsletter
- May Newsletter
- June #1 Newsletter
- June #2 Newsletter
- July #1 Newsletter
- July #2 Newsletter

**Attendee Registration Web Site**

- Banner Ad \$4,000

**Mobile App**

- Mobile App Ad Contact us for pricing

**Digital Signage**

- Wayfinding Kiosk Ad \$4,000
- Wall-Mounted Monitor Ad \$2,000

**Print Advertising**

**Conference Locator**

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

**Sponsorship Opportunities**

- Standing Sign Boards \$1,500
- Convention Center Meeting Rooms \$2,000
- Exhibitor Tech Talks \$2,000
- Merchandise Bag Insert \$2,000
- Conference Locator Kiosk \$2,500
- Escalator Runners \$3,000
- Lanyards ~~\_\_\_\_\_~~ **SOLD!**
- Rapid Recharge Station \$5,000
- Tote Bags \$7,500
- Aisle Signs \$8,000
- Stair Decals \$10,000

**Convention Center Banners**

- 1-5 4'x25' Double-sided \$3,500
- 1-14A 4'x20' Single-sided \$3,500
- 1-14B 4'x20' Single-sided \$3,500
- 1-14C 4'x20' Single-sided \$3,500
- 1-16 4'x20' Double-sided \$3,500
- 1-31 6'x15' Single-sided \$3,000
- 2-1 15'x20' Double-sided \$3,000
- E-1 15'x15' Double-sided \$3,000
- E-2 5'x15' Double-sided \$2,500
- E-3 15'x12' Double-sided \$3,000
- E-4 10'x25' Double-sided \$3,000
- E-5 10'x20' Double-sided \$3,000
- E-6 10'x20' Double-sided \$3,000
- E-7A 15'x15' Double-sided \$2,500
- E-7B 15'x15' Double-sided \$2,500
- E-7C 15'x15' Double-sided \$2,500
- All E-7 Banners \$5,000
- E-8 15'x25' Single-sided \$3,000

Banner package discounts available.



**Total Order: \$** \_\_\_\_\_