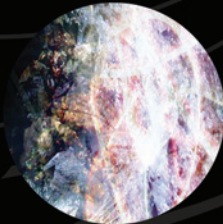




The 1st ACM SIGGRAPH Conference and Exhibition in Asia

CONFERENCE 10-13 DECEMBER 2008 **EXHIBITION** 11-13 DECEMBER 2008 | Singapore

INVITATION TO EXHIBIT



www.siggraph.org/asia2008

SIGGRAPHASIA2008
NEW HORIZONS



This year's historic opportunity to market your computer graphics products and services to the dynamic Asian market!





NEW HORIZONS

ACM SIGGRAPH is bringing its world-renowned annual conference to Asia.

For four fascinating days, SIGGRAPH Asia 2008 will extend the horizons of innovation and excellence. It will feature creative, scientific, and educational work that provokes thought, explores ideas in innovative ways, addresses contemporary issues, interactively engages viewers in discovery, and stimulates their intellect and imagination.

No other conference or trade show in the region will attract SIGGRAPH Asia's depth and breadth of researchers, developers, producers, and providers of computer graphics and interactive techniques. Reserve your exhibit space now for this historic marketing opportunity in the world's most dynamic digital media region.

THE FIRST SIGGRAPH CONFERENCE IN ASIA:

SIGGRAPH ASIA 2008

CONFERENCE 10-13 DECEMBER 2008 EXHIBITION 11-13 DECEMBER 2008



“WE ARE VERY EXCITED ABOUT
SIGGRAPH ASIA 2008.

There has been a huge increase in the amount of high-quality technical and creative work from Asia in recent years, and this event is the perfect venue to showcase those achievements. We look forward to a vigorous intellectual and creative exchange between the established SIGGRAPH conference in North America and this Asian edition.”

— Scott Owen PRESIDENT, ACM SIGGRAPH

THE ASIA-PACIFIC MARKET

The Asia-Pacific digital media market is one of the fastest-growing economic sectors in the world, and all projections indicate that it will continue to expand at an exponential rate.

New production companies are emerging in India and China. Research institutions are growing throughout the region. In Korea and Singapore, digital media development is a national priority. The government of Singapore is investing S\$ 500 million in a five-year plan to create a regional powerhouse in digital media, and its Media Development Authority plans to create 10,000 new jobs and add S\$ 10 billion to the nation's GDP by 2015.

Thousands of Asian scientists, engineers, and digital media producers recognise SIGGRAPH's pre-eminent role in the international computer graphics industry.

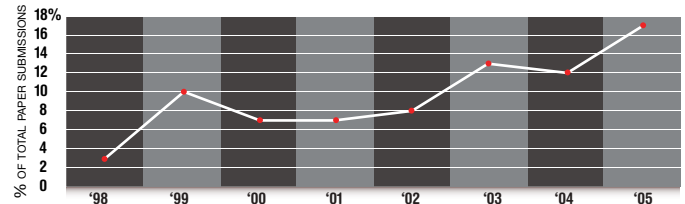
A recent study shows that Asian submitters to the SIGGRAPH Papers programme increased more than 300% from 1998 to 2005. And according to Google Trends, the five countries that generate the most Google searches for SIGGRAPH and related topics are all in Asia (www.google.com/trends?q=SIGGRAPH).

SIGGRAPH Asia 2008 will be a very powerful magnet for everyone in the continent's vibrant computer graphics community. Reserve your exhibit space now, to ensure that your message is delivered directly to them in this exclusive environment.

DIGITAL MEDIA EXPENDITURES 2008



ASIAN SUBMISSIONS TO THE SIGGRAPH PAPERS PROGRAMME, 1998-2005



2007. SIGGRAPH & Asia: A Market Overview. Tina Ziemek, University of Utah

EXCEPTIONAL PROGRAMMES ATTRACT THE ATTENDEES YOU NEED TO MEET

Conservative projections indicate that the first SIGGRAPH conference in Asia will be the region's largest computer graphics event ever. Thousands of technical and creative specialists in digital media will convene in Singapore to attend exceptional programmes presented by international artists, innovators, producers, engineers, researchers, and academics: Art Gallery, Computer Animation Festival, Courses, Educators Programme, Emerging Technologies, Job Fair, Posters, Sketches, and Technical Papers.

They will also spend many hours in the Exhibition. Attendee surveys consistently show that the primary motivator for SIGGRAPH attendance is the opportunity to learn about new products and services. SIGGRAPH Asia 2008 attendees will be looking for your company's stand and scheduling time to learn about how your offerings can help them achieve new breakthroughs in 2009.

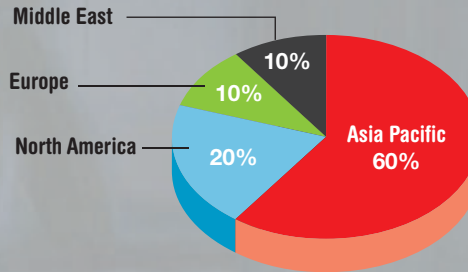
The Exhibition will be a diverse, energetic showcase of everything Asia and beyond have to offer in computer graphics and interactive techniques, from hardware and software developers, production studios, and venture capitalists to government pavilions hosting the established and emerging companies that are shaping the future of digital media.

SIGGRAPH Asia 2008 is your unique opportunity to participate in and profit from the next wave of this dynamic industry.

PROJECTED ATTENDANCE,
SIGGRAPH ASIA 2008:

6,000

PROJECTED SIGGRAPH ASIA 2008
ATTENDANCE BY REGION



EXHIBITION PRODUCTS AND SERVICES

Animation
Business/PC Graphics
CAD/CAM/CAE/CIM
Desktop/Other Publishing
Digital Video
Fine Arts/Graphic Design
Grid Applications
Monitors/Displays
Motion Capture & Realtime Applications
Multimedia/Hypermedia
Scan Converters/Scanners
Scientific Visualisation
Special Graphic Processors
Storage Systems
Virtual Reality/Simulation
Web Graphics/Development
Workstations

ATTENDEE PROFILE

Animators and Special Effects Creators
Architects
Computer Graphic Artists
Industrial and Product Designers
Digital Innovators
Educators
Financiers and Legal Counsellors
Game Developers
Media
Programmers
Recruiters
Researchers
Software Developers
Students
Web Developers/eCommerce Producers



DELIVER A MEMORABLE MESSAGE

Create a lasting first impression at the first SIGGRAPH conference in Asia!

The right combination of advertising, sponsorship, and pre- and post-show marketing opportunities will help you maximise your presence and stand out from the competition. SIGGRAPH Asia offers a powerful range of creative promotional opportunities:

Lanyards

Conference Bags

Merchandise Bags

Bag Inserts

Exhibitor Tech Talks

Reception Sponsorship

Customised Sponsorship Packages



Contact Exhibition Management for complete details on these opportunities.

SIGGRAPH Asia 2008
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UNIQUELY SINGAPORE

“WE ARE PLEASED TO BE HOSTING SIGGRAPH ASIA 2008.

Bolstered by our strategic location and accessibility to the region and the rest of Asia, Singapore is an ideal venue to launch the inaugural Asian edition of the world’s largest and most significant computer graphics event. Hosting this show also complements the development of the Information Communications Technology and Digital Media industry in Singapore, adding to the vibrancy of this sector. We look forward to welcoming computer graphics aficionados worldwide to Uniquely Singapore, and sharing the latest trends in computer graphics with all visitors to the show.”

— Aloysius Arlando ASSISTANT CHIEF EXECUTIVE, BUSINESS TRAVEL AND MICE GROUP, SINGAPORE TOURISM BOARD



The one word that best describes Singapore is “unique”. Brimming with unbridled energy, this little dynamo in Southeast Asia embodies the finest of both East and West.



Singapore’s strategic location in the Asia-Pacific region, its excellent facilities, its fascinating diversity, and exciting tourist attractions make it one of the world’s leading destinations for both business and pleasure. The city attracts a vast variety of global business, due to its geographic location and its seamless connections to other world financial and industrial centres. Yet far beyond its essential role in international commerce, a myriad of unforgettable experiences awaits everyone who visits Singapore.

Ranked the Top Convention City in Asia for 23 consecutive years by the Union of International Associations (2006) and the world’s Third Best Convention City by the International Congress and Convention Association (2006), Singapore continually attracts high-profile international business events. Among recent events held in Singapore: the 117th International Olympic Committee Session and the 2006 Annual Meetings of the Boards of Governors of the International Monetary Fund and the World Bank Group.

Contact us now to reserve your exhibit space
for the first SIGGRAPH Conference in Asia:

SIGGRAPH Asia 2008
Exhibition Management
Koelnmesse Pte Ltd
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Singapore 189721

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