

Render the Possibilities
SIGGRAPH2016



THE 43RD INTERNATIONAL
CONFERENCE AND EXHIBITION ON

& Computer Graphics
Interactive Techniques

S2016.SIGGRAPH.ORG

24-28 JULY

ANAHEIM, CALIFORNIA
Anaheim Convention Center



INVITATION TO EXHIBIT

SIGGRAPH is the world's largest, most influential annual event in computer graphics and interactive experiences: Three days of commercial exhibits displaying the industry's current hardware, software, and services, and five days of research papers, demos, and screenings featuring the community's latest creative and technical achievements.



Sponsored by ACM SIGGRAPH





WHY SIGGRAPH?

The Exhibition attracts the leaders in the industry by consistently showcasing the latest innovations in computer graphics. These leaders come with the authority to buy. High-level executives, animators, game developers, engineers, artists, and others from around the world are expected to attend SIGGRAPH 2016.

ATTENDEES' FIELDS

- 29%** Education (Across all fields)
- 25%** Research
- 20%** Film/TV Production
- 19%** Production Development
- 15%** Other
- 13%** Art
- 8%** Games

PRODUCT INTEREST

- 68%** 3D Software
- 54%** Animation
- 52%** Virtual Reality
- 52%** Visual Effects

49-35%

- 49%** New display technologies
- 44%** Simulation
- 44%** Stereo/3D technology
- 43%** Rendering and image synthesis software
- 41%** 2D/3D scanners/scan converters/hardcopy devices
- 38%** High-performance graphics processors
- 35%** Visualization software

WHAT YOU'LL DISCOVER



Virtual and Augmented Realities Pavilion

The technology for augmented and virtual reality has shown greater functionality and has become more integrated into a myriad of industries. Building on the success of the VR Village in the conference program, SIGGRAPH 2016 will take the next step and highlight the organizations offering best solutions and latest products available in AR and VR. Exhibiting in this pavilion is your perfect opportunity to present and demonstrate the latest in AR and VR products and services to the SIGGRAPH audience.

Exhibit at SIGGRAPH to Grow Your Bottom Line

SIGGRAPH 2016 hosts the largest online resource for organizations in the computer graphics industry: the SIGGRAPH exhibitor list and mobile app. Users have access to search for your company by product or category throughout the year.

Realize the Full Value of Face-to-Face Interaction

There is not a more cost-effective way for you to reach so many qualified decision-makers personally. You will develop solid new business leads while building on existing relationships. No other marketing investment offers so much!

WHAT WE DO FOR YOU

Year-Round Audience Access

Exhibitors profit from exposure in year-round attendance promotions that target the most active buyers, including graphic designers, animators, game developers, and software developers.

Magazine and Web Ads Target New Attendees

More than 100 ads will appear in leading industry trade publications and web sites, generating over 600,000 high-quality impressions.

Buyers Reached by Direct Mail and Email

A direct-mail campaign distributes conference information and exhibitor lists, and thousands of complimentary invitations will be sent by exhibitors.

Added Awareness From Social Media and Public Relations

Posts on the leading social media sites and special editorial coverage in industry and related publications will promote the size and scope of the SIGGRAPH 2016 Conference and Exhibition.



A GLOBAL EVENT

50 States 27 Countries

30-18%

30% Input devices
29% Digital video software/hardware
27% Haptic input devices
25% Graphic design systems
25% Workstations
24% Small-screen devices
21% Projectors
20% Web graphics development
18% CAD/CAM/CAE/CIM/robotics
18% PC-based systems

17-5%

17% Networking
15% Music/audio-related products & services
15% Graphic communications
13% Large-scale printers
11% Voice input/speech recognition
9% Storage devices
7% Access grid computing
6% Business and financial graphics
5% Content repurposing
5% OEM components

39%



of attendees attend no other conference.

87%



of attendees note the most important reason to attend SIGGRAPH is to visit the Exhibition.

Source of data: All demographic data compiled and reported by the independent organization SmithBucklin Corporation, Chicago, Illinois, USA.

Acquire Detailed Attendee Data for Hyper-Targeted Emails

Generate pre- and post-show promotion by utilizing the exclusive SIGGRAPH 2016 registration lists for promotional email. Customize your list by analyzing the detailed demographic information collected from each registrant.

Networking Opportunities

SIGGRAPH 2016 offers exhibitors many ways to get out in front of the attendee, from the highly successful Exhibits Fast Forward, to dozens of sponsorship opportunities, and the highly coveted media presence that only exhibitors have access to.





SIGGRAPH 2016 Exhibition

26-28 July 2016

Exhibition Location

Anaheim Convention Center

SIGGRAPH 2016 Conference

24-28 July 2016

Exhibition Hours

Tuesday, 26 July, 9:30 am - 6 pm
Wednesday, 27 July, 9:30 am - 6 pm
Thursday, 28 July, 9:30 am - 3:30 pm

Installation Dates and Hours

Thursday, 21 July, 8 am - 5 pm
Friday, 22 July, 8 am - 5 pm
Saturday, 23 July, 8 am - 5 pm
Sunday, 24 July, 8 am - 5 pm
Monday, 25 July, 8 am - 5 pm

Dismantling Dates and Hours

Thursday, 28 July, 3:30 - 10 pm
Friday, 29 July, 8 am - 3 pm

Fee

\$39 per square foot

RESERVE YOUR SPACE

Your exhibit space rental includes:



Standard booth equipment (for those exhibitors occupying in-line booths), consisting of eight-foot-high back wall drapes and three-foot-high side wall drapes.



Presence on the SIGGRAPH 2016 web site and mobile app, which provides visitors an opportunity to search for exhibitors by category or keyword.



A quota of Full Conference registrations.



A quota of Exhibits-Only registrations.



Free admission to several of the SIGGRAPH conference programs.



Three tickets for the SIGGRAPH 2016 Electronic Theater for each 100 square feet of exhibit space under contract.



Priority points toward space selection for SIGGRAPH 2017.

For the latest, most comprehensive information on SIGGRAPH 2016:

S2016.SIGGRAPH.ORG

Complete the enclosed application and submit to:

exhibits@siggraph.org

Or mail to:

SIGGRAPH 2016
Exhibition Management
Hall-Erickson, Inc.
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Westmont, Illinois 60559 USA

+1.800.752.6312 (Toll free US and Canada)
+1.630.434.7779 (International)
+1.630.434.1216 fax

ANAHEIM

YOUR SOUTHERN CALIFORNIA ADVENTURE STARTS HERE



SIGGRAPH supports an industry that is all about making imagination real.

Anaheim was re-imagined when Walt Disney chose it as the site of Disneyland and started it down a new path, growing from a quiet farming community to today's successful city, with many amenities developed specifically to attract and delight visitors. In 2016, Anaheim will offer SIGGRAPH exhibitors the perfect location to transform their own imaginations into profitable business reality!

Anaheim offers a variety of restaurants and retail options, and an energetic nightlife. The setting offers unique access to a variety of excellent entertainment opportunities.