INVITATION
# TO EXHIBIT

**Increase Your Exposure and Attract World-Wide Industry Attention**

SIGGRAPH is the place to be seen by more than 15,000 inquisitive, accomplished CG practitioners from all over the world. Our attendees are passionate professionals involved in production and animation; research and education; fine arts and design; gaming and interactive, virtual, augmented and immersive reality; and new or emerging technologies.

**VANCOUVER CONVENTION CENTRE**
VANCOUVER, BC CANADA

**CONFERENCE**
12-16 AUGUST 2018

**EXHIBITION**
14-16 AUGUST 2018

s2018.siggraph.org

The 45th International Conference & Exhibition on
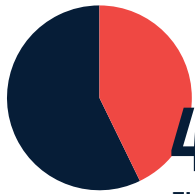**Computer Graphics & Interactive Techniques**

Sponsored by ACM**SIGGRAPH**
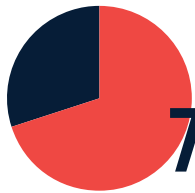
GENERATIONS
**SIGGRAPH**2018

# WHY SIGGRAPH?

The SIGGRAPH Exhibition attracts leaders in the industry by consistently showcasing the latest innovations in computer graphics and interactive techniques. These leaders, including high-level executives, animators, game developers, engineers, artists, and others, come to SIGGRAPH 2018 from all corners of the world with definite plans to buy.
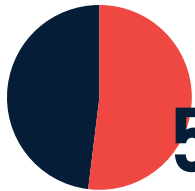
## 43%
**First-Time Attendees**
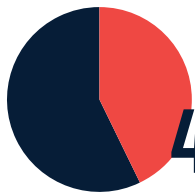Add New Prospects to Your Database

## 70%
**Become New Customers**
Percentage of attendees who report they found a new company in the Exhibition to do business with over the next year
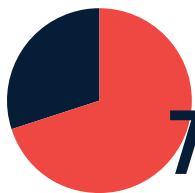
## 52%
**Plan on Purchasing Products**
Based on discussions at the SIGGRAPH Exhibition

## 41%
**Will Spend $50,000+**
Annual budget for products seen in the Exhibition

## 70%
**Have a Role in the Buying Process**

## The Exhibition was Ranked the #1 Program at SIGGRAPH 2017

# PRODUCT INTEREST

**Attendees want to see** (Percent of attendees from each product category):

| | |
|---|---|
| 3D Software | **52.1%** |
| Animation | **51.1%** |
| Game Engines | **48.1%** |
| Visual Effects | **48.5%** |
| VR/AR Hardware & Software | **46%** |
| Game Development | **40%** |
| GPU's | **34.2%** |
| Artificial Intelligence | **31.4%** |
| Visualization Software | **29.7%** |

# SIGGRAPH GARAGE

Amazon, Apple, HP, Disney, and Google all share something in common: They all began in their founder's garage.

Be a part of the SIGGRAPH Garage, a meeting place for the founders of today's companies who have the passion, commitment, and desire to make it big, and the buyers who want to discover the latest products. This is your chance to interact with the future of the industry.

# 5 CONTINENTS AND 30 COUNTRIES

# WHAT WE DO FOR YOU

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

# RESERVE YOUR EXHIBIT SPACE NOW!

Take your place among the leading companies in the computer graphics industry. Submit your application to exhibit at SIGGRAPH 2018.

**Complete the enclosed application and mail to:**

SIGGRAPH 2018 Exhibition Management
Hall-Erickson, Inc.

98 East Chicago Avenue
Westmont, Illinois 60559 USA
+1.866.950.7444 (Toll free US and Canada)
+1.630.434.7779 (Intl)
exhibits@siggraph.org

For the latest, most comprehensive information on SIGGRAPH 2018, visit s2018.siggraph.org.

### New Attendees Targeted Through Magazine and Web Ads

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

### Take a Deep Breath in Vancouver and Get Inspired

Explore new business opportunities and beautiful Vancouver all at once.

Exhibit at SIGGRAPH 2018 to take part in Vancouver's irresistible mix of energy, artistry, and the newest ideas in computer graphics and interactive technology.

### 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 promoting the size and scope of the SIGGRAPH 2018 Conference and Exhibition will be shared on leading social media sites, along with special editorial coverage in industry and related publications.

# SIGGRAPH 2018 EXHIBITION

14–16 AUGUST 2018

**CONFERENCE:**
12–16 AUGUST 2018

**EXHIBITION LOCATION**
VANCOUVER CONVENTION CENTRE

**EXHIBITION HOURS**
TUESDAY, 14 AUGUST, 9:30 AM–6 PM
WEDNESDAY, 15 AUGUST, 9:30 AM–6 PM
THURSDAY, 16 AUGUST, 9:30 AM–3:30 PM

**FEE**
$40 PER SQUARE FOOT

**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.

Inclusion on the SIGGRAPH 2018 website and mobile app, which provides visitors an opportunity to search for exhibitors by category or keyword.

Unlimited guest registrations for the exhibition.

A quota of Exhibitor Passes, which includes access to many SIGGRAPH programs.

A quota of Full Conference Passes.

Support from SIGGRAPH to help market your organization's presence at SIGGRAPH 2018.

Three tickets for the SIGGRAPH 2018 Electronic Theater for each 100 square feet of exhibit space under contract.

Priority points toward space selection for SIGGRAPH 2019.