DIGITAL ADVERTISING

SIGGRAPH 2011 Web Site
The SIGGRAPH conference 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 2011. Ads run from the time they are received through four months following the event. Up to three ads are rotated per page.

- **Leaderboard Ads**
  - 728w x 90h
  - $2,800
- **Button Ads**
  - 200w x 180h
  - $2,100

JPEG and GIF Formats only
Maximum file size 40K
Animated GIFs are accepted

Mobile Advertising
Thousands of SIGGRAPH attendees use smartphones and other mobile devices to navigate the conference and exhibition. New this year: SIGGRAPH 2011 will not publish the traditional Exhibition Guide. Instead, attendees can download a native SIGGRAPH 2011 app for two categories of mobile devices:

- iPhone and iPad
- Android

Ad banners in this app will deliver your message directly to the SIGGRAPH 2011 audience several times each day, before, during, and after the conference. Each ad banner is linked to the advertiser’s web site, and the app will provide tracking data, so advertisers can measure ad performance. Ad banners appear throughout the app. The app is available to attendees from mid-July to months after SIGGRAPH 2011.

Investment – $3,000 each for two or three advertisers. Or $7,000 for one exclusive advertiser.

E-mail Advertising in the SIGGRAPH 2011 Newsletter
The SIGGRAPH 2011 email newsletter, which reaches 70,000+ prospects, can include a 30-word description of your company and your logo linked to your web site. This opportunity is limited by the number of newsletters issued, and it’s going fast.

$2,500 for one month
Discount available for reserving multiple months.

Mobile Advertising
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Attendee Registration Banner Ad - Exclusive
Include your company’s message in a banner ad that’s prominently displayed on the SIGGRAPH 2011 registration site. Your banner ad will appear throughout each step of the registration process as well as on the registration resource center site.

Registration Site Ad
- 700w x 110h
- $4,000

JPEG and GIF Formats only
Maximum file size 40K
Animated GIFs are accepted
Print Ad in the Conference Locator
The Conference Locator is the wildly popular pocket program that all attendees refer to throughout SIGGRAPH 2011. It is widely distributed and includes conference information, daily schedules, maps of the local area, and exhibitor lists including booth numbers.

| Back cover - Black and white | $2,000 |
| Inside front cover - Black and white | $1,500 |
| Full page - Black and white | $1,100 |

Bleed full page 3.75" wide by 5.375" tall
Non-bleed full page 3" wide by 4.625" tall

All ad space must be reserved by 19 May 2011.
Final materials are due 26 May 2011.

Lanyards
Share your promotional message with thousands of industry professionals. Include your company logo and message. Lanyards are distributed from the registration area.

$2,000 for production of 7,000 lanyards
Up to four opportunities available.

Merchandise Bag Insert
Draw traffic to your booth by promoting your message in each of the merchandise bags distributed to thousands of attendees. Be creative with your advertisement in the bag! From a game card to your message on a city map, we’ll work with you on ideas that promote your message.

$2,000

Aisle Signs
Increase awareness by exclusively displaying your company logo on all 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.

$8,000 exclusive

Standing Sign Boards
These signs are three feet wide by eight feet high, standing, double-sided sign boards located in high-traffic areas. This is a perfect opportunity to showcase your company logo and promotional message for all to see. Includes production, installation, and dismantle.

$1,000 per sign

Exhibitor Tech Talks
Host an Exhibitor Tech Talk to present more in-depth tutorials. These product educational sessions, open to all attendees, are promoted in SIGGRAPH 2011 promotional materials as well as on the SIGGRAPH 2011 web site. Tech Talks are presented in theater-style rooms.

$2,000 per session
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!
The banners are identified by the numbers on the floorplan below. See following page for exact size and placement.

<table>
<thead>
<tr>
<th>Number</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
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<tr>
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<td>E-8</td>
<td>$3,000</td>
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<tr>
<td>E-10</td>
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</tbody>
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**PRINT & ON-SITE ADVERTISING (CONTINUED)**

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**BANNER / SIGNAGE ADVERTISING**

- **5' x 8' Banner**: Includes 2 reverse sides. Limit of 1 per exhibitor. $6,000
- **5' x 8' Vertical**: $6,000
- **4' x 8' Double-sided**: $3,000
- **4' x 8' Single-sided**: $1,000
- **3' x 6' Double-sided**: $1,000
- **3' x 6' Single-sided**: $500
- **10' x 10' Hanging Banner**: $6,000
- **10' x 10' Vertical**: $4,000

**STANDUP SIGN-BANNER**

- Double-sided standing signs located in high-traffic areas. 24" x 36". Pricing includes 10画面. $1,000 each. 10画面 maximum. $7,000 total.
- Single-sided standing signs. $700 each. 15画面 maximum. $9,000 total.

**ADDITIONAL PROMOTIONS**

- **EXHIBITOR TECH TALKS**: Host an Exhibitor Tech Talk to encourage more in-depth technical discussion about your products. $2,000 per session.
Every effort has been made to ensure the accuracy of all information contained on 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 usage of a graphic element it is the sole responsibility of the client to physically inspect the facility to verify all dimensions and locations.
EXHIBITOR INFORMATION

Exhibitor

Contact Person

Address

City

State/Province

Postal Code

Country

Telephone

E-mail

OPPORTUNITIES

Digital Advertising
- SIGGRAPH 2011 Web Site
  - Leaderboard Banner Ad
  - Button Banner Ad
- SIGGRAPH 2011 E-Newsletter
  - Description/Logo

Mobile Advertising
- Banner Ads

Attendee Registration
- Banner Ad

Print Advertising
- Conference Locator
  - Full Page
  - Back Cover
  - Inside Front Cover

On-Site Advertising
- Aisle Signs
- Standing Sign Boards
- Lanyards
- Merchandise Bag Insert
- Exhibitor Tech Talks

Convention Center Banners
- E-4
- E-7A
- E-7B
- E-7C
- E-8
- E-10

If you have any questions, please contact:
Angela Chybik or Jennifer Ibe
SIGGRAPH 2011 Exhibition Management
+1.630.434.7779
exhibits@siggraph.org

If you are ready to go, send payment and contract to:
exhibits@siggraph.org or
SIGGRAPH 2011 Exhibition Management
Hall-Erickson, Inc.
98 East Chicago Avenue
Westmont, Illinois 60559 USA