Invitation to Exhibit

Be where the customers are. Don’t wait for them to come to you!

Conference 30 July–3 August  
Exhibition 1–3 August

Los Angeles, CA
Los Angeles Convention Center

SIGGRAPH 2017

THE 44TH INTERNATIONAL CONFERENCE AND EXHIBITION ON
Computer Graphics & Interactive Techniques

Sponsored by ACM SIGGRAPH
Increase Your Exposure and Attract the World-Wide Attention of the Industry

The Exhibition attracts the leaders in the industry by consistently showcasing the latest innovations in computer graphics. These leaders will come to SIGGRAPH 2017 with the authority to buy and budgets that support their purchasing goals. More than 15,000 high-level executives, animators, game developers, engineers, artists, and others from around the world are expected to attend SIGGRAPH 2017.

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.

SIGGRAPH Garage
You Gotta Start Somewhere
Amazon, Apple, HP, Disney, and Google all have two things in common— they are multi-billion dollar companies and they began in their founder’s garage. Join us at the SIGGRAPH Garage. There you will find the Startup Pavilion, VR and AR Pavilion, and a vehicle or two. Every business has humble beginnings and this will be your chance to interact with 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.

45% Spend More Than $25,000
Annual budget for products seen in the Exhibition.

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What You’ll Discover

Exhibit at SIGGRAPH to Grow Your Bottom Line
SIGGRAPH 2017 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 no 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!

Acquire Detailed Attendee Data for Hyper-Targeted Emails
Generate pre- and post-show promotion by utilizing the exclusive SIGGRAPH 2017 registration lists for promotional outreach. Customize your list by analyzing the detailed demographic information collected from each registrant.

Networking Opportunities
SIGGRAPH 2017 offers exhibitors many ways to get out in front of the attendee, from receptions, to dozens of sponsorship opportunities, and the highly coveted media presence that only exhibitors can access. Make sure to get your company out in front of this group of SIGGRAPH attendees.

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, blogs, 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 2017 Conference and Exhibition.

Be Energized at the Nexus of the Industry: Los Angeles
Los Angeles is always a source of new life, new ideas, and new energy for this creative, vital industry.

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

Attendees’ Fields

- **34%** Animation/Production
- **8%** Fine Arts/Design
- **22%** Product Development
- **26%** Research
- **10%** Other

Product Interest

- **52%** 3D Software
- **49%** Animation
- **48%** Visual Effects
- **46%** Virtual Reality/Augmented Reality
- **38%** Game Engines
- **37%** Game Development
- **37%** High-Performance Graphics Processors
- **36%** 3D Scanners/Digitizers, 3D Printers
- **33%** Display Technology
- **33%** Simulation
- **33%** Stereo/3D Technology
- **32%** Rendering and Image Synthesis Software
- **29%** Visualization Software
- **28%** Haptic Input Devices
- **26%** Artificial Intelligence
- **26%** Input Devices
- **24%** Gaming Hardware
- **23%** Game Design Systems
- **22%** Workstations
- **20%** Digital Video
- **20%** Mobile Computing Devices
- **18%** Procedural Software
- **17%** Projectors
- **17%** Web Graphics Development
- **14%** Cloud Computing
- **12%** Streaming Technology
- **11%** Graphic Communications
- **10%** Networking
- **10%** Music/Audio-Related Products and Services
- **8%** Voice Input/Speech Recognition
The Los Angeles convention center is located where everything is accessible. You are steps away from a variety of restaurants, entertainment and retail options, and a vibrant nightlife. The setting offers unique access to a variety of recreational opportunities in a spectacular, revitalized downtown. Exhibit at SIGGRAPH 2017 and make sure your company takes part in this irresistible mix of energy, artistry, and the newest ideas in computer graphics and interactive technology.