Attendees:

Eakta Jain, Executive Committee Chair
Darin Grant, Executive Committee Incoming Chair
Brad Lawrence, Executive Committee Treasurer
David Spoelstra, Executive Committee Treasurer - Elect
Ginger Alford, SIGGRAPH 2025 Conference Chair
Elizabeth Baron, Executive Committee Director
Tomasz Bednarz, SIGGRAPH Asia CAG Chair
Marcia Daudelin, Conference Administration
Dena DeBry, Nomination Committee Chair
Brenda Dreier, Conference Management
Hugues Hoppe, Executive Committee Director
Shimin Hu, Executive Committee Director
June Kim, Executive Committee Director
Scott Owen, Governance Advisory Board (GAB) Chair
Mikki Rose, Conference Advisory Group, (CAG) Chair
Alla Sheffer, Executive Committee Director
Courtney Starrett, Executive Committee Director

AGENDA ITEM	PRESENTER
19 November minutes were approved by EC.	Eakta Jain
Chair's Update 1. Eakta shared a link to the November in person meeting report and asked EC members to share it with their liaison groupings. 2. Recurring items on the EC's calendar – please share as you see appropriate – sometimes standing committees do not realize why the EC meetings run so full 3. We have developed polls for the Feb meeting (virtual) and April meeting. 4. Eakta updated the EC that the 17 December agenda is full. If the EC has requests for more items, we'll add a meeting on 7 January. Eakta would rather not give people emails to read and vote on during the late December time frame (24-31st approximately).	Eakta Jain

Virtual EC Votes- (documenting for public minutes)
Since the 19 November EC meeting, three items were voted on by the EC virtually including:
1. SIGGRAPH 2025 Technical Papers Committee Meeting
    a. Motion made by Brad Lawerence: Technical Papers meeting is in-person provided there is a cap of expenses of $150,000 and with the expectation that the conference turns in a zero balanced budget in February.
    b. Seconded by David Spoelstra.
    c. Motion passed.
2. SIGGRAPH 2025 Unified Jury Meeting
    a. Motion from Courtney Starrett. The Unified Jury should be virtual for 2025.
	All

b. Seconded by David.
c. Motion Passed.
3. SIGGRAPH Asia 2026 Location
    a. Motion made by Tomasz Bednarz to approve Kuala Lumpur as SIGGRAPH Asia 2026 location.
    b. Seconded by David Spoelstra.
    c. Motion Passed.	

SIGGRAPH Conference Discussions
1. EC Liaison Update was provided by SIGGRAPH 2025 EC Liaison Diana Arellano. The EC Liaison role on the conference committee is a new position that is intended to be an interface between the EC and the conference in planning organization activities (including Standing Committees) at the conference. A number of conversations took place to refine this position. Diana has spent recent months observing the situation and now she is beginning planning, primarily focused on the organization sessions. She is the point of contact for anyone on the organization side to liaise with the conference. Diana is working closely with Barb Helfer on the ACM SIGGRAPH Village. Diana encouraged the EC to reach out to her if they have any questions or requests at ecliaiason-s2025@siggraph.org.
 	
2. Prior to today's meeting, CAG Chair Mikki Rose shared information about the location for SIGGRAPH 2028. Those materials were shared with the EC for their review.
 	
The EC reviewed various proposals and city locations, evaluating the pros and cons of each. Ultimately, the EC agreed upon one location as the likely best location for the conference.
 	
A question was raised by an EC member about committing to a location for 2028 before 2025 takes place. The commitment is needed before SIGGRAPH 2025, but the EC is confident that the location will be successful. As such the CAG is comfortable proceeding before SIGGRAPH 2025 takes place.
MOTION: David Spoelstra made a motion to approve the location for SIGGRAPH 2028.
    a. Vote
    b. Motion PASSED.
 	
3. SIGGRAPH 2025 Conference Chair Ginger Alford joined the EC meeting to present information about the planned revenue for the conference. SIGGRAPH 2025 Revenue Projections slides and the registration analysis was shared.
The goals of the conversation were:
    ● Provide EC with a recommendation on the following revenue budget strategies for SIGGRAPH 2025:
        ○ Registration Revenue Goals/ Registration Pricing
    ● Exhibition/Sponsorship Goals
    ● Receive EC early approval on overall revenue budget strategies to allow for early decisions on proposed conference components.
 	
Ginger explained that SIGGRAPH 2025 is taking the following approach to revenue:
    ● Consider Vancouver 2022 as the benchmark for 2025 expectations
        ○ Assume increase in the in-person registration categories
        ○ Assume decrease in virtual access only registrations
	Diana Arenallo, Ginger Alford, Mikki Rose

- Based on competitive price analysis and historical pricing, Ginger is recommending minor fee increases for some in-person registration categories. She reminded the EC that the Full Conference rates are still lower than 2013.
- Based on competitive analysis and likely reductions in number of live streamed sessions offered, Ginger is recommending a decrease in virtual access-only registration fees
- SIGGRAPH 2025 is estimating exhibit booth sales to be greater than SIGGRAPH 2024 in Denver but less than SIGGRAPH 2022 in Vancouver. SIGGRAPH 2025 is estimating sponsorship and Business Suites to be similar to SIGGRAPH 2022 in Vancouver.

An overview of the proposed updates to the registration rates for SIGGRAPH 2025 are:
- SIGGRAPH 2025 is recommending a small increase in Full Conference Member Early rates and Non-Member Early rates. SIGGRAPH 2025 is recommending a minor increase in Full Conference One-Day Member, Non-Member and Student rates. Full Conference Early Member rates still below 2013.
- SIGGRAPH 2025 is recommending the following for Full Conference Supporter rates: increase rate slightly; maintain donation status; allow for early access to key events like Papers Fast Forward and Real-Time Live!.
- SIGGRAPH 2025 is recommending an increase for Experience registration. It was shared that the CAG did explore a greater increase to this price but ultimately kept the increase lower. There was a reference to the fact that SIGGRAPH Asia pricing of its Enhanced registration level is higher but that Enhanced access at SIGGRAPH Asia includes more than SIGGRAPH's Experience level (ie- SIGGRAPH Asia Enhanced includes Real-Time Live! While SIGGRAPH's Experience does not). There was some discussion by the EC about similar conferences and how the pricing of similar registration levels of those events is different for reasons including the size of the events, offerings of the events, etc.
- SIGGRAPH 2025 is recommending eliminating early/advance rates of Exhibits Only and charging all at the same fee.
- SIGGRAPH 2025 is recommending Virtual Access – reduce fees for the following:
  - Member
  - Non-Member
  - Student
  - Maintain soft currency discount for student virtual access badges, dependent on country of residence

Ginger provided an overview of the changing dynamics of the exhibition:
- In conversations with the SIGGRAPH Exhibition Management company (TradeShow Logic), Ginger is learning that exhibiting companies are more interested in engagement with the audience rather than booth space. Those companies are looking to have different approaches to engagement within the conference.
- Ginger reported that Business Suites are popular and provide the companies with a way to showcase their products.
- Ginger is looking at 2-3 Sponsored Keynote sessions.
- Ginger is proposing program level sponsorships. The EC was asked if they are comfortable with a single sponsorship for a juried program. This has been done in a similar capacity in situations like Papers Fast Forward and the Computer Animation Festival. The group had a lengthy conversation about it and implications with programs with juried content. Mikki Rose offered to start a discussion with the EC over email about

the idea of a program-level sponsorship for Real-Time Live! After that discussion, the EC will move to a vote. Mikki reminded the EC that any new partnership arrangements need to be approved by ACM as well.	

SIGGRAPH Asia CAG Discussion
Current SIGGRAPH Asia CAG Chair Tomasz Bednarz was moved to a breakout room for this discussion.
 	
David Spoelstra reported that Tomasz's first term as SIGGRAPH Asia CAG Chair is up
His first term is 2022-2024. Tomasz is willing to serve a second term. David shared that the SIGGRAPH Asia CAG has unanimously agreed to recommend to the EC that Tomasz serve a second term.
MOTION: Mikki Rose made a motion for Tomasz Bednarz to serve a second term as SIGGRAPH Asia CAG Chair.
    A. Vote.
    B. Motion PASSED.
	David Spoelstra

Meeting Adjourned	Eakta Jain