



ACM SIGKDD 2013 Sponsorship Levels & Benefits

KDD 2013 Sponsorship Co-chairs: Michael Zeller, Zementis & Dou Shen, Baidu

Contact: sponsors@kdd13.org

Note: All amounts are in USD

Diamond – \$50,000

Benefits:

- Recognition as host of a meal or other conference event
(Diamond sponsors have priority in selecting their hosting meal/event)
- Option to speak to audience at their hosted meal/event
- Option to "introduce a keynote or general session speaker" (showing ONE slide is OK)
- SIG-KDD will send two emails to all KDD-2012 attendees (before or after the conference).
Note: We are not giving out the attendee list. The sponsor will provide the email to SIG-KDD, and SIG-KDD will approve and send it.
- Complimentary Triple-space booth
(Platinum sponsors will have the highest priority in booth selection)
- Six complimentary conference registrations, plus 2 complimentary registrations for exhibitors
- Special prominent placement of large logo/link on website
- Large-size logo on conference bag and conference materials
- Option to have brochure or CD included in all conference bags

Platinum – \$35,000

Benefits:

- Recognition as host of a meal or other conference event
(Platinum sponsors have priority in selecting their hosting meal/event)
- Option to speak to audience at their hosted meal/event
- Option to "introduce a keynote or general session speaker" (showing ONE slide is OK)

- SIG-KDD will send two emails to all KDD-2012 attendees (before or after the conference).
Note: We are not giving out the attendee list. The sponsor will provide the email to SIG-KDD, and SIG-KDD will approve and send it.
- Complimentary double-space booth
(Platinum sponsors will have the highest priority in booth selection)
- Three complimentary conference registrations, plus 2 complimentary registrations for exhibitors
- Special prominent placement of large logo/link on website
- Large-size logo on conference bag and conference materials
- Option to have brochure or CD included in all conference bags

Gold – \$20,000

Benefits:

- Recognition as host of a meal or other conference event
- Option to "introduce a keynote or general session speaker" (showing ONE slide is OK)
- SIG-KDD will send one email to all KDD-2012 attendees (before or after the conference).
Note: We are not giving out the attendee list. The sponsor will provide the email to SIG-KDD, and SIG-KDD will approve and send it.
- Complimentary double-space booth
(Gold sponsors will have medium priority in booth selection)
- One complimentary conference registrations, plus 2 complimentary registrations for exhibitors
- Logo on website, conference bag and conference materials
- Option to have brochure or CD included in all conference bags

Silver – \$10,000

Benefits:

- Complimentary single-space booth
(Silver sponsors will have priority in booth selection over non-sponsoring exhibitors)
- One complimentary exhibitor registration
- Logo on website, conference bag and conference materials
- Option to have brochure or CD included in all conference bags

Bronze – \$5,000

Benefits:

- One complimentary conference registration
- Logo on website, conference bag and conference materials
- Option to have brochure or CD included in all conference bags

Evening Reception Sponsorship/ Lunch Sponsorship – \$7,500

Benefits:

- Prominently displayed banner
- Recognition as host of a meal
- Logo on website, conference bag and conference materials
- Option to "introduce a keynote or general session speaker" (showing ONE slide is OK)

Sponsorships of Any One Track or Session at Conference – \$5000

Note: Limited to one sponsor per session including new Industry Practice Expo track.

Benefits:

- Prominently displayed banner
- Logo on website, conference bag and conference materials
- Option to speak at the introduction of the session for up to 5 min
- Note: Meant to be used to support Speaker Honoraria/travel etc.

Sponsorship of USB Memory Stick for KDD Proceedings – \$5000 (max 1 sponsor)

- Logo on the USB memory stick
- Logo on website, conference bag and conference materials
- Opportunity to distribute electronic files in the proceedings USB to all participants (including small demonstration software, case studies or advertisements)

Sponsorship of Webcast of Keynote lectures – \$5000 (max of 2 sponsors)

- Logo and advertisement links on page for webcast
- Opportunity to reach global audience of several thousand people
- Logo on website, conference bag and conference materials

Wireless Access sponsorship – \$5,000 (max 2 sponsors)

- Starting page of internet access (with agreements etc.) will have prominent advertisement for sponsor
- Logo on website, conference bag and conference materials

Research Track Best Paper Awards – \$2,500 (max 2 sponsors)

Industry/Government Track Best Paper Awards – \$2,500 (max 2 sponsors)

Best Student Paper Awards – \$2,500 (max 2 sponsors)

Dissertation Award – \$2,500 (max 2 sponsors)

Named Student Travel Grant \$1000 per student (e.g., IBM Student Travel Grant)

Benefits for each:

- Publicity at conference
- Recognition on plaque/certificate handed to winner
- Logo on website, conference bag and conference materials

Advertisement in Conference Program Booklet \$2000 (max 3 sponsors)

- Logo on the inner side of front and back cover
- 1 page advertisement in the program booklet

Bag Inserts/Fliers \$1000

Benefits:

- Distribution of fliers or CD to all attendees of KDD

Exhibitor Booth – Tiered Pricing (See Below)

Benefits:

- Opportunity to reach entire KDD audience, eg. to sell books or Data mining software
- Helps companies recruit leading data mining practitioners & researchers
- One Complimentary exhibitor registration
- Rate for exhibiting companies: \$3,000
- One day rate for startups: \$1,000 per day

Note: First preference for booth location provided to Diamond, Platinum, Gold, Silver, Bronze, and KDD Cup sponsors (with minimum amount of sponsorship) in that order. Exhibiting companies receive higher priority than booksellers for choosing booth location

Other sponsorship opportunities – pricing or level of sponsorship to be discussed separately; please contact sponsorship co-chairs.

- Special local area tours
- Media/Web/Search Advertising