



## **Sponsorship Brochure for the ACM SIGKDD 2015 Conference on Knowledge Discovery & Data Mining 10-13 August, Hilton Hotel, Sydney, Australia.**

This document describes our history, attendee profile, and the benefits we provide to our sponsors.

### **Who are we?**

Started in 1989, KDD is the oldest & largest data mining conference worldwide. We pioneered “Big Data”, “Data Science”, and “Predictive Analytics” solutions before these names existed – some of the first & most highly cited research papers on these topics were published in our conference. Other notable innovations that originated in our conference include crowd sourcing; Large scale data mining competitions with over 10,000 participants, personalized advertising eg. on Google, graph mining algorithms that power Facebook & LinkedIn, and recommender systems used by Netflix, Amazon etc. After 25 years and an explosive growth in this industry, we are still the home for the latest cutting-edge research in these topics. Even today, the technology & research discussed at our conference is often 1-3 years ahead of any other conference!

### **Profile of Attendees & Organizers**

In 2014 KDD attracted over 2300 leading researchers each year from universities, the industry and from the government. Last year we had around 1100 attendees each from universities & the industry, and another 100 from the government including NIH, NSF, DARPA, National laboratories, etc.

Uniquely among the large analytics & machine learning conferences, we have an equal emphasis on both theoretical advances and large real world impact that benefits millions of customers. Hence, we have separate but equally prestigious research and application tracks for the papers presented at the conference. We also invite several leaders from various industries to present at the conference to foster a cross breeding of ideas. Over the years, this interaction between the leading practitioners at large companies & startups on the one hand, and the algorithm development researchers (including leading academics) on the other has proven to be a fertile ground for tremendous technological and entrepreneurial innovation. As a result KDD regularly spawns new product features & technologies for companies, and new research problems for our academic colleagues.

Many successful entrepreneurs who first emerged from our research community still actively participate in our conference and mentor the next generation of innovators. While the list of such mentors & thought-leaders is very long, as an illustrative example panel members from KDD2013’s panel session on “A Data Scientist’s Guide to Making Money from Start-ups” included Usama Fayyad, serial entrepreneur, VC and former Chief Data Officer for Yahoo!, Oren Etzioni, serial entrepreneur and angel investor, Ron Bekkerman a VC at Carmel Ventures who formerly led engineering teams at LinkedIn and Claudia Perlich, the chief scientist of DStillery. Continuing a long tradition, the KDD 2015 conference continues to be organized & run by such high-powered volunteers including entrepreneurs, chief data scientists, leading professors from Stanford, UC Berkeley etc, and other thought leaders who consider this a way to give back to our community.

## Sponsorship Benefits

Many of our sponsors & exhibitors are companies like Google, Microsoft, Yahoo, Accenture and others who use KDD to meet & hire the leading data scientists of our generation. In KDD 2015 we plan to deploy a system to match our Diamond, Platinum, Gold, and Silver sponsors with attendees (students and leading researchers) looking for jobs. These sponsors will be able to send us their job advertisements ahead of time & we will match them up with the CVs of interested attendees & connect the best matches up to 15 days ahead of the conference. During these 15 days you can set up a schedule of interviews at your conference exhibition booth or at other convenient locations of your choice.

Other companies such as Elder Research, Salford Systems, Oracle, SAS, and many startups use the exhibition booth as a venue to advertise & meet new customers. Finally most leading book publishers use our conference to advertise and sell the latest books to the largest gathering of data mining researchers. All of our attendees also visit the Exhibitors' booths since we provide coffee, soda & snacks, wireless internet and working tables in this region.

We rely on corporate sponsorship to help us keep the registration costs affordable for students and international attendees. We are grateful for your support of our research community. We hope to see you at KDD 15!

KDD 2015 Sponsorship chair,

Balaji Krishnapuram, [sponsors@kdd15.org](mailto:sponsors@kdd15.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-2015 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  
(Diamond sponsors will have the highest priority in booth selection)
- Six complimentary conference registrations, plus 2 complimentary registrations for exhibitors
- KDD-2015 will match conference attendees interested in jobs with your job descriptions & facilitate 1-on-1 meetings at the conference venue.
- 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-2015 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 medium priority in booth selection)
- Three complimentary conference registrations, plus 2 complimentary registrations for exhibitors
- KDD-2015 will match conference attendees interested in jobs with your job descriptions & facilitate 1-on-1 meetings at the conference venue.
- 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-2015 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
- KDD-2015 will match conference attendees interested in jobs with your job descriptions & facilitate 1-on-1 meetings at the conference venue.
- 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)
- Two complimentary exhibitor registrations
- KDD-2015 will match conference attendees interested in jobs with your job descriptions & facilitate 1-on-1 meetings at the conference venue.
- 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 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

### **Media Sponsorships**

- Prominent branding on summit website, signage , conference bags and materials
- SIG-KDD will send two company tailored emails to all KDD-2015 attendees before and 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.
- Company profile ( description, logo , link ) in show-guide and website
- Two complimentary conference press passes for staff members

**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
- Two Complimentary exhibitor registrations
- 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 chair. Eg Special local area tours**

## **KDD 2014 Sponsors & Supporters**

**Sponsor: ACM SIGKDD**



**Supporters: Platinum**

**Bloomberg**

**Supporters: Gold**



**facebook**



**Supporters: Silver**





HUAWEI

IBM **Research**







**Supporters: Bronze**



**Supporters: Research Paper Award**



**Supporters: Best Industry & Government Paper Award**



**Supporters: Best Test of Time Paper Award**



**Supporters: Lanyard Sponsor**



**Supporters: Media Sponsor**



**Supporters: WiFi Sponsor**



**Supporters: Mobile App Sponsor**



**Supporters: KDD CUP Sponsor**



**Supporters: Student Travel Awards**



**Supporters: Travel**



**Supporters: Program Ad Sponsor**



**Exhibitors:**



# BIG DATA

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