Sponsorship Brochure for the

ACM SIGKDD 2018 Conference on Knowledge Discovery & Data Mining

19-23 August, 2018, London

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, e.g., 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; we also constantly evolve new technologies such as deep learning, differential privacy, ethical considerations of machine learning etc. Even today, the technology & research discussed at our conference is often 1-3 years ahead of any other conference!

Profile of Attendees & Organizers

In 2016, KDD attracted over 2700 leading researchers in about equal parts from universities, industry, as well as some participation from governmental entities including NIH, NSF, DARPA, and National Laboratories.

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 a previous KDD 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 2018 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 use KDD to meet & hire the leading data scientists of our generation. In KDD 2018 we plan to deploy again a system where eligible sponsors (see details of the different sponsorship levels below (for Diamond, Platinum, Gold, and Silver) can provide a limited number of job descriptions. Each attendee, as part of the registration process, will have the option to upload a resume and indicate which of the companies he or she might be interested in. The resumes along with the contact information will be made available to the set of sponsoring companies that the attendee selected, approximately 2 weeks prior to the conference. You can set up a

schedule of interviews at your conference exhibition booth or at other convenient locations of your choice during or after the conference. This program has been extremely successful in the past providing on average more than 100 qualified resumes to each of the sponsors.

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 18 in London!

KDD 2018 Sponsorship chairs,

Shipeng Yu, Yu Zheng, Balaji Krishnapuram

sponsors2018@kdd.org

Note: All amounts are in USD

Diamond – $65,000

Benefits:

- Recognition as main sponsor of KDD at the banquet (Diamond sponsors have priority in selecting their hosting meal/event)
- Option to speak to audience at the banquet. NOTE: the banquet is the most important sponsored meal at the conference attended by the largest audience.
- SIG-KDD will send two emails to all KDD-2018 attendees (before and after the conference). Note: We are not giving out the attendee list. The sponsor will provide the email text to SIG-KDD, and SIG-KDD will approve and send it.
- Complimentary triple-space booth (Diamond sponsors will have the priority in booth selection)
- Six (6) complimentary full-conference registrations, plus two (2) complimentary booth-only registrations
- KDD-2018 will share your job descriptions (up to 3) with all conference attendees who choose to participate in the job market. During registration, any attendee can choose to contact you or select to be contacted by you if he/she is interested in your position. You can organize 1-on-1 meetings at your conference exhibition booth or at other convenient locations of your choice during or after the conference.
- Special prominent placement of large logo/link on website & on site at conference venue
- Logo on conference bag and conference materials
- Option to have brochure or CD included in all conference bags (no books or heavy items). *Item must be approved by KDD.*

Platinum – $50,000

Benefits:

- Recognition as host of a meal. Meals catered at KDD include lunches, women's lunch, and dinner during poster sessions. The sponsor will have an option to speak to audience at the hosted meal.
- SIG-KDD will send two emails to all KDD-2018 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 (3) complimentary full-conference registrations, plus two (2) complimentary booth-only registrations for exhibitors
- KDD-2018 will share your job descriptions (up to 3) with conference attendees who choose to participate in the job market. During registration, any attendee can choose to contact you or select to be contacted by you if he/she is interested in your position. You can organize 1-on-1 meetings at your conference exhibition booth or at other convenient locations of your choice during, or after the conference.
- Special prominent placement of large logo/link on website & on site at conference venue
- Logo on conference bag and conference materials
- Option to have brochure or CD included in all conference bags (no books or heavy items). *Item must be approved by KDD.*

Gold – $35,000

Benefits:

- SIG-KDD will send one email to all KDD-2018 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 (1) complimentary full-conference registrations, plus two (2) complimentary booth-only registrations for exhibitors
- KDD-2018 will share your job description with all conference attendees. During registration, any attendee can choose to contact you or select to be contacted by you if he/she is interested in your position. You can organize 1-on-1 meetings at your conference exhibition booth or at other convenient locations of your choice during, or after the conference.
- Logo on website and conference materials (NOT conference bag)
- Option to have brochure or CD included in all conference bags (no books or heavy items). *Item must be approved by KDD.*

Silver – $25,000

Benefits:

- Complimentary single-space booth (Silver sponsors will have priority in booth selection over non-sponsoring exhibitors)
- Two (2) complimentary booth-only exhibitor registrations
- KDD-2018 will share your job description with all conference attendees. During registration, any attendee can choose to contact you or select to be contacted by you if he/she is interested in your position. You can organize 1-on-1 meetings at your conference exhibition booth or at other convenient locations of your choice during, or after the conference.
- Logo on website and conference materials (NOT conference bag)
- Option to have brochure or CD included in all conference bags (no books or heavy items). *Item must be approved by KDD.*

Bronze – $10,000

Benefits:

- One (1) complimentary full-conference registration
- KDD-2018 will share your job description with all conference attendees. During registration, any attendee can choose to contact you or select to be contacted by you if he/she is interested in your position. You can organize 1-on-1 meetings at your conference exhibition booth or at other convenient locations of your choice during, or after the conference.
- Logo on website and conference materials (NOT conference bag)
- Option to have brochure or CD included in all conference bags (no books or heavy items). *Item must be approved by KDD.*

Sponsorship of Webcast of Keynote Lectures – $5,000 (max of 2 sponsors)

- Logo and advertisement links on page for webcast
- Opportunity to reach global audience of several thousand people
- Logo on website and conference materials (NOT conference bag)

Wireless Access Sponsorship – $10,000 (max 1 sponsors)

- Sponsor logo to be displayed on Internet landing page. Exclusive.
- Logo on website and conference materials (NOT conference bag)

Media Sponsorships (for Media partners only)

- Prominent branding on summit website, signage, conference bags, and materials
- SIG-KDD will send two (2) company tailored emails to all KDD-2018 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 (2) complimentary full-conference press passes for staff members

Sponsored onsite recruitment events

- SIGKDD has obtained several rooms at the conference venue for corporate recruitment events eg cocktails for the KDD participants you invite, or rooms for onsite interviews.
- Sizes and prices vary by room. Please contact us to discuss your needs.

Research Track Best Paper Awards – $3000 (max 2 sponsors)

Applied Data Science Track Best Paper Awards – $3000 (max 2 sponsors)

Best Student Paper Awards – $3000 (max 2 sponsors)

Dissertation Award – $3000 (max 2 sponsors)

Named Student Travel Grant $1000 per student (e.g., <Company XXX> Student Travel Grant)

Benefits for each:

- Publicity at conference
- Recognition on plaque/certificate handed to winner
- Logo on website and conference materials (NOT conference bag)

Advertisement in Conference Program Booklet $2500 (max 3 sponsors)

Benefits:

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

Bag Inserts/Fliers $1200

Benefits:

- Distribution of fliers or USB/CD to all attendees of KDD in conference bag

Exhibitor Booth – Tiered Pricing (See Below)

Benefits:

- Opportunity to reach entire KDD audience, e.g., to sell books or data mining software
- Helps companies recruit leading data mining practitioners & researchers
- Two (2) complimentary booth-only exhibitor registrations
- Rate for exhibiting companies: $4,000
- One-day rate for startups: $1,200 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.

For other potential sponsorship opportunities, pricing or level of sponsorship to be discussed separately, please contact the sponsorship chair directly.

Previous Sponsors & Supporters