



## Sponsorship Brochure for the ACM SIGKDD 2019 Conference on Knowledge Discovery & Data Mining

**August 4-8, 2019, Anchorage, Alaska USA**

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. It is home to some of the first & most highly cited research papers in fields which are now popularly known as “Big Data”, “Data Science”, and “Predictive Analytics”. Innovations like Crowdsourcing, large-scale data science competitions, personalized advertising (e.g. Google etc.), graph mining algorithms (e.g. Facebook, LinkedIn etc.) and recommender systems (e.g. Netflix, Amazon etc.) all originated at KDD.

After 30 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 machine learning etc. Even today, the technology & research discussed at our conference is often ahead of any other conferences!

### **Who participates?**

In 2018, KDD conference attracted over 3300 leading researchers in about equal parts from universities and industry. More specifically, attendees at KDD come from --

**Academia:** Leading researchers (e.g. professors, graduate students etc.) from universities (e.g. Berkeley, Stanford, Oxford, Tsinghua etc.) across the globe come to KDD to learn and present the cutting edge advancements in the fields of Data Science, Machine Learning, Artificial Intelligence, Predictive Analytics and Big Data.

**Industry:** KDD has pioneered applied data science. It is not surprising that KDD participants come from almost all industry stalwarts that are synonymous with data driven intelligent technologies. Professionals (Data Scientists, ML Engineers, Research Scientists etc.) from Google, Alibaba, Facebook, Netflix, LinkedIn, Tencent, Microsoft, IBM, Spotify and Amazon, to name a few companies, are a large and active presence at KDD.

**Policy Leaders:** The confluence of eminent voices from academia and industry at KDD has brought about an active participation from various thought leaders in the research policy arena as well. Voices from NIH, NSF, DARPA, and National Laboratories etc. are an important presence at KDD.

**Startups & VC:** Participants from the startup and venture capital arena have always found a nurturing home at KDD. Panels discussions on topics such as “A Data Scientist’s Guide to Making Money from Startups” are highly sought out events at KDD.

### **Why should you sponsor KDD?**

**Recruitment:** KDD provides multiple avenues for you to meet and recruit the best and brightest minds in the field of data science, analytics, machine learning, artificial intelligence, and Big Data. KDD facilitates this explicitly through sharing your job postings with attendees directly (Diamond, Platinum, Gold, and Silver sponsorship level), through job matching (where candidates can express interest in your jobs) and through Exhibition booths (where you can showcase your company & jobs, arrange meetings, set up Q&A with your experts etc.).

**Branding:** KDD is known as a home for industry-defining innovations and high quality rigorously peer-reviewed research. Sponsoring KDD is an opportunity for you to brand with over a quarter century of high-quality data science that KDD has come to represent. This is a way for you to stay on top of minds for data science professionals and candidates that may look for their next place to work in a few months or years.

**Customers:** In addition to facilitating recruitment, KDD also provides an opportunity for you to reach out to your potential customers. Companies such as Elder Research, Salford Systems, Oracle, SAS, and many startups use the exhibition booth as a venue to advertise & meet new customers. Most leading book publishers use our conference to advertise and sell the latest books to the largest gathering of data mining researchers.

**Community:** Many of us now work in research disciplines and industries that many years ago were mere nascent ideas being discussed at KDD. Supporting KDD through sponsorship is a way for you to support the international community of researchers that are working on data-driven ideas that will define economies of tomorrow. Quite explicitly, corporate sponsorship helps us keep the registration costs affordable for students and international attendees.

We hope to see you at KDD 2019 in Anchorage!

KDD 2019 Sponsorship chairs,

Ritwik Kumar, Lei Li, Shipeng Yu

[sponsors2019@kdd.org](mailto:sponsors2019@kdd.org)

*Note: All amounts are in USD*

## Diamond – \$65,000

### Benefits:

- Recognition as the main sponsor of KDD at the banquet (Diamond sponsors have priority in selecting their hosting meal/event)
- Option to speak to the 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-2019 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 and two (2) complimentary booth-only registrations
- KDD-2019 will share your job descriptions (up to 10) with all conference attendees who choose to participate in the job matching program. During registration, any attendee can choose to contact you or select to be contacted by you if they are interested in your positions. 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 the website & on-site at the 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.*
- Logo included with each online video posted on YouTube and Videlectures after the conference. This includes keynotes, tutorials, workshops, invited talks, and paper presentation of all tracks. All videos will be on YouTube and Videlectures in perpetuity.

## Platinum – \$50,000

### Benefits:

- Recognition as host of a meal. Meals catered at KDD include lunches and dinners during poster sessions. This excludes Women's Luncheon which is a separate sponsorship item.
- SIG-KDD will send two emails to all KDD-2019 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 and two (2) complimentary booth-only registrations for exhibitors
- KDD-2019 will share your job descriptions (up to 8) with conference attendees who choose to participate in the job matching program. During registration, any attendee can choose to contact you or select to be contacted by you if they are interested in your positions. 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 the website & on-site at the conference venue
- Logo on conference bag and conference materials

- Option to have a brochure or CD included in all conference bags (no books or heavy items). *Item must be approved by KDD.*
- Logo included with each online video posted on YouTube and Videolectures after the conference. This includes keynotes, tutorials, workshops, invited talks, and paper presentation of all tracks. All videos will be on YouTube and Videolectures in perpetuity.

## Gold – \$35,000

### Benefits:

- SIG-KDD will send one email to all KDD-2019 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 and two (2) complimentary booth-only registrations for exhibitors
- KDD-2019 will share your job descriptions (up to 6) with all conference attendees. During registration, any attendee can choose to contact you or select to be contacted by you if they are 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 a 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-2019 will share your job descriptions (up to 4) with all conference attendees. During registration, any attendee can choose to contact you or select to be contacted by you if they are 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 a 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-2019 will share your job descriptions (up to 2) with all conference attendees. During registration, any attendee can choose to contact you or select to be contacted by you if they are interested in your position. You can organize 1-on-1 meetings at a convenient location of your choice during, or after the conference.
- Logo on website and conference materials (NOT conference bag)
- Option to have a brochure or CD included in all conference bags (no books or heavy items). *Item must be approved by KDD.*

## **Sponsorship of KDD Women’s Luncheon – \$5,000 (max of 1 sponsor)**

### Benefits:

- Recognition as the host for KDD Women’s Luncheon.
- Signage in the Luncheon room.
- Optional opportunity to host a “spotlight” (up to 5 mins) talk as part of the program to highlight Diversity & Inclusion at your organization. Schedule in the program will be determined by KDD.
- Logo on website and conference materials (NOT conference bag)
- Option to have a brochure or CD included in all conference bags (no books or heavy items). *Item must be approved by KDD.*

## **Exclusive sponsorship of KDD Opening (1st) Keynote -- \$15,000**

### Benefits:

- Sponsorship video playing 10 mins before and 5 mins after the Opening Keynote at KDD. Volume, if available, for the video will be controlled by KDD during the event. We do NOT offer speaking opportunity before the Keynote for sponsors.
- Opportunity to reach the single largest audience gathering at KDD.
- One (1) complimentary full-conference registration
- Prominent signage in the keynote room, behind the stage.
- Logo on website and conference materials (NOT conference bag)
- Option to have a brochure or CD included in all conference bags (no books or heavy items). *Item must be approved by KDD.*

## **Sponsorship of KDD 2nd & 3rd Keynotes -- \$10,000 each (max 1 sponsor per Keynote)**

### Benefits:

- Sponsorship video playing 10 mins before and 5 mins after the Keynote talks at KDD. Volume, if available, for these videos will be controlled by KDD during the event. We do NOT offer speaking opportunity before the Keynotes for sponsors.
- Opportunity to reach a large audience gathering at KDD.
- One (1) complimentary full-conference registration
- Prominent signage in the keynote room, behind the stage.
- Logo on website and conference materials (NOT conference bag)
- Option to have a brochure or CD included in all conference bags (no books or heavy items). *Item must be approved by KDD.*

## **Sponsorship of KDD Awards – See Tiered Rates Below**

- **Research Track Best Paper Awards** – \$3000 (max 2 sponsors)
- **Applied Data Science Track Best Paper Awards** – \$3000 (max 2 sponsors)
- **Best Student Paper Awards (Research Track)** – \$3000 (max 2 sponsors)
- **Best Student Paper Awards (Applied Data Science Track)** – \$3000 (max 2 sponsors)
- **Dissertation Award** – \$3000 (max 2 sponsors)

## **Sponsorship of SIGKDD Awards – See Tiered Rates Below**

- **Test of Time Award** – \$10,000 (max 1 sponsor)
- **Innovation Award** – \$10,000 (max 1 sponsor)
- **Service Award** – \$10,000 (max 1 sponsor)

## **Wireless Access Sponsorship – \$10,000 (max 1 sponsor)**

- 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-2019 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
- SIG-KDD will help arrange interviews with top KDD researchers prior to and/or during the conference.
- One (1) complimentary full-conference press pass for staff member

## **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.

## **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
- Special rate for Startups: \$3,000
- Special rate for Academic Institutes & Non-Profits: \$3,000

*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 chairs directly.**

## Previous Sponsors & Supporters





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