

# Sponsor Prospectus 2024



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# Sponsorship Prospectus

Big thinking precedes great achievement.

## Who We Are

The community for data mining, data science and analysis

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 33 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 conference!

# Who Participates?

KDD conference attracts leading researchers in 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. Panel discussions on topics such as “AI and entrepreneurship” are highly sought out events at KDD.



# Why should you sponsor KDD?

## Recruitment

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**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

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**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

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**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

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**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.**

# Sponsor Levels

## DIAMOND

EXCLUSIVE (MAX 1 SPONSOR)

**\$60K**

### What's included

Recognition as the main sponsor of KDD Opening Ceremony and 10 minute feature talk during Ceremony.

SIG-KDD will send two emails to all KDD-2024 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 first booth selection) 3m x 9m  
Six (6) complimentary full-conference registrations and two (2) complimentary booth-only registrations  
Lead Retrieval Scanner and basic booth furnishings included in booth package.

KDD-2024 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 & onsite at the conference venue Logo on conference bag and conference materials.

Option to have one (1) brochure or small promotional item included in all conference bags (no books or heavy items). Item must be approved by KDD.

## PLATINUM

**\$40K**

### What's included

Recognition as the main sponsor of the KDD Reception (NOTE: the KDD Dinner and Reception are the most important sponsored events at the conference attended by the largest audience).

SIG-KDD will send two emails to all KDD-2024 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 double-space booth (Platinum sponsors will have the priority in booth selection) 3m x 6m  
Lead Retrieval Scanner and basic booth furnishings included in booth package.

Four (4) complimentary full-conference registrations and two (2) complimentary booth-only registrations.

KDD-2024 will share your job descriptions (up to 8) 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 & onsite at the conference venue Logo on conference bag and conference materials.

Option to have one (1) brochure or small promotional item included in all conference bags (no books or heavy items). Item must be approved by KDD

## GOLD

**\$30K**

### What's included

Recognition as host of a meal. Meals catered at KDD include lunches and dinners during poster sessions.

SIG-KDD will send one email to all KDD-2024 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 single-space booth (3m x 3m)(Gold sponsors will have first priority in booth selection)  
Lead Retrieval Scanner and basic booth furnishings included in booth package.

Two (2) complimentary full-conference registrations and two (2) complimentary booth-only registrations for exhibitors.

KDD-2024 will share your job descriptions (up to 6) 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 & at the conference venue  
Logo on conference bag and conference materials.

Option to have one (1) brochure or small promotional item included in all conference bags (no books or heavy items). Item must be approved by KDD.

## SILVER

**\$20K**

### What's included

Complimentary single-space booth (Silver sponsors will have priority in booth selection over non-sponsoring exhibitors) 3m x 3m.

One (1) full-conference registration and two (2) complimentary booth-only exhibitor registrations  
Lead Retrieval Scanner and basic booth furnishings included in booth package.

KDD-2024 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 one (1) brochure or small promotional item included in all conference bags (no books or heavy items). Item must be approved by KDD

# EXHIBITOR BOOTHS

## Tiered Pricing (See Below)

Note: First preference for booth location provided to Diamond, Platinum, Gold, Silver (with minimum amount of sponsorship) in that order.

- Opportunity to reach entire KDD audience, e.g., to sell books or data mining software
- Helps companies recruit leading data mining practitioners & researchers
- One (1) complimentary booth-only exhibitor registration
- Rate for exhibiting companies: **\$5,000**
- Special rate for Startups: **\$4,000**
- Special rate for Academic Institutes, Book Publishers & Non-Profits: **\$4,000**



# Keynote Sponsorships

## EXCLUSIVE SPONSORSHIP OF KDD OPENING (1ST) KEYNOTE

**\$15K / max of 1 sponsor / Exclusive**

- 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. Subtitles should be added by the sponsor. We do NOT offer speaking opportunities before the Keynote for sponsors
- Opportunity to reach the single largest audience gathering at KDD
- One (1) complimentary full-conference registration
- Prominent display of logo during the keynote session
- Logo on website and conference materials (NOT conference bag)
- Option to have one (1) brochure or small promotional item included in all conference bags (no books or heavy items). Item must be approved by KDD

## SPONSORSHIP OF KDD 2ND & 3RD KEYNOTES

**\$10K / max 1 sponsor per Keynote**

- 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. Subtitles should be added by the sponsor. We do NOT offer speaking opportunities before the Keynotes for sponsors
- Opportunity to reach a large audience gathering at KDD
- One (1) complimentary full-conference registration
- Prominent display of logo during the keynote session
- Logo on website and conference materials (NOT conference bag)
- Option to have one (1) brochure or small promotional item included in all conference bags (no books or heavy items). Item must be approved by KDD

# Special Day Sponsorships

## SPONSORSHIP OF GENERATIVE AI DAY

**\$10K / max of 1 sponsor / Exclusive**

- Opportunity to provide a sponsorship video (up to 5 minutes) to showcase efforts in your Organization (video must be approved by KDD/ACM and placement is at the discretion of the KDD Organizing Committee)
- Prominent signage in the session room
- (2) full conference registration passes
- Logo on website and conference materials (NOT conference bag)

## SPONSORSHIP OF EQUITY, DIVERSITY & INCLUSION DAY

**\$10K /max of 1 sponsor / Exclusive**

- Opportunity to provide a sponsorship video (up to 5 minutes) to showcase efforts in your Organization (video must be approved by KDD/ACM and placement is at the discretion of the KDD Organizing Committee)
- Prominent signage in the session room
- (2) full conference registration passes
- Logo on website and conference materials (NOT conference bag)

## SPONSORSHIP OF FINANCE DAY

**\$5K / max of 1 sponsor / Exclusive**

- Opportunity to provide a sponsorship video (up to 5 minutes) to showcase efforts in your Organization (video must be approved by KDD/ACM and placement is at the discretion of the KDD Organizing Committee)
- Prominent signage in the session room
- (2) full conference registration passes
- Logo on website and conference materials (NOT conference bag)

## SPONSORSHIP OF ENVIRONMENT DAY

**\$5K / max of 1 sponsor / Exclusive**

- Opportunity to provide a sponsorship video (up to 5 minutes) to showcase efforts in your Organization (video must be approved by KDD/ACM and placement is at the discretion of the KDD Organizing Committee)
- Prominent signage in the session room
- (2) full conference registration passes
- Logo on website and conference materials (NOT conference bag)

## SPONSORSHIP OF RESPONSIBLE AI DAY

**\$5K / max of 1 sponsor / Exclusive**

- Opportunity to provide a sponsorship video (up to 5 minutes) to showcase efforts in your Organization (video must be approved by KDD/ACM and placement is at the discretion of the KDD Organizing Committee)
- Prominent signage in the session room
- (2) full conference registration passes
- Logo on website and conference materials (NOT conference bag)

## SPONSORSHIP OF HEALTH DAY

**\$5K / max of 1 sponsor / Exclusive**

- Opportunity to provide a sponsorship video (up to 5 minutes) to showcase efforts in your Organization (video must be approved by KDD/ACM and placement is at the discretion of the KDD Organizing Committee)
- Prominent signage in the session room
- (2) full conference registration passes
- Logo on website and conference materials (NOT conference bag)

## SPONSORSHIP OF AI FOR SCIENCE DAY

**\$5K / max of 1 sponsor / Exclusive**

- Opportunity to provide a sponsorship video (up to 5 minutes) to showcase efforts in your Organization (video must be approved by KDD/ACM and placement is at the discretion of the KDD Organizing Committee)
- Prominent signage in the session room
- (2) full conference registration passes
- Logo on website and conference materials (NOT conference bag)

## SPONSORSHIP OF EUROPEAN DATA SCIENCE DAY

**\$5K / max of 1 sponsor / Exclusive**

- Opportunity to provide a sponsorship video (up to 5 minutes) to showcase efforts in your Organization (video must be approved by KDD/ACM and placement is at the discretion of the KDD Organizing Committee)
- Prominent signage in the session room
- (2) full conference registration passes
- Logo on website and conference materials (NOT conference bag)

**\*\* Please note, in the case that a certain aspect of the program (i.e. special day session) is cancelled for reasons unforeseen, the 2024 Sponsorship Chairs will work with the sponsors on an alternative. \*\***

## SPONSORSHIP OF MASTERS & UNDERGRADUATE CONSORTIUM

**\$5K / max of 1 sponsor / Exclusive**

- Opportunity to provide a sponsorship video (up to 5 minutes) to showcase efforts in your Organization (video must be approved by KDD/ACM and placement is at the discretion of the KDD Organizing Committee)
- Prominent signage in the session room
- (2) full conference registration passes
- Logo on website and conference materials (NOT conference bag)

## SPONSORSHIP OF PHD CONSORTIUM

**\$5K / max of 1 sponsor / Exclusive**

- Opportunity to provide a sponsorship video (up to 5 minutes) to showcase efforts in your Organization (video must be approved by KDD/ACM and placement is at the discretion of the KDD Organizing Committee)
- Prominent signage in the session room
- (2) full conference registration passes
- Logo on website and conference materials (NOT conference bag)



## SPONSORSHIP OF KDD AWARDS

### Logo on the KDD 2024 conference website

- Research Track Best Paper Awards – \$3,000 (max 2 sponsors)
- Applied Data Science Track Best Paper Awards – \$3,000 (max 2 sponsors)
- Best Student Paper Awards (Research Track) – \$3,000 (max 2 sponsors)
- Best Student Paper Awards (Applied Data Science Track) – \$3,000 (max 2 sponsors)
- Dissertation Award – \$3,000 (max 2 sponsors)

## SPONSORSHIP OF SIGKDD AWARDS

### Logo on the KDD 2024 conference website

- Test of Time Award – \$5,000 (max 1 sponsor // Exclusive)
- Innovation Award – \$5,000 (max 1 sponsor // Exclusive)
- Service Award – \$5,000 (max 1 sponsor // Exclusive)

## Additional Sponsorships

### LANYARD SPONSORSHIP

#### \$15K / max 1 sponsor / Exclusive

- Sponsor logo will be printed on all lanyards and distributed at the conference's registration to all KDD attendees
- Please note: the conference organizers will coordinate the lanyard order and will provide the artwork proof to the sponsor for approval
- Logo on the KDD 2024 conference website

## WIRELESS ACCESS SPONSORSHIP

### \$10K / max 1 sponsor / Exclusive

- Sponsor logo to be displayed on the Internet landing page (if applicable)
- Logo on website and conference materials (NOT conference bag)

## SPONSORSHIP OF ONSITE CHILD CARE

### \$20K / max 1 sponsor / Exclusive

- Branding opportunity with a much-admired service offered to KDD attendees
- Recognition as the exclusive sponsor of onsite Child Care at KDD 2024
- Two (2) complimentary full-conference registration
- Logo on website and conference materials (NOT conference bag)
- Option to have a brochure or small promotional item included in all conference bags (no books or heavy items). KDD must approve items

## COFFEE BREAK A LA CARTE SPONSOR

### \$3K/Max 4 Sponsors

- Logo displayed near the coffee breaks that take place outside of the exhibit hall.
- Two Coffee Breaks on Sunday, and Two on Monday.
- Very popular breaks among KDD Attendee's
- One (1) complimentary full-conference registration
- Logo on website and conference materials (NOT conference bag)

## CHARGING STATION WITH EU ADAPTORS

**\$6K/Max 2 Sponsors**

- Attendees will appreciate the opportunity to “charge up” and will have extended exposure to your logo while they wait.
- Location is prominent in the exhibit hall where all meals and sponsors are.
- Logo in the charging station, website and conference materials (NOT conference bag)
- One (1) complimentary full-conference registration
- Option to have a brochure or small promotional item included in all conference bags (no books or heavy items). KDD must approve items

## MOBILE APP SPONSOR

**\$10K max 1 sponsor / Exclusive**

- The conference mobile app is a valuable tool for attendees, providing quick access to the agenda, floor plan, and much more. It is referenced often, ensuring on-going visibility for sponsors. Your logo appears on the home screen, and you are entitled to one “push” message to be sent to all app users.
- Logo on website and conference materials (NOT conference bag)
- Two (2) complimentary full-conference registrations
- Option to have a brochure or small promotional item included in all conference bags (no books or heavy items). KDD must approve items

## Sponsorship Agreement

### CONTRACTUAL TERMS, CONDITIONS & RULES

The Agreement for conference corporate support, exhibit space, and advertising is between the Association for Computing Machinery, a New York not-for-profit corporation (“ACM”), with its principal place of business at 1601 Broadway, 10th Floor, New York, NY 10019 and the Company/Organization as named in application below (“Company/Organization”) (the “Agreement”). ACM is the sponsor of the 30th ACM SIGKDD Conference on Knowledge Discovery and Data Mining KDD’24 Conference (the “Event”), which will take place in person August 25-29, 2024, Barcelona, Spain. and Company/Organization wishes to support/exhibit/advertise at the Event.

#### Sponsor/Exhibitor/Advertiser Benefits

In exchange for the fee (as selected in application below), Company/Organization will receive the benefits described in the KDD Sponsorship Prospectus in connection with the Event (the “Benefits”).

#### Fee

In exchange for the Benefits, Company/Organization shall remit payment to ACM in the amounts set forth in the application, applications must be submitted with 50% or 100% payment (the “Fee”). Final payments are due no later than July 22, 2024.

Agreement is subject to cancellation for payments not received by July 22, 2024 and Company/Organization may be prohibited from supporting/exhibiting/advertising at the KDD conference in the future. Payment is due in full at the time of submission of application for Company/Organizations that submit on or after July 22, 2024.

#### Company/Organization Cancellation

Company/Organization may cancel its participation in the Event, with or without cause, (including, advertising, and sponsorship fees) upon written notification to KDD’24 Sponsor Manager at [kjohnson@executiveevents.com] (the “Notification”). If KDD’24 Sponsor Manager receives the Notification on or before June 10, 2024 Corporate Supporter shall not be required to pay the Fee and ACM shall, as soon as practicable, refund any portion of the Fee previously received by ACM. If KDD’24 Sponsor Manager receives the Notification after June 10, 2024 but on or before June 28, 2024 Company/Organization shall pay ACM an amount equal to 50% of the Fee in accordance with the amount set forth in the application. If KDD’23 Sponsor Manager receives the Notification after June 28, 2024, Company/Organization shall pay ACM an amount equal to 100% of the Fee in accordance with the amount set forth in the application.

### **Company/Organization Trademarks**

**(a) License.** Company/Organization hereby grants ACM a non-exclusive limited license to use, display, and reproduce its logos, trademarks, service marks, and trade names (the "Company/Organization Trademarks") in connection with the promotion and advertisement of the Event and the listing of the companies/organizations of the Event during the Term.

**(b) Ownership.** The Company/Organization Trademarks licensed to ACM in connection with the Event are Company/Organization's sole property, and ACM has no ownership or other intellectual property rights in those items.

**(c) No Infringement.** Company/Organization represents that (1) the Company/Organization Trademarks are owned by Company/Organization or Company/Organization has permission from the rightful owner to use and license the Company/Organization Trademarks and (2) the Company/Organization Trademarks and ACM's use thereof in accordance with the terms of this Agreement shall not violate or infringe any third party rights (including, without limitation, any copyright, trademark, patent, right of privacy or publicity, or other intellectual property right).

**(d) Delivery.** Company/Organization shall deliver an image file of the Company/Organization Trademarks to the KDD'24 Sponsor Manager at kjohnson@executiveevents.com within 10 days of the effective date.

### **Term and Termination**

This Agreement is effective upon signature by both parties and shall terminate on August 29, 2024 (the "Term"). The Agreement may be terminated by ACM upon the material breach by Company/Organization of the terms and conditions of this Agreement, provided ACM provides Company/Organization notice of such breach and a period of at least thirty (30) days to cure the breach. If Company/Organization fails to cure the breach by the end of the cure period, ACM may immediately terminate the Agreement.

### **Indemnification**

Company/Organization agrees to protect, indemnify, defend and hold harmless ACM and its respective employees, volunteers, and agents against all claims, losses or damages to persons or property, government charges or fines, and costs (including reasonable attorney's fees) arising out of (a) Company/Organization's participation in the Event, (b) Company/Organization's breach of any material provisions of this Agreement and (c) ACM's use of the Company/Organization's Trademarks in accordance with the terms of this Agreement. ACM agrees to protect, indemnify, defend and hold harmless Company/Organization and its respective employees, volunteers, and agents against all claims, losses or damages to persons or property, government charges or fines, and costs (including reasonable attorney's fees) arising out of ACM's hosting of the Event. Notwithstanding the foregoing, neither party shall indemnify the other for any claims arising out of the sole negligence or willful misconduct of the other party or its respective employees, volunteers or agents.

### **Insurance**

Each Party represents and warrants to the other that it currently has and will maintain insurance coverage of a kind and in an amount that is commercially reasonable to cover its activities and the performance of its obligations under this Agreement

### **Force Majeure**

**(a) General.** A party will not be considered in breach of or in default because of, and will not be liable to the other party for, any delay or failure to perform its obligations under this Agreement by reason of fire, earthquake, flood, explosion, strike, riot, war, terrorism, or similar event beyond such party's reasonable control (each a "Force Majeure Event"). However, if a Force Majeure Event occurs, the affected party shall, as soon as practicable: Notify the other party of the Force Majeure Event and its impact on such party's performance under this Agreement; and Use diligent efforts to resolve any issues resulting from the Force Majeure Event and perform its obligations under this Agreement. **(b) Event Cancellation.** If the Event is canceled because of a Force Majeure Event, Company/Organization shall have no obligation to make any future payments of the Fee to ACM and ACM will, as soon as practicable, refund Company/Organization any payments of the Fee already received by ACM. However, if only part of the Event is canceled, Company/Organization will receive a refund of a proportionate share of any payments of the Fee already paid to ACM.

### **Confidentiality**

The parties acknowledge that during the Term each party may receive Confidential Information from the other party. For the purposes of this Agreement, "Confidential Information" means information treated as confidential and proprietary that is disclosed by one party hereto (the "Discloser"), either directly or indirectly, in writing or orally, to the other party hereto (the "Recipient"). Each party agrees to maintain the Confidential Information in the strictest of confidence and shall not, at any time, use, disseminate or disclose any Confidential Information to any person or entity other than those of its employees or representatives who have a "need to know", who have been apprised of this restriction and who are themselves bound by similar non-disclosure restrictions. Recipient shall immediately notify Discloser in the event of any loss or disclosure of any Confidential Information. Upon termination of this Agreement, Recipient shall return to Discloser all documents and records in its possession containing the Confidential Information of Discloser. Confidential Information shall not include information that: (i) is already known to Recipient without restriction on use or disclosure prior to receipt of such information from Discloser, (ii) is or becomes part of the public domain other than by breach of this Agreement by, or other wrongful act of, Recipient; (iii) is developed by Recipient independently of and without reference to any Confidential Information; (iv) is received by Recipient from a third party who is not under any obligation to Discloser to maintain the confidentiality

of such information; or (v) is required to be disclosed by law, including without limitation, pursuant to the terms of a court order, provided that Recipient has given Discloser prior notice as soon as was reasonably practical of such disclosure and an opportunity to contest such disclosure. It shall be the obligation of Recipient to prove that such an exception to the definition of Confidential Information exists.

### **Governing Law**

This Agreement is governed by and shall be construed in accordance with the internal laws of the State of New York without giving effect to any choice or conflict of law provision or rule that would require or permit the application of the laws of any jurisdiction other than those of the State of New York. Any legal suit, action, or proceeding arising out of or related to this Agreement or the licenses granted hereunder shall be instituted in the federal courts of the United States or the courts of the State of New York in each case located in the city of New York and County of New York, and each party irrevocably submits to the jurisdiction of such courts in any such suit, action, or proceeding.

### **Amendments**

No amendment to this Agreement will be effective unless it is in writing and signed by a party or its authorized representative.

### **Assignment and Delegation**

**No Assignment.** Neither party may assign any of its rights under this Agreement, except with the prior written consent of the other party. Any merger, consolidation, or reorganization involving either party (regardless of whether such party is a surviving or disappearing entity) will not be deemed to be an assignment or transfer of rights under this Agreement for which the other party's prior written consent is required.

**No Delegation.** Neither party may delegate any performance under this Agreement, except with the prior written consent of the other party.

**Enforceability of an Assignment or Delegation.** If a purported assignment or purported delegation is made in violation of this section, it is void.

### **Notices**

**Writing; Permitted Delivery Methods.** Each party giving or making any notice request demand or other communication required or permitted by this Agreement shall give that notice in writing and use one of the following types of delivery, each of which is a writing for purposes of this Agreement: personal delivery, mail (registered or certified mail, postage prepaid, return-receipt requested), nationally recognized overnight courier (fees prepaid), or email.

**Addresses.** A party shall address notices under this section to a party at the following addresses: **If to ACM:**

Association for Computing Machinery

1601 Broadway, 10th Floor

New York, NY 10019

Attn: Katie Balben, Program Coordinator

**If to Supporter/Exhibitor/Advertiser:** Per the contact information provided in application and Agreement (c) Effectiveness. A notice is only effective if the party giving notice complies with subsections (i) and (ii) and if the recipient receives the notice.

### **Entire Agreement**

This Agreement constitutes the final agreement of the parties. It is the complete and exclusive expression of the parties' agreement about the subject matter of this Agreement. All prior and contemporaneous communications, negotiations, and agreements between the parties relating to the subject matter of this Agreement are expressly merged into and superseded by this Agreement. The provisions of this Agreement may not be explained, supplemented, or qualified by evidence of trade usage or a prior course of dealings. Neither party was induced to enter this Agreement by, and neither party is relying on, any statement, representation, warranty, or agreement of the other party except set forth expressly in this Agreement. Except as set forth expressly in this Agreement, there are no conditions precedent to this Agreement.

### **Effectiveness**

This agreement will become effective when all parties have signed it. The date this Agreement is signed by the last party to sign it (as indicated by the date associated with such party's signature) will be deemed the date of this Agreement.

# Application and Contract for Conference Support, Exhibit Space and Advertising

## Payment

Email completed application to: [kjohnson@executiveevents.com](mailto:kjohnson@executiveevents.com) 50% or 100% payment due upon receipt of invoice. Sponsorship will not be held or confirmed without deposit.

Make checks payable to Association for Computing Machinery, 1601 Broadway, 10th Floor, New York, NY 10019 (please reference KDD'21 on check)

Credit Card Payments: Please call 212-626-0588 with invoice number

ACM Tax ID: 13-1921358

Company/Organization

Authorized Person

Authorized Person Title

Email

Phone

Company Address

I have read and agree to all terms and conditions of this Agreement. I am authorized to execute this Agreement for said Company/Division

Signature

Date

Diamond Sponsor (\$60,000)

Platinum Sponsor (\$40,000)

Gold Sponsor (\$30,000)

Sliver Sponsor (\$20,000)

Exclusive sponsorship of KDD Opening Keynote (\$15,000)

Sponsorship of KDD 2nd & 3rd Keynotes (\$10,000)

Sponsorship of Generative AI Day (\$10,000)

Sponsorship of Equity, Diversity & Inclusion Day (\$10,000)

Sponsorship of Health Day (\$5,000)

Sponsorship of Finance Day (\$5,000)

Sponsorship of Enviroment Day (\$5,000)

Sponsorship of Responsible AI Day (\$5,000)

Sponsorship of AI For Science Day (\$5,000)

Sponsorship of European Data Science Day (\$5,000)

Sponsorship of Masters & Undergraduate Consotium (\$5,000)

Sponsorship of PDH Consortium (\$5,000)

Research Track Best Paper Awards (\$3,000)

Applied Data Science Track Best Paper Awards (\$3,000)

Best Student Paper Awards (\$3,000)

Dissertation Award (\$3,000)

Test of Time Award (\$5,000)

Service Award (\$5,000)

Innovation Award (\$5,000)

Lanyard Sponsorship (\$15,000)

Wireless Access Sponsorship (\$10,000)

Sponsorship of Onsite Child Care (\$20,000)

Coffee Break Ala Carte Sponsor (\$3,000)

Charging Station With EU Adaptors (\$6,000)

Mobile App Sponsor (\$10,000)

Exhibitor Booth for companies (\$5,000)

Exhibitor Booth for Startups and Non-Profits (\$4,000)

**TOTAL PAYMENT: \$**

