



# ECML PKDD

Dublin, Ireland

10-14  
SEPT  
2018

## SPONSORSHIP OPPORTUNITIES

**European Conference on Machine Learning and Principles and Practice of Knowledge Discovery in Databases**

*10 – 14 Sept 2018*

*Croke Park Conference Venue*

*Dublin, Ireland*

[ecmlpkdd2018.org](http://ecmlpkdd2018.org)

The European Conference on Machine Learning and Principles and Practice of Knowledge Discovery in Databases will take place in the Croke Park Conference Centre, Dublin, Ireland during the 10 - 14 September 2018.

This event is the premier European machine learning and data mining conference and builds upon over 16 years of successful events and conferences held across Europe. Ireland is delighted to host and to bring together participants to Croke Park- one of the iconic sporting venues but also providing a world-class conference facility.

The local hosts in Ireland are;

Insight Centre for Data Analytics

University College Dublin, School of Computer Science

IBM Research - Ireland

Visit  
[www.ecmlpkdd2018.org](http://www.ecmlpkdd2018.org)  
for up-to-date information



## CONFERENCE COMMITTEE

The event is supported by a **dynamic committee** who will focus on developing the programme and event experience.

### General Chairs

Michele Berlingerio (IBM Research)

Neil Hurley (University College Dublin)

### Program Chairs

Michele Berlingerio (IBM Research)

Francesco Bonchi (ISI Foundation)

Thomas Gaertner (University of Nottingham)

Georgiana Ifrim (University College Dublin)

### Journal Track Chairs

Bjoern Bringmann (Deloitte)

Jesse Davis (Katholieke Universiteit Leuven)

Elisa Fromont (Université de Rennes 1 / IRISA lab)

Derek Greene (University College Dublin)



# WHY SPONSOR

As the **premier European machine learning and data mining conference**, it attracts a worldwide audience of over 600 attendees from across the globe.

The 5 day conference program includes presentations of peer-reviewed research papers, invited talks by eminent researchers in the field, a wide program of workshops and tutorials, a discovery challenge, a demo track, an industrial track, sessions with invited speakers, peer-reviewed papers and posters.

The ECML PKDD conference provides a forum where sponsors will enjoy a great amount of visibility within the machine learning and data mining communities.

## *Some Key Points to Note About ECML-PKDD 2018:*

- Great Iconic location in the heart of Dublin with unique networking and social activities.
- Excellent exhibition and sponsorship opportunities to engage with delegates and promote your brand.
- ECMLPKDD2018.org – the conference website is the main reference point for this community and your brand can be positioned to maximise your exposure.
- Social Media- each year we develop this further and add to the growing followers, increasing the conferences reach.
- Other promotion initiatives will be carried out, nationwide and internationally, through web portals, mailing lists and posters.

**We invite companies and organisations to participate in this important meeting as sponsors and exhibitors. A range of sponsorship opportunities are detailed in the pages to follow and we are happy to discuss tailored packages for sponsors with particular requirements.**



# SPONSORSHIP OPPORTUNITIES

Below are some general sponsorship levels in support of ECMLPKDD 2018 - Platinum | Gold | Silver | Bronze. There are also detailed additional opportunities and exhibition packages for you review in pages to follow. We welcome an opportunity to discuss and create a bespoke package for your support of the event.

## PLATINUM SPONSOR

€7,500

The Platinum sponsors for the conference are our principal industry partners. They will receive prominent acknowledgement and exposure on all conference materials (pre- and post-event), and first choice of exhibition space and other benefits.

Our Platinum Sponsors receive the following acknowledgements and benefits:

- Web Positioning & E-promotion
  - Company logo positioned on the home page of the conference website.
  - Company logo with a 300 character description, linking to the company's website on the sponsor page of the conference website.
  - Sponsor will be featured in participant e-newsletter pre-conference branding.
- Signage & Printing
  - Company's logo included on the sponsor board placed in the registration area.
  - Sponsor logo included within the onsite printed programme book.
  - The sponsor can position a banner (1m wide x 2.5m tall) in the conference area for the full duration of the conference in a premium location.
- Prime exhibition space in central location -12sqm with 3 tables and 4 chairs.
- Option to advertise job opportunities during the conference.
- 2 Delegate Bag Inserts (each maximum A4, 4 pages / 2 sheets).
- 4 conference registrations, including one dinner ticket per registrant.

## GOLD SPONSOR

€5,500

- Web Positioning
  - Company logo positioned on the home page of the conference website.
  - Company logo with a 200 character description, linking to the company's website on the sponsor page of the conference website.
- Signage & Printing
  - Company's logo included on the sponsor board placed in the registration area.
  - Sponsor logo included within the onsite printed programme book.
- Exhibition space -8sqm with 2 tables and 3 chairs.
- Option to advertise job opportunities during the conference.
- 1 Delegate Bag Insert (maximum A4, 4 pages / 2 sheets).
- 3 conference registrations, including one dinner ticket per registrant.

- Web Positioning
  - Company logo positioned on the home page of the conference website.
  - Company logo with a 100 character description, linking to the company's website on the sponsor page of the conference website.
- Signage & Printing
  - Company's logo included on the sponsor board placed in the registration area.
  - Sponsor logo included within the onsite printed programme book.
- Exhibition space- 6sqm with 1 table and 2 chairs.
- Option to advertise job opportunities during the conference.
- 1 Delegate Bag Insert (maximum A4, 4 pages / 2 sheets)
- 2 conference registrations, including one dinner ticket per registrant.

**BRONZE SPONSOR****€2,250**

- Web Positioning
  - Company logo linking to the company's website on the sponsor page of the conference website.
- Signage & Printing
  - Company's logo included on the sponsor board placed in the registration area.
  - Sponsor logo included within the onsite printed programme book
- 1 conference registration, including one dinner ticket.

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### SOCIAL EVENTS

#### Welcome Reception

**€4,000**

Exclusive sponsorship is offered on the opening reception on Monday 10<sup>th</sup> September. Your company's logo will be listed on the programme, onsite signage and branding may be displayed at the venue during this event. Your company's logo will be listed on the conference website sponsor page as well as included on the sponsor board placed in the registration area.

#### Conference Dinner

**€7,500**

Exclusive sponsorship is offered for the Conference Dinner which takes place on Wednesday 12<sup>th</sup> September. The event will provide an Irish Experience for the delegates. Dinner, entertainment and great fun or "craic" will be had. Your organisations logo will be listed on the programme, event tickets will display your logo and branding may be displayed at the venue. Your company's logo will be listed on the conference website sponsor page as well as included on the sponsor board placed in the registration area.

## CATERING

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### Lunch Sponsor – 3 Available

€2,000

Lunch is provided during the 3 main programme days of Tuesday to Thursday. Your company will be listed in the printed onsite programme book, timetable and you will be provided with a branding opportunity during the lunch. Your company's logo will also be listed on the conference website's sponsor page as well as included on the sponsor board placed in the registration area. Pricing is based on one lunch session.

### Coffee Breaks – 5 Days Available

€1,400

Sponsor the morning & afternoon refreshment breaks. Your company will be listed on the printed onsite programme book, timetable and you will be provided with a branding opportunity during the break. Your company's logo will also be listed on the conference websites sponsors page as well as included on the sponsor board placed in the registration area. Pricing is based on one full day which includes both the morning and afternoon coffee break. There are 5 days to choose from.

## DELEGATE ITEMS/BRANDING

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### Conference Badge Lanyard Sponsor

€2,000

Your company's logo in one colour printed on the conference lanyards and provided to each participant. Your company's logo will be listed on the conference website on the sponsor page as well as included on the sponsor board placed in the registration area.

### Conference Bag Sponsor

€3,500

Your company's logo in one colour printed on the conference bags and provided to each participant. Your company's logo will be listed on the conference website on the sponsor page as well as included on the sponsor board placed in the registration area.

### Note Pads or Pens

€650

The sponsor can provide a branded note pad or pen that will be included in each of the conference delegate packs. Your company's logo will be listed on the conference website on the sponsor page as well as included on the sponsor board placed in the registration area. Price is for one item. **You can select both for €1,000**

### Delegate Bag Insert

€850

Have your company's promotional material included in the conference bag. (Max size A4, 2 sheets)

### Conference T-Shirts

€1,000

Have your company's brand displayed on the staff T-shirts worn over the 5 days. Your company's logo will be listed on the conference website on the sponsor page as well as included on the sponsor board placed in the registration area.

### Programme Book Branding

€3000

Your company's logo will be listed in the Programme booklet of which there are only two positions available. A copy of the programme book is provided to every participant at the conference. Your company's logo will be listed on the conference website on the sponsor page as well as included on the sponsor board placed in the registration area.

## Advertising

During the event, all participants will be provided with a programme book for the conference. Advertising space available at the following rates (all adverts would be black & white, artwork must be supplied):

- Full Page – €950.00 + VAT OR Half Page – €600.00 + VAT

### **Invited Talk Sponsor - 5 Available**

**€1,500**

We welcome a sponsor to consider supporting the costs of an invited speaker at the conference. Your support will provide funding towards their travel and accommodation. Your company's logo will be recognised in the programme (printed onsite and web based). You will be acknowledged by the chair of the session and your company's sign/banner may be displayed in the lecture room during the invited talk. Your company's logo will be listed on the conference website on the sponsor page as well as included on the sponsor board placed in the registration area. There are 8 invited talks during the programme. Price listed is for one sponsored talk.

### **Test of Time Award Sponsor**

**€1,500**

The sponsors of the Test of Time Award will provide towards the costs of travel and accommodation for the speaker. Your company's logo will be recognised in the programme (printed onsite and web based). You will be acknowledged during the presentation by the session chair and your company's sign/banner may be displayed in the lecture room during the presentation. Your company's logo will be listed on the conference website on the sponsor page, linking to your company's website, as well as included on the sponsor board placed in the registration area. There is only one Test of Time Award available.

### **PhD Session**

**€1,500**

The sponsors of the PhD Session will provide funding towards provision of the PhD Session. Your company's logo will be recognised in the programme (printed onsite and web based). You will be acknowledged during the session and your company's sign/banner may be displayed in the lecture room during the session. Your company's logo will be listed on the conference website on the sponsor page, linking to your company's website, as well as included on the sponsor board placed in the registration area. There is only one PhD Session.

### **Student Grant**

**€500**

Sponsors may wish to consider supporting student participation at the conference. Your support will provide funding towards their registration at the event. Your company's logo will be recognised in the programme, listed on the conference website on the sponsor page as well as included on the sponsor board placed in the registration area. There are 10 opportunities to support. Price listed is for one sponsored student.

### **Volunteer Support**

**€250**

Support the conference volunteers with funds towards their accommodation and or travel. Your company's logo will be recognised in the programme, listed on the conference website on the sponsor page as well as included on the sponsor board placed in the registration area. There are 10 opportunities to support. Price listed is for one.

### **Support a Thematic Session**

**€ Price on Request**

We welcome a discussion with organisations to support sessions at the conference that may align with their organisations own objectives and areas of expertise.

# HOW TO MAKE A BOOKING

All bookings are confirmed through Keynote PCO, conference organiser for ECML-PKDD 2018 Please see the booking form on the following page.



Contact: Mary-Rose Rushe

Email: [ECMLPKDD2018expo@keynotepco.ie](mailto:ECMLPKDD2018expo@keynotepco.ie)

Tel: +353 (0)1 400 3648

Fax: +353 (0)1 400 3692

Keynote PCO, Suite 26, Anglesea House, 63 Carysfort Ave, Blackrock, Co Dublin, Ireland

1. All sponsors are requested to adhere to terms & Conditions on the page to follow.
2. On receipt of a completed booking form you are agreeing to the event terms and conditions.
3. Please ensure you complete the booking form, sign and return per instructions.
4. Sponsors are required to forward a high resolution logo and promotional information as requested.
5. An invoice will be issued accordingly.
6. Payment is completed to Keynote Conference Services Ltd. Full banking information will be provided on the issued invoice.

Note that the exhibition will operate Tuesday to Thursday with set up on the Monday afternoon.





# BOOKING TERMS & CONDITIONS

## **Cancellations/Postponement & Payments:**

100% of amount is due immediately with booking confirmation. All invoices must be paid within 30 days of the invoice date. Payment can be made by bank wire transfer or credit card (once and agreed pre-approved payment option by the conference desk). Bank details will be provided on all invoices. All bank charges are the responsibility of the sender. If the Client fails to submit full payment 6 months prior to the event, Keynote PCO can cancel the Client's participation in the Exhibition/Sponsorship with no refund of monies received.

Should an Exhibitor/Sponsor wish to cancel any of its participation (sponsorship, exhibition space, shell scheme, stand services etc.), written notification must be sent to [ECMLPKDD2018expo@keynotepco.ie](mailto:ECMLPKDD2018expo@keynotepco.ie)

Refunds will be based on the following schedule:

- Before 1<sup>st</sup> January 2018 50% refunded, less agreed benefits received to date.
- After 1<sup>st</sup> January 2018 No refund available.

In the event that the conference is postponed for any given reason, the exhibitor/sponsor/advertiser will not be entitled to cancel the exhibition space/sponsorship/advertising or to obtain monetary compensation, but the benefits that have been agreed will remain in place for the rescheduled event. In the event that the conference is cancelled for any given reason, the organisers will refund the exhibition/sponsorship/advertising money to the relevant company, minus any benefits that have been received by the company prior to the cancellation and any expenses incurred by the organisers with respect to the provision of the agreed benefits.

## **Stand Assignment, Exhibition Construction & Staff:**

A Platinum, Gold and Silver Sponsor will be offered first preference on exhibition space location. The remainder will be allocated strictly on a first come, first served basis and will be confirmed in writing, by Keynote PCO. All exhibition displays are provided space only with the table and chairs as detailed. No exhibition displays and pop ups may be higher than 2m and outside the dimensions as booked according to their package.

Preferences and priorities requested by the Exhibitor/Sponsor as to booth space location will be respected whenever possible. The Exhibition & Sponsorship Manager however reserves the right to make reasonable transfers as to the location of the Exhibitor/Sponsor's space should any circumstances arise where it is deemed necessary. No transfers will be made without prior notice to the Exhibitor/Sponsor. Any changes in space locations do not entitle the Exhibitor/Sponsor to cancel the exhibition space or obtain monetary compensation.

The organisers reserve the right to alter the layout of the exhibition area and to remove sections of the space and features such as posters, catering and internet café where or as required.

Exhibitors agree to be present the full duration of the exhibition during the event. Set up and dismantling of any display/exhibition spaces must only occur during the specific allotted timings.

Exhibitors are entitled to the number of staff passes indicated in their exhibition package. Additional passes are charged at a rate of €175 per person- these do not permit access to the lecture sessions.

## **Insurance and Safety:**

The organisers cannot be held responsible for any loss or damage of/to any equipment brought in for the Exhibitor/Sponsor's exhibition. The Exhibitor/Sponsor is therefore advised to ensure to take out adequate insurance cover as necessary including Employers Liability & Public Liability cover, insurance to cover loss of damage to exhibits or other personal property. In addition the Exhibitor/Sponsor is required to show proof of their insurance liability. Exhibitors and their representatives shall indemnify and hold harmless ECML-PKDD2018, Keynote PCO, Croke Park and their affiliated agents and employees from any or all liability. The Rules & Regulations must be fully observed by exhibitors, their contractors and their personnel. The organisers reserve the right to demand changes to, or closure of, any exhibitor or sponsor that does not conform to these Rules & Regulations. If an exhibitor/sponsor fails to comply with these rules and regulations, the organisers reserve the right to reclaim its exhibition space and resell it, and all monies paid by the exhibitor shall be forfeited.

**Once a company has reserved exhibition space or sponsorship, it agrees to abide by the payment conditions and cancellation policy plus all further rules and regulations in the technical information manual.**

# Exhibition and Sponsorship Booking Form ECML-PKDD2018

Please complete below the relevant items you wish to book accordingly.

## EXHIBITION BOOKING DETAILS

Exhibition Name *as to appear on official branding*



\_\_\_\_\_

## SPONSORSHIP BOOKING DETAILS

Please indicate below by ticking the sponsorship opportunity you wish to book.

Sponsor Name *as to appear on official branding*



\_\_\_\_\_

Please complete and return to:

ECML-PKDD2018

c/o Keynote PCO

Suite 26, Anglesea House,  
63 Carysfort Avenue, Blackrock,  
Co Dublin, Ireland

Tel: +353 (0)1 400 3648

Fax: +353 (0)1 4003692

Email:

ECMLPKDD2018expo@keynotepco.ie

All Exhibitors and Sponsors are  
required to email a high resolution  
logo when returning a booking form.

ITEM	VALUE	X	ITEM	VALUE	X	ITEM	VALUE	X
Platinum Sponsor	€7,500		Delegate Lanyard	€2,000		Invited Talk Sponsor	€1,500	
Gold Sponsor	€5,500		Bag Sponsor	€3,500		Test of Time Award	€1,500	
Silver Sponsor	€3,750		Note Pads or Pens	€650		PhD Session	€1,500	
Bronze Sponsor	€2,250		Delegate Bag Insert	€850		Student Grant	€500	
Welcome Reception	€4,000		Conference T-Shirts	€1,000		Volunteer Support	€250	
Conference Dinner	€7,500		Programme Book Logo	€3,000				
Lunch Break <i>Day Selected:</i>	€2,000		Ad-Full Page	€950		Other		
Tea & Coffee Break <i>Day Selected:</i>	€1,400		Ad-Half Page	€600				

Note: VAT will be applied to all booked items where relevant.

Current rate is at 23% Irish VAT. Total Exhibition and Sponsorship Value:

€

## INVOICE DETAILS

Please provide all details requested below. Ensure you provide the full billing/invoice information as should appear on your invoice. It is important that your VAT number is provided as this may cause delay in confirming your booking.

Company Name: \_\_\_\_\_

VAT Number: \_\_\_\_\_ PO Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Tel: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Country: \_\_\_\_\_ Signature: \_\_\_\_\_

**Expo Contact Details:** If the representative managing your onsite exhibition/sponsorship logistics is different to the invoicing contact – please provide below:

Name: \_\_\_\_\_ Email: \_\_\_\_\_