



Sponsor Prospectus

2026

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Sponsorship Prospectus

Big thinking precedes great achievement.



What is KDD?

The world's premier data science and AI conference that hosts both research and applied data science tracks.

KDD (Knowledge Discovery and Data Mining) is the annual international conference run by SIGKDD (Special Interest Group on Knowledge Discovery and Data Mining) under ACM (Association of Computing Machinery).

Started in 1995, KDD is the world's oldest and largest conference for research and development professionals in fields popularly known as knowledge discovery, data science, data mining, data analytics, big data, applied machine learning and artificial intelligence.

KDD is where some of the most influential works in these fields have been first presented. These include crowdsourcing, personalized advertising (e.g., Google, etc.), graph mining algorithms (e.g., Meta, LinkedIn etc.), recommender systems (e.g., Netflix, Amazon, etc.), among others.

Over the past three decades, KDD has continuously expanded and refined its scope to lead the flow of research and applications of data science and artificial intelligence.



Who Participates?

KDD attracts leading researchers and thought leaders in equal parts from academia and industry.

Researchers from Academia

Leading researchers from academia (including Berkeley, Stanford, Oxford, Tsinghua, etc.) across the globe gather at KDD to learn and present the cutting-edge advancements in knowledge discovery, data science, data mining, data analytics, big data, applied machine learning, and artificial intelligence.

Researchers, Developers, and Managers from Industry

KDD has pioneered applied data science. KDD participants represent almost all industry stalwarts that are synonymous with data-centric intelligent technologies. Professionals from Google, Meta, Amazon, Netflix, LinkedIn, Home Depot, Bloomberg, Intuit, Pinterest, Alibaba, Baidu, Tencent, and Ant Group, among others, are a large and active presence at KDD.

Policy and Thought 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 and VCs

Participants from the startups and venture capital arena have always found a nurturing home at KDD. Panel discussions on topics such as "AI and entrepreneurship" highly popular 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, data mining, data analytics, big data, applied machine learning, and artificial intelligence.

- Sharing job postings directly with all attendees (for Diamond, Platinum, Gold, and Silver-level sponsors)
- Job matching (where candidates can express interest in your job postings)
- Exhibition booths (where you can showcase your products/ services and job openings, meet with prospective employees, arrange Q&A with your experts, etc.).

Branding

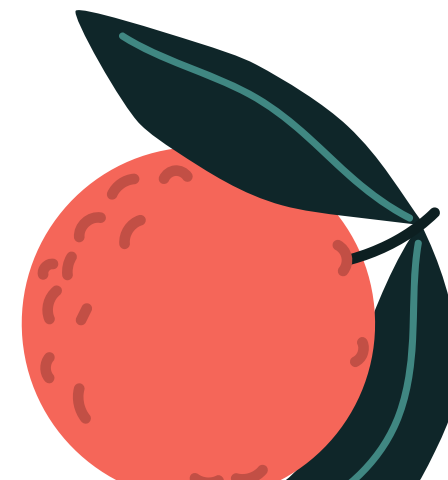
Sponsoring KDD is an opportunity for you to brand with over a quarter century of high-quality R&D in the fields that KDD has come to represent. Sponsors are remembered and appreciated by a large number of professionals in the fields.

Meet Customers

KDD provides an opportunity for you to reach out to potential customers. Companies such as Elder Research, Salford Systems, Oracle, SAS, and many startups have used the exhibition booths at KDD as a venue to meet prospective customers. Leading book publishers use KDD to promote and sell the latest books to the largest gathering of the fields.

Community Support

Today researchers work on hot R&D topics that many years ago were nascent ideas discussed at KDD. Sponsoring KDD supports the international community of researchers whose work may define the economies of tomorrow. Corporate sponsorships also help to keep the KDD registration fees affordable for students and many of the international attendees.





Letter From the General Chairs

Greetings.

We are the General Chairs of KDD 2026.

This letter is to request your kind consideration to join KDD 2026 as a corporate sponsor.

KDD (Knowledge Discovery in Data) is the premier international conference on data science, data mining and AI with a 31-year history. Each year, it attracts 2,500-3,000 R&D professionals from around the globe.

The technical program for KDD 2026 will include research papers selected from over 6,000 submissions across six tracks; and some 30 workshops, 30 tutorials, and many presentations over 5 special theme day sessions.

KDD 2026 will be held on August 9-13 in Jeju, Korea. As you know, Korea is an advanced IT-centric country with many world-class IT corporations, such as Samsung, LG, Hyundai, Naver, Krafton, etc. Korea is also the home of world-renowned dynamic "K" culture, including K-Pop, K-Drama, K-Beauty, and K-Food.

Jeju Island is one of the premier vacation and resort destinations of the world, and is one of the UNESCO Natural Heritages. The conference venue will be the Jeju International Convention Center, in close proximity to the beautiful Jungmun Resort Complex with lots of top-class hotels and resorts. Jeju autonomous provincial government offers a 30-day visa-free entry privilege to foreign visitors on direct flights into Jeju.

We are working hard to make KDD 2026 the best ever KDD. The technical program, geographic location, visa policy, Korea Day, and "K-Hospitality" are all elements that will help realize our goal. There is one more, critical, element. It is the generous sponsorships from corporations who will help nurture the world's KDD community.

We will be grateful and honored if your esteemed corporation would choose to join us in KDD 2026 to push the KDD community a big step forward. KDD 2026 will also be an opportunity for your corporation to connect with the large world KDD community. We will work with you to make sure that, after KDD 2026, you will feel that your sponsorship was well worth it.

Thank you very much for your kind consideration.

Sincerely,

Won Kim (founding chair of ACM SIGKDD and KDD)

Jae-Gil Lee (Prof. Korea Advanced Institute of Science and Technology)

Kyuseok Shim (Prof. Seoul National University)

Sponsor Levels

DIAMOND

EXCLUSIVE (MAX 1 SPONSOR)

US\$60K

What KDD provides

- Recognition as the main sponsor of the KDD Annual Celebration and a 10-minute feature talk during the Celebration.
- KDD will send two emails to all KDD 2026 attendees (before AND after the conference).
- (Note: We are not giving out the attendee list. The sponsor will provide the email text to KDD, and KDD will review/approve and send it.)
- Complimentary triple-space booth (3mx9m) (Diamond sponsors will have the first booth selection). A lead retrieval scanner and basic booth furnishings are included in the booth package.
- Six (6) complimentary full-conference registrations and two (2) complimentary booth-only registrations. A lead retrieval scanner and basic booth furnishings are included in the booth package.
- KDD 2026 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 elect 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 in the sponsor interview room.
- Special prominent placement of large logo/link on the website and onsite at the conference venue.
- Sponsor's logo on the conference bag and conference materials.
- Option to have one (1) brochure or small promotional item included in all conference bags (no book or heavy item). (The item must be approved by KDD.)
- Post on KDD's social media channels recognizing sponsorship.
- A 30-minute time slot in the Sponsor Invited Talk program.

PLATINUM

US\$40K

What KDD provides

- Recognition as the main sponsor of the KDD Poster Receptions.
- KDD will send two emails to all KDD 2026 attendees (before AND after the conference).
- (Note: We are not giving out the attendee list. The sponsor will provide the email text to KDD, and KDD will review/approve and send it.)
- Complimentary double-space booth (3mx6m) (Platinum sponsors will have the second priority in booth selection). A lead retrieval scanner and basic booth furnishings are included in the booth package.
- Four (4) complimentary full-conference registrations and two (2) complimentary booth-only registrations.
- KDD 2026 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 elect 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 in the sponsor interview room.
- Special prominent placement of large logo/link on the website and onsite at the conference venue
- Sponsor's logo on the conference bag and conference materials.
- Option to have one (1) brochure or small promotional item included in all conference bags (no book or heavy item). (The item must be approved by KDD.)
- Post on KDD's social media channels recognizing sponsorship.
- A 30-minute time slot in the Sponsor Invited Talk program.

GOLD

US\$30K

What KDD provides

- Recognition as host of a meal. (Meals catered at KDD include breakfasts, lunches and breaks.)
- KDD will send one email to all KDD 2026 attendees (before OR after the conference). (Note: We are not giving out the attendee list. The sponsor will provide the email text to KDD, and KDD will review/approve and send it.)
- Complimentary single-space booth (3mx3m) (Gold sponsors will have the third priority in booth selection). A lead retrieval scanner and basic booth furnishings are included in the booth package.
- Two (2) complimentary full-conference registrations and two (2) complimentary booth-only registrations.
- KDD 2026 will share your job descriptions (up to 6) with all conference attendees who choose to participate in the job matching program. During registration, any attendee can choose to contact you or elect 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 in the sponsor interview room.
- Special prominent placement of large logo/link on the website and onsite at the conference venue
- Sponsor's logo on the conference bag and conference materials.
- Option to have one (1) brochure or small promotional item included in all conference bags (no book or heavy item). (The item must be approved by KDD.)
- Post on KDD's social media channels recognizing sponsorship.

SILVER

US\$20K

What KDD provides

- Complimentary single-space booth (3mx3m) (Silver sponsors will have the fourth priority in booth selection). A lead retrieval scanner and basic booth furnishings are included in the booth package.
- One (1) complimentary full-conference registration and two (2) complimentary booth-only registrations.
- KDD 2026 will share your job descriptions (up to 4) with all conference attendees who choose to participate in the job matching program. During registration, any attendee can choose to contact you or elect 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 in the sponsor interview room.
- Sponsor's logo on the KDD 2026 website and conference materials (but NOT on the conference bags).
- Option to have one (1) brochure or small promotional item included in all conference bags (no book or heavy item). (The item must be approved by KDD.)
- Post on KDD's social media channels recognizing sponsorship.

Korean Corporate Sponsorships

(for KDD 2026 only)

K-SILVER

KRW 20M (minimum) / Max 10 Sponsors

What is it?

The K-Silver level is only for Korean corporate sponsors to provide an exclusive opportunity to showcase their products/services and visions directly to an engaged audience, and to recruit both Korean and foreign talents.

The K-Silver sponsors will be carefully selected and invited by Korea Day co-chairs.

What KDD provides

- A 20-minute time slot for an oral presentation in the Korea Day Workshop.
- KDD 2026 will share your job descriptions (up to 4) with all conference attendees. During registration, any attendee can choose to contact you or elect to be contacted by you if they are interested. You can organize 1-on-1 meetings at your conference exhibition booth or in the sponsor interview room.
- One (1) full-conference registration.
- Sponsor's logo on KDD 2026 website and conference materials (but NOT on the conference bags).
- Option to have one (1) brochure or small promotional item included in all conference bags (no book or heavy item). (The item must be approved by KDD.)
- Post on KDD's social media channels recognizing sponsorship.

K-BRONZE

KRW 10M (minimum) / Max 10 Sponsors

What is it?

The K-bronze level is only for Korean corporate sponsors, and is intended to provide opportunities to broaden their branding and recruit both Korean and foreign talents.

What KDD provides

- Complimentary 3mx3m single-space booth (K-Bronze sponsors will have priority in booth selection over non-sponsoring exhibitors). A lead retrieval scanner and basic booth furnishings are included in the booth package.
- One (1) complimentary booth-only registration.
- Sponsor's logo on KDD 2026 website and conference materials (but NOT on the conference bags).
- Option to have one (1) brochure or small promotional item included in all conference bags (no book or heavy item). (The item must be approved by KDD.)



Sponsor Invited Talk

US\$5K

30-minute time slot for an invited presentation
(Note: This is included in the Diamond and Platinum Level sponsorships.)

The Sponsor Invited Talk is an exclusive opportunity for sponsors to showcase their products/services and visions. It is also a recruiting opportunity with an engaged audience.

Key Features

- Prime exposure: The talk will be in a high-traffic area to attract maximum attendance.
- Tailored audience: The talk will attract attendees interested in your products/services and insights.
- Customizable content: You may include a case study, a demo, and an interactive session in your presentation.
- Professional setup: The talk setup will include AV support, stage, and seating to ensure a seamless experience.

Exhibition Booths

Exhibition booths are a platform to reach the entire KDD audience, for example, to sell books, software products/services, or consulting services. They can be used to increase brand awareness and recruit prospective employees.

A single-space booth (3m x 3m) includes

- Basic booth furnishings, and
- One (1) complimentary booth-only registration.

Rates

- (Non-Startup) Companies: **US\$5,000**
- Startups: **US\$4,000**
- Academic Institutes, Book Publishers, and Non-Profits: **US\$4,000**

Note: Booth locations are prioritized in the order of Diamond, Platinum, Gold, Silver, and K-Bronze sponsorships.

KDD Opening Keynote

US\$ 15K / Exclusive (1 Sponsor)

Each keynote is presented in a plenary session. The opening keynote attracts the largest audience at KDD.

What KDD provides

- Sponsorship video playing 10 mins before and 5 mins after the opening keynote. (Volume, if available, for the video will be controlled by KDD during the event. Subtitles must be added by the sponsor. Video playing is NOT a speaking opportunity for the sponsor.)
- One (1) complimentary full-conference registration.
- Prominent display of the sponsor's logo during the keynote session.
- Sponsor's logo on the KDD 2026 website and conference materials (but NOT on the conference bags)
- Option to have one (1) brochure or small promotional item included in all conference bags (no book or heavy item). (The item must be approved by KDD.)

KDD 2nd & 3rd Keynote

US\$ 10K / Exclusive (1 Sponsor per Keynote)

Opportunity to reach a large audience at KDD.

What KDD provides

- Sponsorship video playing 10 mins before and 5 mins after the keynote. (Volume, if available, for the videos will be controlled by KDD during the event. Subtitles must be added by the sponsor. Video playing is NOT a speaking opportunity for the sponsor.)
- One (1) complimentary full-conference registration.
- Prominent display of logo during the keynote session.
- Sponsor's logo on the KDD 2026 website and conference materials (but NOT on the conference bags)
- Option to have one (1) brochure or small promotional item included in all conference bags (no book or heavy item). (The item must be approved by KDD.)

Special Day Sponsorships

Data Day

US\$5K / Max 2 Sponsors

What KDD provides

- Opportunity to play a video (up to 5 minutes) that showcases the sponsor. (The video must be approved by KDD and placement is at the discretion of KDD.)
- Prominent signage in the session room.
- Two (2) full-conference registrations.
- Sponsor's logo on the KDD 2026 website and conference materials (but NOT on the conference bags).

Health Day

US\$5K / Max 2 Sponsors

What KDD provides

- Opportunity to play a video (up to 5 minutes) that showcases the sponsor. (The video must be approved by KDD and placement is at the discretion of KDD.)
- Prominent signage in the session room.
- Two (2) full-conference registrations.
- Sponsor's logo on the KDD 2026 website and conference materials (but NOT on the conference bags).

Finance Day

US\$5K / Max 2 Sponsors

What KDD provides

- Opportunity to play a video (up to 5 minutes) that showcases the sponsor. (The video must be approved by KDD and placement is at the discretion of KDD.)
- Prominent signage in the session room.
- Two (2) full-conference registrations.
- Sponsor's logo on the KDD 2026 website and conference materials (but NOT on the conference bags).

AI for Education Day

US\$5K / Max 2 Sponsors

What KDD provides

- Opportunity to play a video (up to 5 minutes) that showcases the sponsor. (The video must be approved by KDD and placement is at the discretion of KDD.)
- Prominent signage in the session room.
- Two (2) full-conference registrations.
- Sponsor's logo on the KDD 2026 website and conference materials (but NOT on the conference bags).

AI Reasoning Day

US\$5K / Max 2 Sponsors

What KDD provides

- Opportunity to play a video (up to 5 minutes) that showcases the sponsor. (The video must be approved by KDD and placement is at the discretion of KDD.)
- Prominent signage in the session room.
- Two (2) full-conference registrations.
- Sponsor's logo on the KDD 2026 website and conference materials (but NOT on the conference bags).

Undergraduate Consortium

US\$5K / Max 2 Sponsors

What KDD provides

- Opportunity to play a video (up to 5 minutes) that showcases the sponsor. (The video must be approved by KDD and placement is at the discretion of KDD.)
- Prominent signage in the session room.
- Two (2) full-conference registrations.
- Sponsor's logo on the KDD 2026 website and conference materials (but NOT on the conference bags).

Ph.D. Consortium

US\$5K / Max 2 Sponsors

What KDD provides

- Opportunity to play a video (up to 5 minutes) that showcases the sponsor.
- (The video must be approved by KDD and placement is at the discretion of KDD.)
- Prominent signage in the session room.
- Two (2) full-conference registrations.
- Sponsor's logo on the KDD 2026 website and conference materials (but NOT on the conference bags).

KDD Awards

Logo on the KDD 2026 conference website

Research Track Best Paper Awards

US\$3,000 (Max 2 Sponsors)

Applied Data Science Track Best Paper Awards

US\$3,000 (Max 2 Sponsors)

Best Student Paper Awards (Research Track)

US\$3,000 (Max 2 Sponsors)

Datasets and Benchmarks Best Paper Awards

US\$3,000 (Max 2 Sponsors)



Additional Sponsorships

Wireless Access

US\$ 10K / Exclusive (1 Sponsor)

What KDD provides

- Sponsor's logo on the KDD 2026 Internet landing page (if applicable).
- Sponsor's logo on the KDD 2026 website and conference materials (but NOT on the conference bags).

Lanyards

US\$ 10K / Exclusive (1 Sponsor)

What KDD provides

- Sponsor logo to be printed on all lanyards and distributed at the conference registration desk to all KDD attendees
- (Note: KDD will coordinate the lanyard order and provide the artwork proof to the sponsor for approval.)
- Sponsor's logo on the KDD 2026 website.

Onsite Childcare

US\$20K /Max 4 Sponsors

Branding opportunity with all KDD attendees

What KDD provides

- Recognition as the sponsor of onsite childcare at KDD 2026.
- Two (2) complimentary full-conference registrations.
- Sponsor's logo on the KDD 2026 website and conference materials (but NOT on the conference bags).
- Option to have a brochure or small promotional item included in all conference bags (no book or heavy item). (The item must be approved by KDD.)

Coffee Breaks

US\$3K /Max 4 Sponsors

All KDD attendees gather and mingle during coffee breaks

What KDD provides

- Logo to be displayed near the coffee breaks that take place outside of the Exhibit Hall. (Two coffee breaks on Sunday, and two on Monday.)
- One (1) complimentary full-conference registration.
- Sponsor's logo on the KDD 2026 website and conference materials (but NOT on the conference bags).

Charging Station

US\$6K /Max 2 Sponsors

Attendees appreciate the opportunity to "charge up" and have extended exposure to the sponsor's logo while they wait.

The location for the charging station is prominent in the Exhibit Hall where all meals and coffee breaks are served.

What KDD provides

- Sponsor's logo in the charging station, KDD 2026 website, and conference materials (but NOT on the conference bags)
- One (1) complimentary full-conference registration.
- Option to have a brochure or small promotional item included in all conference bags (no book or heavy item). (The item must be approved by KDD.)
- Sponsor may provide a branded item for the charging station.

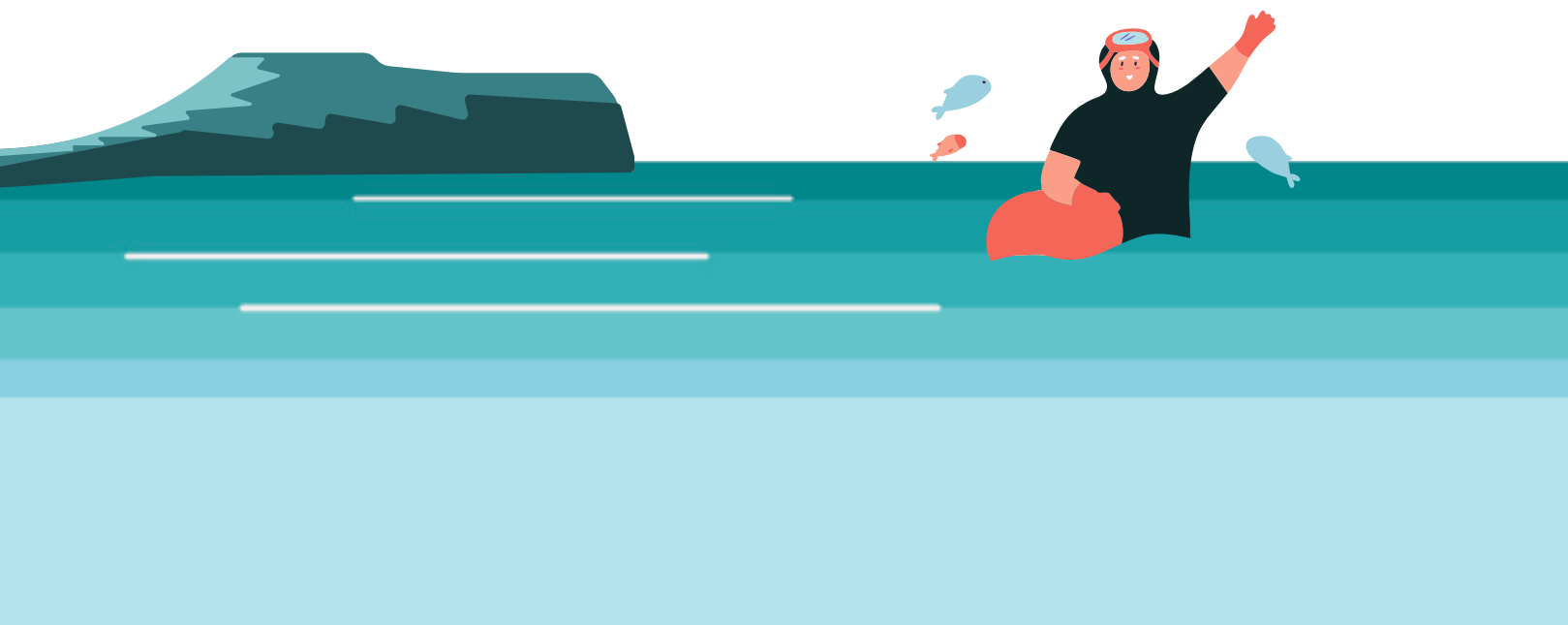
Mobile App

US\$ 10K /Exclusive (1 Sponsor)

The conference mobile app is a valuable tool for attendees, providing quick access to the KDD agenda, floor plan, and much more. It is referenced often, ensuring on-going visibility for sponsors.

What KDD provides

- The sponsor's logo on the home screen, and the sponsor is entitled to one "push" message to be sent to all app users.
- Sponsor's logo on the KDD 2026 website and conference materials (but NOT on the conference bags).
- Two (2) complimentary full-conference registrations.
- Option to have a brochure or small promotional item included in all conference bags (no book or heavy item). (The item must be approved by KDD.)



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'26 Conference (the "Event"), which will take place in person August 9-13, 2026, Jeju, Korea. 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, 2026. Agreement is subject to cancellation for payments not received by July 22, 2026 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, 2026.

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'26 Sponsor Manager at [kjohnson@executiveevents.com] (the "Notification"). If KDD'26 Sponsor Manager receives the Notification on or before June 10, 2026 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'26 Sponsor Manager receives the Notification after June 10, 2026 but on or before June 28, 2026 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'26 Sponsor Manager receives the Notification after June 28, 2026, 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’26 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, 2026 (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 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'26 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

Workshop Name

- | | |
|--|--|
| Diamond Sponsor (\$60,000) | K-Silver Sponsor (KRW 20M) |
| Platinum Sponsor (\$40,000) | K-Bronze (KRW 10M) |
| Gold Sponsor (\$30,000) | Research Track Best Paper Awards (\$3,000) |
| Sliver Sponsor (\$20,000) | Applied Data Science Track Best Paper Awards (\$3,000) |
| KDD Opening Keynote Sponsor (\$15,000) | Best Student Paper Awards (\$3,000) |
| KDD 2nd & 3rd Keynotes Sponsor (\$10,000) | Datasets and Benchmarks Best Paper Awards (\$3,000) |
| Sponsor Invited Talk (\$5,000) | Lanyard Sponsorship (\$15,000) |
| KDD Cup | Wireless Access Sponsorship (\$10,000) |
| Sponsorship of Health Day (\$5,000) | Sponsorship of Onsite Child Care (\$20,000) |
| Sponsorship of Finance Day (\$5,000) | Coffee Break Sponsor (\$3,000) |
| Sponsorship of Data Day (\$5,000) | Charging Station (\$6,000) |
| Sponsorship of AI for Education Day (\$5,000) | Mobile App Sponsor (\$10,000) |
| Sponsorship of AI Reasoning Day (\$5,000) | Exhibitor Booth for Companies (\$5,000) |
| Sponsorship of Undergraduate Consotium (\$5,000) | Exhibitor Booth for Startups and Non-Profits (\$4,000) |
| Sponsorship of PDH Consortium (\$5,000) | |

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

TOTAL PAYMENT: \$



 **KDD2026**