KNOWLEDGE GRAPH CONFERENCE 2020

NEW YORK

MAY 4 - 7, 2020

The Knowledge Graph Conference goes Online

The Knowledge Graph Conference Online is an industry focussed two day conference preceded by two days of scientific and industry workshops and tutorials. The event is community-organized and intended for networking, collaboration, dissemination of new ideas, and learning. Attendees consist of industry practitioners, developers, researchers, librarians, students, investors and more, across a wide variety of disciplines and geographic locations.

Attendees

The inaugural KGC Conference held in 2019 was attended by 200 Artificial Intelligence, Semantic Technology, Linked Data and Graph Database innovators, industry leaders and practitioners, and was sold out:

- 38 Speakers
- 200 Participants
- 100 Organizations
- 11 Countries

Find out more about what people were saying about KGC2019 here, here, and here.

The Knowledge Graph Conference 2020 Online

This year due to the unique situation caused by COVID-19, we are transforming the event into a global, digital-first, multi-day event connecting our attendees to our speakers and each other through streamed keynotes, breakout sessions, workshops, tutorials and more.

We believe this opens up lots of potential for the event and while we lose some of the in person dynamics, we expect to craft a unique experience.

Our international supporters will not need to travel and we have significantly reduced the ticket price while we will be able to allow more access to our speakers via the online format.

We expect to **engage a much broader global audience as a result.**

I have attached at the bottom of this document some feedback we have received over the last few months, from supporters who are unable to join a physical event.

The online format also presents sponsors an opportunity to achieve exposure to a broader global audience and better analytics on engagement and connectivity.

Global Brand Awareness

The Knowledge Graph Conference global reach is down to the 100's of attendees joining us from all over the world.

❖ Attendees from at least 4 continents, we will have **unlimited capacity** in 2020 with much more international engagement due to the online format.

Live Digital Networking

Whatever your sector, we've got it covered. Whether you want to recruit, meet influential figures in your sector, or learn from your peers online and access their profiles later.

❖ Technology, Finance, Education, Healthcare, Supply Chain, Government, Retail/Consumer Services, Agriculture, Professional/Consulting Services, Broadcasting, Media, Manufacturing, Pharmaceutical and more

Lead Generation with Analytics

We'll welcome a much bigger audience to The Knowledge Graph Conference online this year with our online format. Our attendees are experts in their respective industries and you can access their titles, companies through our analytics reports.

❖ CEO, Founder, VP, Director, PhD Researcher

WHY SPONSOR AT KGC?

Sponsors and funders are a big part of the Community and in acknowledgement of this support, we have designed packages that will allow for maximum visibility before, during, and after the KGC 2020 Conference.

KGC 2020 Sponsorship Opportunities are available on a few levels: GOLD, SILVER, BRONZE sponsors.

Because of the potential the online format presents, we are happy to discuss customizations to address your interests.

GOLD LEVEL – DONATIONS OF USD $9,500

Gold Sponsor will receive the following benefits:

- Logo on the website and all conference materials
- Logo on emails to attendees
- Sponsors can be given an expo vendor booth to showcase their products and services, with either pre-recorded videos or a live video stream session in the booth.
- Mention during opening and closing sessions
- Mention in a conference social media post - three specific posts
- **Four** complimentary registrations * includes access to virtual speaker/media lounge
- Our warm thank you for supporting the first online edition of the conference
- Access to recruitment event and attendee resumes** (Recruitment event will only take place subject to KGC decision to run this based on attendee interest)
- The conference will send a white paper to participants on behalf of the sponsor (will be validated by the conference organization)
- Sponsors can receive the full list of attendees with name, location
- **Sponsors can receive recordings, chat transcripts from your booth, and your poll data from the event once finished**
- **Sponsors can receive event analytics reports**
- **Choice of high visibility speaking slot, kickoff keynote or close** (subject to Program Committee approval of the talk)

SILVER LEVEL – DONATIONS OF USD $4,500

Silver sponsors will receive the following benefits:

- Logo on the website and all conference materials
- Logo on emails to attendees
- Sponsors can be given an expo vendor booth to showcase their products and services, with either pre-recorded videos or a live video stream session in the booth.
- Mention during opening and closing sessions
- Mention in a conference social media post - two specific posts
- **Two** complimentary registrations * includes access to virtual speaker/media lounge
- Our warm thank you for supporting the first online edition of the conference
- Access to recruitment event and attendee resumes** (Recruitment event will only take place subject to KGC decision to run this based on attendee interest)
- **The conference will send a white paper to participants on behalf of the sponsor (will be validated by the conference organization)**
- **Sponsors can receive the full list of attendees with name, location**

BRONZE LEVEL - DONATIONS $2,500

Sponsors will receive the following benefits:

- Logo on the website and all conference materials
- Logo on emails to attendees
- Sponsors can be given an **expo vendor booth** to showcase their products and services, with either pre-recorded videos or a live video stream session in the booth.
- Logo on emails to attendees
- Mention during opening and closing sessions
- Mention in a conference social media post - one specific post
- **Two** complimentary registrations * includes access to virtual speaker/media lounge
- Our warm thank you for supporting the first online edition of the conference
- Access to recruitment event and attendee resumes** (Recruitment event will only take place subject to KGC decision to run this based on attendee interest)

Exclusive Opportunities

- Videographer sponsor - sponsor an effort to catalog all the content and have your logo on the video content. Support KGC by archiving the 2019 conference and permanently brand your message with the annual conference. Requires at least bronze level sponsorship. $12,000 (acknowledgement in the videos, distributed in public platforms)

Sponsor Benefit	Gold Sponsor $9,500	Silver Sponsor $4,500	Bronze Sponsor $2,500
Logo on the website and all conference materials	✓	✓	✓
Logo on emails to attendees	✓	✓	✓
Mention during opening and closing sessions	✓	✓	✓

	Three specific posts on conference social media presenting a company post, product or speaker	Two specific posts on conference social media presenting a company post, product or speaker	✓
Mention in a conference social media post (Our event trended on Twitter in NY in 2019)			
Complimentary registrations (guests or students) * includes access to virtual speaker/media lounge	**4**	**3**	**2**
Access to recruitment event and attendee resumes** **(Recruitment event will only take place subject to KGC decision to run this based on attendee & student interest)**	√	√	√
Expo Sponsor booth (sponsor events can be announced to all attendees on our chat)	√	√	√
Sponsors can receive recordings, chat transcripts from your booth, and poll data from the event once finished	√	√	√
The conference will send a white paper to participants on behalf of the sponsor (will be validated by the conference organization)	√	√	
Sponsors can receive the full list of attendees with name, location	√	√	

Choice of high visibility speaking slot, kickoff keynote or close (subject to Program Committee approval of the talk)	√		
Sponsors can receive event analytics reports.	√		
Invite your guests to virtual speaker/media lounge	√	√	√

For sponsorship questions, contact us at
info@knowledgegraph.tech

Messages from supporters who could not have attended in person

***I have attached here a sample of messages from attendees who couldn't join an in person event:

From Dhaval in Mumbai

> Hi Thomas, sorry for the delayed response. I'm highly interested in attending the conference. By the month of May I might even have a preliminary draft of a paper I'm working on that models the stock market as a graph. Attending the conference will certainly be insightful and of high value in the context of my research and allow me to contribute in positive ways.
> But there's only one problem. The combined cost of travelling to the States and the attendance fee is beyond what I can currently afford as I'm still in the student phase with my primary source of income being an internship.
> So, my question to you is does the conference support a Financial Aid program for candidates like me? Please let me know.
> Warm Regards, Dhaval.

From "Fascinated by Knowledge Graphs" in HK

> Gosh - that's a long way from HK... will there be any webcast / mooc?

From Associate Professor of Computer Science, Nanjing University, China

> Thomas, thanks for your invitation. However, I found that the conference is very far, considering my funding budget, I may not attend. Sorry

SPONSORSHIP POLICIES

PAYMENT POLICY

All sponsorships must be paid in full prior to the start of the event. Sponsorships requiring invoices for late payment will be charged a 10% interest commencing 60 days following the issue date of any unpaid invoice. Thank you.

CANCELLATION POLICY

- All cancellations are assessed a $250.00 administrative processing fee.
- If cancellation occurs more than 3 weeks prior to the event, Sponsor shall receive a 100% refund of any sponsorship monies less the administrative processing fee.
- If cancellation occurs less than 3 weeks prior to the event, Sponsor shall receive a 50% refund of any sponsorship monies less the administrative processing fee.
- If cancellation occurs less than 2 weeks prior to the event, there is no refund of any sponsorship monies.

OTHER

- KGC does not assume any responsibility for the safety and protection of Sponsor's property.
- KGC reserves the right to prohibit, in whole or in part, any exhibit, advertisement or sponsorship that it deems to be inappropriate.
- Sponsor agrees not to display or disseminate any material that in the opinion of KGC is unsuitable.
- KGC reserves the right to withdraw some sponsor offerings such as the recruitment event and speaker dinner which are subject to attendee demand.
- KGC reserves the right to refuse any person admission to the event without assigning any reason.