

# Sponsorship Opportunities Benelearn 2017

Eindhoven, the Netherlands

June 9–10, 2017

Welcome to Benelearn 2017, the 26<sup>th</sup> Benelux Machine Learning Conference! Benelearn is the key annual event that brings together researchers in data mining, machine learning, and related areas from the Netherlands, Belgium, Luxemburg, and beyond. The 26<sup>th</sup> edition will take place in Eindhoven, the Netherlands, on June 9 and 10, 2017. This document details how you and your company can get involved in a mutually beneficial partnership with Benelearn 2017.

## What is Benelearn?

Since 1990, the Benelux Machine Learning Conference (Benelearn) has provided a forum for researchers to present their latest work and to exchange ideas. Since then, the conference has been organized annually, with the exceptions of 1992 and 2003. Hence, in 2017, we are organizing the 26<sup>th</sup> installment of Benelearn. Benelearn hosts several keynotes from leading scientists in the field from the Benelux and beyond, talks from researchers discussing their latest findings, a poster session on a diverse range of topics, and ample networking opportunities. Each year, we welcome between 100 and 150 researchers of all levels from universities and companies. In the 26<sup>th</sup> edition, beyond the regular programme encompassing a broad range of data mining and machine learning research and applications, we devote particular attention to three special tracks: one on Deep Learning, one on Complex Networks, and one on Industry.

## Why should you sponsor our event?

Benelearn has a good coverage of research groups in machine learning, artificial intelligence, and data mining in Belgium and the Netherlands; consequently, this is the audience the sponsors can reach (faculty/senior scientists, PhDs). A large fraction of our attendees is made up from PhD students in their final year and postdoctoral researchers, who might be actively looking for what to do after they finish their studies. Hence, Benelearn provides an ideal venue to profile your company if you are looking to recruit knowledgeable and experienced data scientists in the near future.

Many of our attendees are either directly responsible for or can indirectly influence the purchasing decisions of their research lab or company. These people should be made aware of the impact of your company and its products! We allow various opportunities to advertise your products to our audience, ranging from a full-page advertisement in the conference booklet to a booth placed right in the middle of the conference break room. Complementary registrations to the conference allow your people to interact with the audience in an informal and direct manner during the full two days of Benelearn 2017.

## Sponsorship Packages

Basic sponsorship costs €250 (all prices excluding VAT). It includes:

- your company logo on the Benelearn website (linking to your homepage);
- your company logo in the conference booklet.

The basic sponsorship package can be upgraded to a range of packages:

### **Bronze Package (total costs: €750)**

This package includes:

- all basic sponsorship perks;
- full page advertisement in the conference booklet (A5 format);
- one complementary registration including all meals (value: €110).

### **Silver Package (total costs: €1250)**

This package includes:

- all Bronze sponsorship perks;
- five-minute talk slot to advertise;
- two additional (i.e.: three in total) complementary registrations including all meals (value: €110 each).

### **Gold Package (total costs: €2000)**

This package includes:

- all Silver sponsorship perks;
- poster slot to advertise;
- booth during entire conference\*;
- four additional (i.e.: seven in total) complementary registrations including all meals (value: €110 each).

\* promotional material and table covers for the booth to be supplied by the sponsor.

## Sponsorship Augmentation

Any sponsorship package can be augmented to your liking with the following extensions.

### Unique Naming Rights

The widely or limited available basic, bronze, silver, and gold packages can be augmented with sponsorship opportunities that are unique. These include:

- best talk award (additional costs: €500);
- best poster award (additional costs: €500);
- Friday lunch (additional costs: €750);
- Saturday lunch (additional costs: €750);
- conference banquet (additional costs: €1500).

If you select any of these opportunities, the corresponding event will be named after your company (on the website, in the conference booklet, and verbally on the spot). A sponsored award will be presented by a representative of your company. A sponsored meal will be accompanied by a ten-minute talk slot to advertise, directly before the corresponding event.

### Food For Thought Programme

Finally, any sponsorship package can be upgraded with a direct investment in the nourishment of the young talented scientists present at Benelearn 2017: you can sponsor dinner tickets for PhD students. For €300, you provide 5 students with a free conference dinner ticket. A sum of €600 will feed 10 students. For €900, you can satisfy 15 hungry young minds.