Sponsor Program
February 7 – 12, 2020

On behalf of the Conference Committee of the Thirty-Fourth AAAI Conference on Artificial Intelligence, we invite you to participate in the sponsor program for AAAI-20. The conference will be held February 7 – 12, 2020 in New York, NY, USA, and is sponsored by the Association for the Advancement of Artificial Intelligence (AAAI). AAAI-20 will be held at the Hilton New York Midtown Hotel, located in the heart of Manhattan and within walking distance of New York’s premier attractions, such as Times Square, Radio City Music Hall, Fifth Avenue shopping, the Broadway Theatre District, Central Park, and the Museum of Modern Art (MOMA), to name only a few. New York has also grown into a premier center for AI research and development at several nearby university installations and high-tech companies.

AAAI’s annual conference attracts over 3,000 AI researchers and practitioners, representing government, university and corporate research facilities from throughout the world. Your participation in the AAAI-20 Sponsor Program will give you instant visibility to this diverse group of AI professionals, representing a host of research areas such as search, planning, knowledge representation, reasoning, natural language processing, robotics and perception, multiagent systems, statistical learning, and deep learning, as well as applications in diverse domains such as healthcare, sustainability, transportation, and commerce. In 2020, AAAI will highlight research with a special track on artificial intelligence for social impact.

As part of most levels of sponsorship, you will be provided with exhibit space throughout the technical portion of the conference. This heightened visibility will provide an opportunity for one-on-one exchange with conference participants. Whether you want to showcase your intelligent technology to the AI community, or tap into this incredible source of talent, AAAI-20 is the premier venue to accomplish these goals.

Named Events

The conference includes several major events that can be named in honor of major contributors. These naming opportunities bring very high visibility but are limited in number. We urge companies considering this level of support to contact AAAI as soon as possible. Preference will be given to companies who commit early and/or commit to support the event for multiple years. See the next section for the additional benefits of Emerald, Diamond, Platinum, and Gold sponsorships.

- **Opening Reception**: $100,000, with the Emerald sponsorship.
- **Poster Session Reception**: $60,000, with a Diamond sponsorship.
- **Talk or Outreach Event**: $30,000, with a Platinum sponsorship.
- **Coffee Break**: $20,000, with a Gold sponsorship.

Other suggestions may be considered upon request.
Sponsorship Benefits

**Standard Benefits:** Each AAAI-20 Sponsor will receive their company name and/or logo prominently displayed on the following:
- Printed materials, as schedule permits
- AAAI-20 website
- AAAI-20 registration area sign
- Signs at appropriate conference events

**Enhanced Benefits:** Certain levels of sponsorship also include the following:
- Complimentary conference registration(s)
- Exhibit booths/tabletop(s) in exhibit hall
- Sponsor-supplied inserts in conference registration packets
- Access to an opt-in list of conference registrants

**Premium Benefits:** Premium levels of sponsorship may include:
- Potential for named event/program at AAAI-20, such as reception or outreach event
- Complimentary use of interview space/room
- Opportunity for advertised demo display during AAAI lunch break
- Acknowledgement as a AAAI Corporate Affiliate/Sponsor on the AAAI association website and in the AI Magazine

Sponsorship Levels

**AAAI-20 Emerald Sponsor:** US$100,000 (limited to one sponsor)
Emerald sponsor benefits include all of the standard benefits, plus the following:
- (9) complimentary technical registrations (includes opening reception, demo/poster session receptions, coffee breaks, conference bag, and access to technical program)
- Potential for named event/program at AAAI-20, such as opening reception
- 20' x 20' complimentary booth space
- Primary placement of exhibit (as space allows) if payment received by October 15, 2019
- Up to (5) sponsor-supplied inserts in conference registration packets
- (8) Hours of complimentary use of interview space/room with advance reservation
- Opportunity for advertised demo display during AAAI lunch break
- Access to an opt-in list of conference registrants
- Complimentary participation in the AI Job Fair
- Acknowledgement as the AAAI Emerald Sponsor at the AAAI Opening Ceremony
- Acknowledgement as a AAAI Corporate Affiliate on the AAAI association website and in the AI Magazine

**AAAI-20 Diamond Sponsor:** US$60,000
Diamond sponsor benefits include all of the standard benefits, plus the following:
- (6) complimentary technical registrations (includes opening reception, demo/poster session receptions, coffee breaks, conference bag, and access to technical program)
- Potential for named event/program at AAAI-20, such as poster/demo session
- 10' x 20' complimentary exhibit booth space
- Preferred placement of exhibit (as space allows) if payment received by October 15, 2019
- Up to (3) sponsor-supplied inserts in conference registration packets
- (4) Hours of complimentary use of interview space/room with advance reservation
- Opportunity for advertised demo display during AAAI lunch break
- Access to an opt-in list of conference registrants
- Complimentary participation in the AI Job Fair
- Acknowledgement as a AAAI Corporate Affiliate on the AAAI association website and in the AI Magazine
AAAI-20 Platinum Sponsor: US$30,000

Platinum sponsor benefits include all of the standard benefits, plus the following:
- (4) complimentary technical registrations (includes opening reception, demo/poster session receptions, coffee breaks, conference bag, and access to technical program)
- Potential for named event/program at AAAI-20, such as talk or outreach event
- 10’ x 10’ complimentary exhibit booth space
- Preferred placement of exhibit (as space allows) if payment received by October 15, 2019
- Up to (2) sponsor-supplied inserts in conference registration packets
- (2) Hours of complimentary use of interview space/room
- Opportunity for advertised demo display during AAAI lunch break (as space allows)
- Access to an opt-in list of conference registrants
- Complimentary participation in the AI Job Fair
- Acknowledgement as a AAAI Corporate Sponsor on the AAAI association website and in the AI Magazine

AAAI-20 Gold Sponsor: US$20,000

Gold sponsor benefits include all of the standard benefits, plus the following:
- (3) complimentary technical registrations (includes opening reception, demo/poster session receptions, coffee breaks, conference bag, and access to technical program)
- Potential for named event/program at AAAI-20, such as a coffee break
- 10’ x 10’ complimentary exhibit booth space
- (1) sponsor-supplied insert in conference registration packets
- Access to an opt-in list of conference registrants
- Complimentary participation in the AI Job Fair
- Acknowledgement as a AAAI Corporate Sponsor on the AAAI association website and in the AI Magazine

AAAI-20 Silver Sponsor: US$10,000

Silver sponsor benefits include all of the standard benefits, plus the following:
- (2) complimentary technical registrations (includes opening reception, demo/poster session receptions, coffee breaks, conference bag, and access to technical program)
- (1) 6’ complimentary exhibit space (table-top only)
- (1) sponsor-supplied insert in conference registration packets
- Discounted participation in the AI Job Fair
- Acknowledgement as a AAAI Corporate Sponsor in the AI Magazine

AAAI-20 Bronze Sponsor: US$5,000

Bronze sponsor benefits include all of the standard benefits, plus the following:
- (1) complimentary technical registration (includes opening reception, demo/poster session receptions, coffee breaks, conference bag, and access to technical program)
- (1) 6’ complimentary exhibit space (table-top only)
- (1) sponsor-supplied insert in conference registration packets
- Discounted participation in the AI Job Fair
- Acknowledgement as a AAAI Corporate Sponsor in the AI Magazine

To become a sponsor, please see the online form at https://aaai.org/Conferences/AAAI-20/, contact AAAI for more information, or fill out the attached agreement and mail it with your payment information via email, postal mail, or fax.

AAAI-20 Sponsorship
2275 East Bayshore Road, Suite 160, Palo Alto, CA 94303 USA
650-328-3123 • 650-321-4457 (fax)
aai20@aaai.org • www.aaai.org

Thank you for your sponsorship of AAAI-20!
AAA-20 Sponsor Agreement

Name of Company/Organization: ________________________________

[The above name will be used in all publicity material unless otherwise specified.]

**Level of Sponsorship** (please circle one):
- Emerald
- Diamond
- Platinum
- Gold
- Silver
- Bronze

The benefits of sponsorship will be assigned as outlined in the accompanying AAA-20 Sponsor Program description.

The sponsor shall provide a high-resolution electronic copy of the sponsor logo by email attachment to aaai20@aaai.org. The sponsor agrees to its use as outlined in the AAA-20 Sponsor Program description.

Invoices are available upon request. Sponsorships are nonrefundable. Payment is due with signed agreement and may be made by:
- Check (payable to AAAI-20 and drawn on a US bank), MC, Visa, Amex, Discover, or Diners

**Card Number** ___________________________ **Expiration Date** ________________

**Verification Number**
*The verification number on Visa and MasterCard is the last 3 digits of the number printed on the signature strip on the back of your card. On American Express cards, the verification number is a 4-digit number printed on the front of your card, above and to the right of your card number.*

Name (as it appears on card) ____________________________________________

Credit Card Billing Address ________________________________________________

Company Name (if company card) __________________________________________

Please sign below and return this agreement with your payment to the address below: A copy signed by an AAAI representative will be sent to you upon receipt of the agreement and payment.

Signed (for company): ________________________________________________

Name and position: _____________________________________________________

Date: _______________________________ Email: _____________________________

AAA-20 Sponsorship
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Palo Alto, CA 94306 USA
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*Thank you for your sponsorship of AAA-20!*

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