

JUNE 22-27, 2025

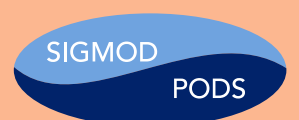
# SIGMOD PODS

BERLIN  
GERMANY

SPONSORSHIP  
PROPOSAL 2025



[2025.sigmod.org](https://2025.sigmod.org)



# ABOUT SIGMOD/PODS

JUNE 22-27, 2025



The annual ACM SIGMOD/PODS Conference is a leading international forum for database researchers, practitioners, developers, and users to explore cutting-edge ideas and results, and to exchange techniques, tools, and experiences. The conference includes a fascinating technical program with research and industrial talks, tutorials, demos, and focused workshops. It also hosts a poster session to learn about innovative technology, an industrial exhibition to meet companies and publishers, and a careers-in-industry panel with representatives from leading companies. The annual ACM SIGMOD Conference, which began in 1975, is considered one of the most important in the field.

**CONNECT • STRENGTHEN YOUR IDEA • KNOWS TRENDS**

# WHO ATTENDS

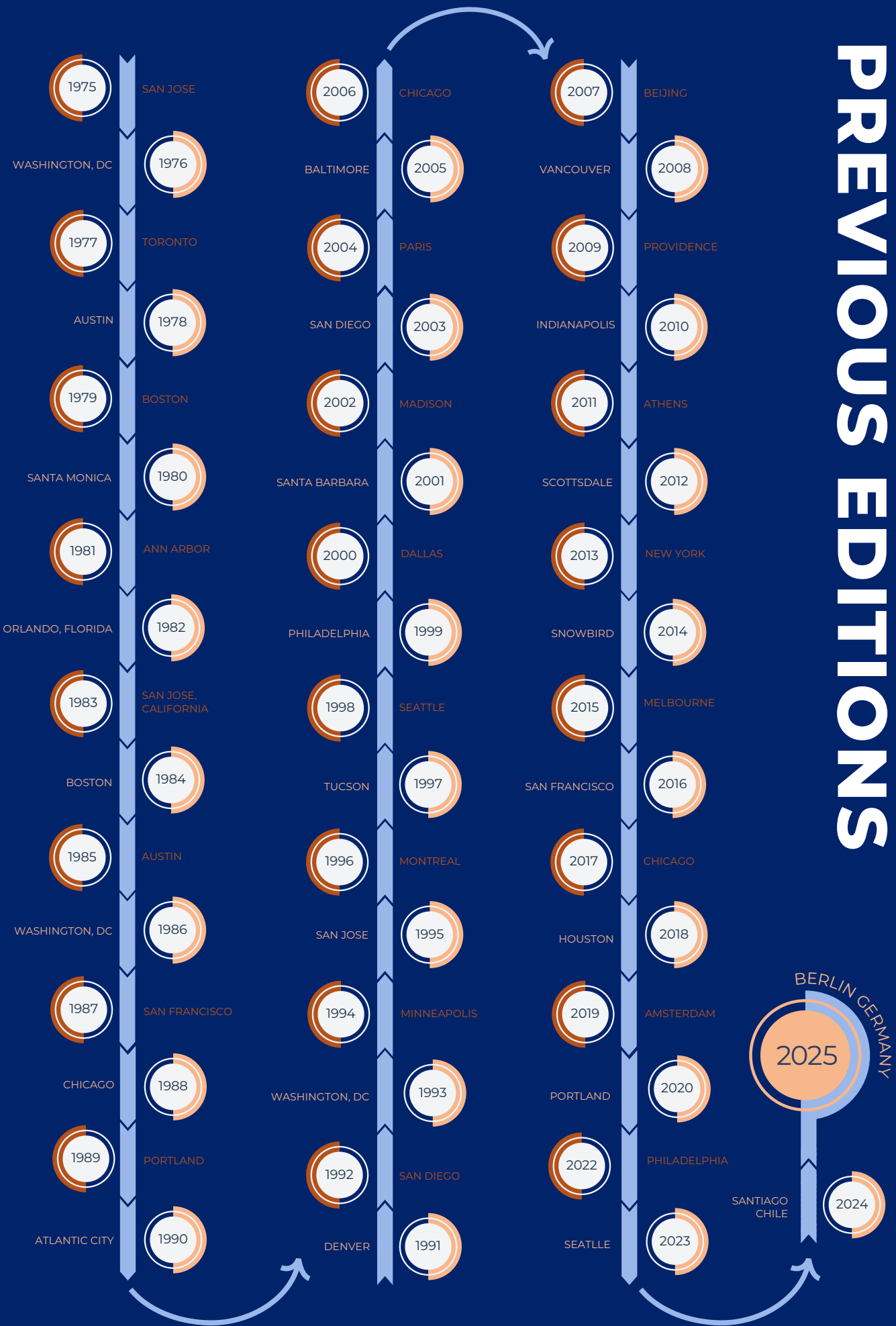


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**Database researchers,  
practitioners, developers,  
and users to explore cutting-  
edge ideas and results and to  
exchange techniques, tools,  
and experiences.**



# PREVIOUS EDITIONS



# TOP 4 REASONS TO SPONSOR AND/OR EXHIBIT



JUNE 22-27, 2025

1

Expose your brand and services with the most important companies in database management industry

2

Develop valuable relationships with researchers and people of technologies industry

3

Get the latest in database development, management and security

4

Attract top talent's graduate students from all over the world

# CONFERENCE OFFICERS

## SIGMOD GENERAL CHAIR

Volker Markl, BIFOLD & TU Berlin, Germany

## PODS GENERAL CHAIR

Floris Geerts,  
University of Antwerp, Belgium

## SIGMOD PROGRAM CO-CHAIRS

Joe Hellerstein, UC Berkeley, US  
Azza Abouzied, NYU Abu Dhabi, UAE

## PODS PROGRAM CHAIR

Benny Kimelfeld, Technion, Israel

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# ORGANIZATION

## GENERAL CHAIRS

Volker Markl  
BIFOLD & TU Berlin, Germany  
Floris Geerts  
University of Antwerp, Belgium

## PROGRAM CO-CHAIRS

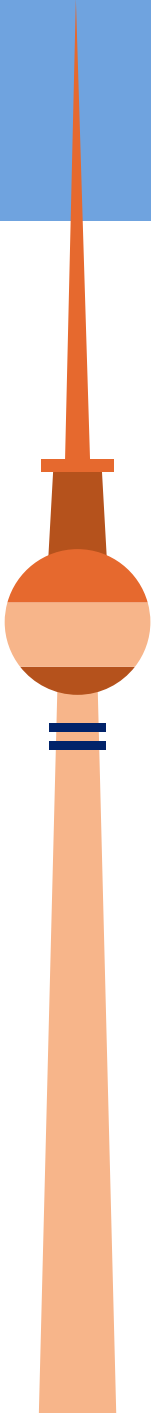
Joe Hellerstein, UC Berkeley, US  
Azza Abouzied, NYU Abu Dhabi, UAE  
Benny Kimelfeld, Technion, Israel

## SPONSORSHIP CO-CHAIRS

Wolfgang Lehner  
TU Dresden, Germany  
Luis Martí  
Inria, Chile

## SPONSORSHIP COMMITTEE

Beng Chin Ooi, NUS, Singapore  
Fatma Ozcan, Google, US  
Philippe Bonnet  
ITU Copenhagen, Denmark



# VENUE

© www.berlin.intercontinental.com



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## INTERCONTINENTAL BERLIN

The 2025 ACM SIGMOD/PODS Conference will be held in the iconic InterContinental Berlin. The newly renovated hotel offers modern travelers the luxury of space – to be inspired, to indulge and to relax.

The InterContinental Berlin is perfectly situated in the embassy district between Kurfürstendamm and Potsdamer Platz. Nearby you'll find the serene Tiergarten Park, the iconic Brandenburg Gate, the Berlin Zoo and other architectural and cultural destinations.

# SIGMOD/PODS IN NUMBERS

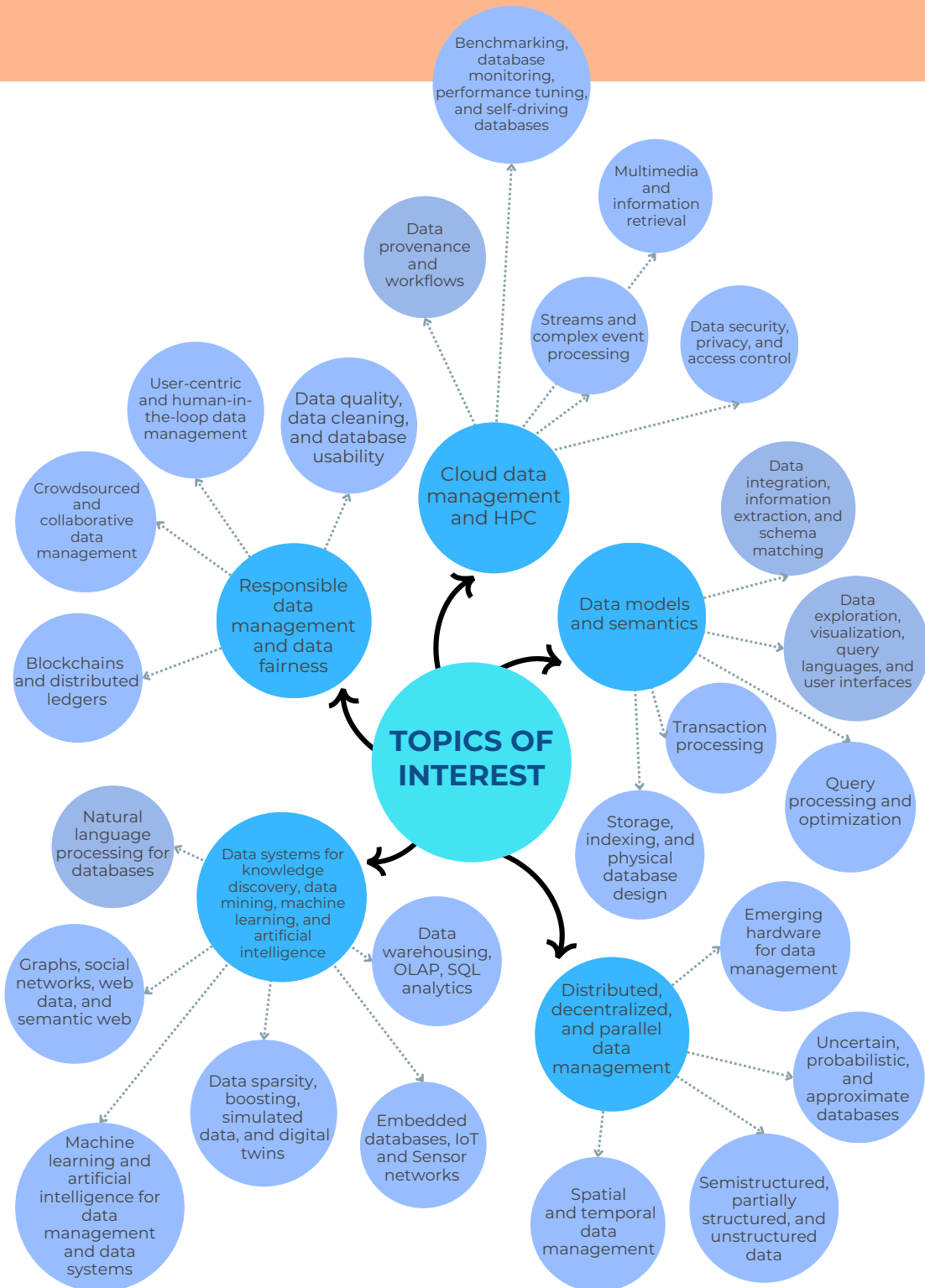


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<b>ATTENDEES</b> <b>1000+</b>	<b>CONFERENCE HOURS</b> <b>42</b>
<b>DAYS OF CONFERENCE</b> <b>6</b>	<b>ABSTRACTS</b> <b>+2.000</b>
<b>SPONSORS</b> <b>26</b>	<b>RATE OF ACCEPTANCE</b> <b>20%</b>

# WHAT WE ARE TALKING ABOUT



JUNE 22-27, 2025

# SPONSOR OPPORTUNITIES

## LEVELS OF SPONSORSHIP

45,000 € AND ABOVE

**DIAMOND**

01

25,000 € AND ABOVE

**PLATINUM**

02

12,000 € AND ABOVE

**GOLD**

03

6,000 € AND ABOVE

**SILVER**

04

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CONTACT PERSON: [WOLFGANG.LEHNER@TU-DRESDEN.DE](mailto:WOLFGANG.LEHNER@TU-DRESDEN.DE)

## DIAMOND SPONSOR

(EUR 45.000 and above)

- ◆ Top-positioned and larger logo on conference website (with link to company's site), call for participation, programs, gifts
- ◆ Extra-large logo on the conference banner/kiosk
- ◆ Industrial Exhibit table - System Demo
- ◆ Five complimentary onsite conference registrations (including banquet, etc.)
- ◆ Announcement of company's contribution at the opening ceremony
- ◆ A talk in an onsite sponsor session during the main conference days.

## GOLD SPONSOR

(EUR 12.000 and above)

- ◆ Large logo on conference website (with link to company's site), call for participation, programs, gifts
- ◆ Medium Logo on the conference banner/kiosk
- ◆ Industrial Exhibit table - System Demo
- ◆ Two complimentary onsite conference registrations (including banquet, etc.)
- ◆ Announcement of company's contribution at the opening ceremony

## REGULAR SPONSORSHIP LEVELS

## PLATINUM SPONSOR

(EUR 25.000 and above)

- ◆ Larger logo on conference website (with link to company's site), call for participation, programs, gifts
- ◆ Large Logo on the conference banner/kiosk
- ◆ Industrial Exhibit table - System Demo
- ◆ Three complimentary onsite conference registrations
- ◆ Announcement of company's contribution at the opening ceremony
- ◆ A talk in an onsite sponsor session during the main conference days.

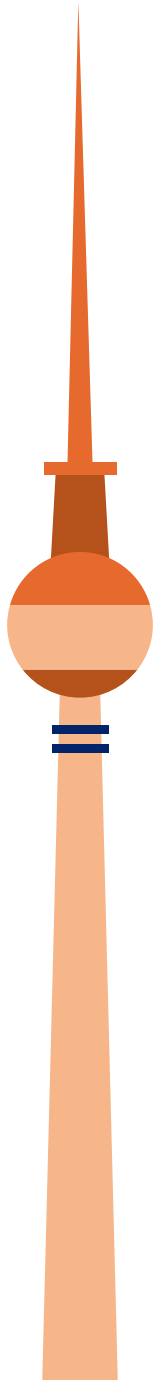
## SILVER SPONSOR

(EUR 6.000 and above)

- ◆ Logo on conference website (with link to company's site), call for participation, programs, gifts
- ◆ Small Logo on the conference banner/kiosk
- ◆ Industrial Exhibit table - System Demo
- ◆ One complimentary onsite conference registration (including banquet, etc.)
- ◆ Announcement of company's contribution at the opening ceremony

# SPONSORED EVENTS

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## **SPONSORED LUNCH** €10.000

- Listed in program schedule
- Announcement of company's contribution at the opening ceremony

## **SPONSORED RECEPTION** €20.000

- Listed in program schedule
- Announcement of company's contribution at the opening ceremony
- **Exclusivity Option:** + €5.000
  - Exclusive sponsoring opportunity
  - 10qm area for exhibition opportunities at the reception

## **SPONSORED BANQUET** €25.000

- Listed in program schedule
- Announcement of company's contribution at the opening ceremony
- **Exclusivity Option:** + €10.000
  - Exclusive sponsoring opportunity
  - 10qm area for exhibition opportunities at the banquet

# PUBLISHERS/ EXHIBITORS LEVELS

## **PREMIUM** EUR €3.000

- Large table and/or Logo Banner (large, company supplied)
- Logo on conference website (with link to publishers'/exhibitors' site)
- Publishers'/Exhibitors' material will be included with the conference material (conference bags) for each attendee

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