Sponsorship Packet

March 16-17, 2023

Wayne State University—Detroit, Michigan

bigdataevents.wayne.edu
Call for Sponsorship

The AI, Big Data and Analytics phenomenon has now entered the next phase, where the question is no longer about whether or not we do it. Emerging questions are all about getting these initiatives right and the empowerment of organizations through contextual intelligence. There are enough proof points now to substantiate tangible benefits of AI, Big Data and Analytics from almost every sector. Improving productivity and efficiency of existing operational processes through real-time intelligence, monetizing information as an asset, and a deeper and richer understanding of customers and overall business environments are just a few examples where unquestionable benefits have been realized.

The AI, Big Data & Analytics Group at Wayne State University has been at the forefront of this evolution and is fast becoming the Midwest’s premier center of innovation. Our group is unique in its strong focus on leveraging the team’s core strengths and research expertise to solve real-life business problems in close collaboration with our region’s industry partners. Our annual summit has become a must-attend event for the regional industry to get exposure to the latest developments and best practices in the applications of AI, Big Data and Analytics.

This eighth annual summit will bring together a stellar lineup of expert speakers from all over the industry to share and discuss their experiences in doing it right through the smart use of AI, Big Data and Analytics. Support has increased substantially from leading vendors, who will showcase their latest and greatest offerings throughout the event. The program allows for increased networking time and hands on experiences.
Conference Summary

Event: Wayne State University hosts the 8th Annual AI, Big Data & Analytics Summit

Theme: This year, the AI, Big Data & Analytics Summit theme will focus on hearing from leading experts on how to successfully use AI and big data while charting out a new course of competitive advantage and growth for their companies.

Objectives:
- Provide keen insights and tips on identifying AI and Big Data Opportunities
- Understand various types of business cases
- Use analytics to drive business success
- Provide clear distinction between legacy analytics and emerging next generation tools, technologies, and processes

Location: Student Center Building, Wayne State University, Detroit, Michigan

Date: March 16-17, 2023

Attendance: Expected over 350 attendees from Industry and Academia, with over 100 companies from across the country.

Activities:
- Tutorials
- Keynote Speakers
- Case Study Sessions
- Networking
- Panel Sessions
- Showcases
- Poster Presentations
- Vendor Exhibits
- Receptions
- Exhibits

Past Attendees by Industry
Sponsor Benefits

Exposure

The AI, Big Data & Analytics Summit maximizes sponsor exposure through the extensive use of traditional and non-traditional media opportunities. Through our University network and the NSF Mid-West Big Data Hub Regional Network, the Summit marketing receives Midwest coverage.

- Association Newsletters and Email Correspondences
- Social Media which includes Facebook, Twitter, and LinkedIn
- Press Releases and Articles
- Print Promotional Materials

Demographics of Attendees

- We had over 500 Attendees participate in each of the past summits, primarily from across Michigan, with attendees also coming from a few other states and Canada.
- We had over 150 Businesses represented at the conference.
- Participants had the following titles:
  - CEO / President / Founder / Executive Director
  - CFO / CTO / VP / CIO
  - Senior Account Executive / Account Manager
  - Senior Director / Senior Engineer / Senior Consultant
  - Regional Director / Director
  - Consultant
  - Supervisor / Manager / Officer / Leader
  - Program Manager / Product Manager
  - Data Scientist / Engineer / Integrator
  - Professor / Graduate & Doctoral Student / Post Doc
- We get an average of 20-30 students attending the conference each year, primarily Graduate Level Students.
## Sponsor Opportunities *(At-a-Glance)*

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<th>Activities:</th>
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### Activities:
- **Keynote Presentation**: X
- **1/2 Day Workshop/Tutorial**: X
- **Panelist**: X
- **Track Presentation (Case Study - 20 Mins)**: X
- **Lunch & Learn Opportunity (30 Mins)**: X
- **Exhibitor / Vendor Booth**: X
- **Tickets to Give Out to Customers, Clients, etc.**: 40, 20, 12, 10, 5

### Marketing & Branding:
- **Pre-Keynote Remarks (5 minutes)**: X
- **Acknowledgment as Reception Sponsor**: X
- **Acknowledgment as Lunch Sponsor**: X
- **Acknowledgment as Breakfast Sponsor**: X
- **Acknowledgment as Coffee Break Sponsor**: X
- **Registration List following the event with Email Addresses**: X
- **Registration List following the event with Phone Numbers**: X
- **Recognition during program**: X
- **Option to include materials in attendee packets**: X
- **Sponsor Identification Name Badges**: X
- **Company logo on website**: X
- **Company logo in program book**: X
- **Company logo on Signage at event**: X
- **Complimentary Staff Registrations**: 6, 6, 4, 4, 2
Sponsorship Opportunities

The AI, Big Data & Analytics Summit offers a variety of sponsorship opportunities suitable for large as well as small organizations. The sponsors get visibility for their companies, demonstrate their support of AI, big data and business analytics related research and development, and contribute to the success of the summit.

Platinum: $10,000 contribution, which is associated with:

- **Conference Benefits:**
  - (20) Tickets to the conference
  - (1) Keynote Presentation
  - (1) Panelist
  - (1) Tutorial/Workshop—3 Hours
  - (1) Case Study Presentation—20 Minutes
  - (1) Lunch & Learn Presentation—30 Minutes (Products/Services Presentation)
  - Registration List following the Event with Emails
  - Exhibitor / Vendor Booth in Prime Location
  - (6) Complimentary Staff Registrations

- **Brand Visibility:**
  - Recognition throughout Conference and all materials as Platinum Sponsor
  - Acknowledgement as reception sponsor
  - Ribbon designating sponsor status to be worn at summit
  - Company logo on the program, website, and event signage

Gold: $8,000 contribution, which is associated with:

- **Conference Benefits:**
  - (12) Tickets to the summit
  - (1) Panelist
  - (1) Case Study Presentation—20 Minutes
  - (1) Lunch & Learn Presentation—30 Minutes (Products/Services Presentation)
  - Registration List following the Event with Emails
  - Exhibitor / Vendor Booth in Prime Location
  - (4) Complimentary Staff Registrations

- **Brand Visibility:**
  - Recognition during Opening Session
  - Recognition at Conference and all materials as Gold Sponsor
  - Acknowledgement as meal sponsor
  - Ribbon designating sponsor status to be worn at summit
  - Company logo on the program, website, and event signage
Sponsorship Opportunities—Continued

Silver: $5,000 contribution, which is associated with:

- (10) Tickets to the conference
- (1) Case Study Presentation—20 Minutes
- (1) Lunch & Learn Presentation—30 Minutes
- (4) Complimentary Staff Registrations
- Exhibitor / Vendor Booth
- Registration List following the Event with Phone Numbers
- Acknowledgement as coffee break sponsor
- Company logo on the program, website, and event signage

Bronze: $3,000 contribution, which is associated with:

- (5) tickets for the summit to give to customers & clients
- (1) Lunch & Learn Presentation—30 Minutes
- (2) Complimentary Staff Registrations
- Company logo on the program, website, and event signage

In-kind sponsorships that directly defray the costs of the conference are also welcome. For example, sponsorship for a student conference package, coffee break, receptions, or meals. In these cases, the sponsor name is prominently displayed and recognized in our marketing materials.
Contact Information

Speakers and Technical Information:
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visit us online for more information: bigdataevents.wayne.edu

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