Invitation to Sponsor

- Exchange ideas with colleagues and cultivate new relationships.
- Connect with key big data and business analytics leaders.
- Increase recognition of your organization and brand.

March 22-23, 2018
Student Center Building
Wayne State University
Detroit, Michigan

bigdata.wayne.edu
This spring, thought leaders, hands-on practitioners, and innovative researchers converge in Detroit for the fifth annual Big Data & Business Analytics Symposium.

Mix, mingle, and learn from diverse industry members, including thought leaders, senior executives, and data scientists. Last year, attendees represented more than 150 companies, 50% were managerial decision makers, and nearly 20% supplied technical support. Maximize your exposure during these important two days by taking advantage of Big Data & Business Analytics Symposium sponsorship opportunities.

The Big Data & Business Analytics Symposium is a multi-industry, horizontally focused opportunity to engage with those using the power of large scale analytics to transform their organization.

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Who Attends the Symposium

- Senior Executives
- Entrepreneurs
- Business Leaders
- Data Scientists
- Analysts
- Students and Job Seekers

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Benefits for Sponsors

The Big Data & Business Analytics grew from the work being conducted by our Big Data & Business Analytics Group at Wayne State University with support from prominent corporations and institutions in retail, healthcare, energy, automotive, and financial services. This group aims to put Detroit at the center of the big data & business analytics revolution.

Gain face-to-face access with hundreds of regional businesses and over 500 attendees, including business leaders, analytics, and data scientists. Keynotes by major industry speakers, along with case study talks by prominent voices in big data and business analytics, will draw diverse audiences. Reserve your opportunity to be out in front of them now.

Big Data & Business Analytics Symposium 2017
brought together representatives from key industries, including:

- Bioinformatics
- Business Services
- Data Analytics
- Data Management
- Data Networking
- Education
- Energy
- Engineering
- Financial Services
- Government
- Healthcare
- Information Technology
- IT Consulting
- Logistics
- Manufacturing
- Media
- Nonprofits
- Retail
- Transportation
- Visual Analytics

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Sponsor Exposure

The 2018 Big Data & Business Analytics Symposium 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 Symposium marketing receives Midwest coverage.

- Newsletters and Email Correspondences
- Social Media
- Press Releases and Articles
- Print Promotional Materials

Demographics of Attendees

- We had over 500 Attendees, participate in the 2 day conference, from primarily all across Michigan, surrounding states and Canada.
- We had over 150 Businesses represented at the conference.
- The small percent of our Attendees are university students from our region, as this conference focuses on members from industry.
- 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 / Supervisor / Manager
  - Consultant / Data Scientist / Engineer / Integrator
  - Professor / Graduate Student / Post Doc
Sponsorship Opportunities

The Big Data & Business Analytics Symposium 2018 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 big data and business analytics related research and development, and contribute to the success of the conference. Six levels of sponsorship are available:

- Diamond - $15,000
- Platinum - $10,000
- Gold - $7,500
- Silver - $5,000
- Bronze - $3,000
- Table - $1,000

**Diamond: $15,000** contribution, which is associated with:

**Conference Benefits:**

- (1) Keynote Presentation (Industry/Client focus) - 45 Minutes
- (1) Case Study Presentation—20 Minutes
- (1) Lunch & Learn Presentation—15 Minutes (Products/Services Presentation)
- (1) Vendor Booth with Prime Location
- (30) 1 Day tickets to the conference
- (4) VIP Reception Tickets

**Brand Visibility:**

- Recognition during Opening Sessions
- Recognition at Conference and all materials as Diamond Sponsor
- Acknowledgement as reception sponsor
- Ribbon designating sponsor status to be worn at symposium
- Company logo on the WSU Big Data Group website
Platinum: $10,000 contribution, which is associated with:

- **Conference Benefits:**
  - (1) Keynote Presentation (Industry/Client focus) - 45 Minutes
  - (1) Case Study Presentation—20 Minutes
  - (1) Lunch & Learn Presentation—15 Minutes (Products/Services Presentation)
  - (1) Vendor Booth with Prime Location
  - (2) VIP Reception Tickets
  - (20) 1 Day tickets to the conference

- **Brand Visibility:**
  - Recognition during Opening Sessions
  - Recognition at Conference and all materials as Platinum Sponsor
  - Acknowledgement as reception sponsor
  - Ribbon designating sponsor status to be worn at symposium
  - Company logo on the WSU Big Data Group website

Gold: $7,500 contribution, which is associated with:

- **Conference Benefits:**
  - (1) Case Study Presentation—20 Minutes
  - (1) Lunch & Learn Presentation—15 Minutes (Products/Services Presentation)
  - (1) Vendor Booth
  - (12) 1 Day tickets to the conference

- **Brand Visibility:**
  - Recognition during Opening Sessions
  - Recognition at Conference and all materials
  - Acknowledgement as Breakfast Sponsor
  - Ribbon designating sponsor status to be worn at symposium
  - Company logo on the WSU Big Data Group website
**Silver: $5,000** contribution, which is associated with:

- **Conference Benefits:**
  - (1) Case Study Presentation—20 Minutes
  - (1) Lunch & Learn Presentation—15 Minutes (Products/Services Presentation)
  - (1) Vendor Booth
  - (8) 1 Day tickets to the conference

- **Brand Visibility:**
  - Recognition at Conference and all materials
  - Acknowledgement as a Coffee Break Sponsor
  - Ribbon designating sponsor status to be worn at symposium
  - Company logo on the WSU Big Data Group website

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

- **Conference Benefits:**
  - (4) 1 Day tickets to the conference
  - (1) Vendor Booth

- **Brand Visibility:**
  - Recognition at Conference and all materials
  - Ribbon designating sponsor status to be worn at symposium
  - Company logo on the WSU Big Data Group website

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**Group/Company: $1,000** contribution, which is associated with:

- **Conference Benefits:**
  - (8) 1 Day tickets to the conference

- **Brand Visibility:**
  - Company logo on the WSU Big Data Group website
Detroit is a crucial hub of financial services, energy, advanced manufacturing, and technology companies. And the city of Detroit amazes, with cultural institutions, renowned restaurants, sporting venues, and a spectacular nightlife.

Last year, attendees were treated to keynotes by Dan Djuric and Cliff Miller of Dominos, Philip Rathle of Neo4j, panels of business analytics leaders and venture capitalists. Case study presentations included data security, personal data rights, franchise analytics, healthcare data analytics, big data marketing optimization, scalable graph applications, data warehousing, migration to the cloud, connected vehicle analytics and other industry specific topics.
Conference Summary

Description: The 2018 Big Data & Business Analytics Symposium will focus on hearing from leading experts on how to successfully use big data while charting out a new course of competitive advantage and growth for their companies.

Objectives:
- Provide keen insights and tips on identifying 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: Wayne State University, Detroit, Michigan

Date: March 22-23, 2018

Attendance: Expected over 500 attendees from Industry and Academia, with over 150 companies from across the country.

Activities:
- Tutorials
- Keynote Speakers
- Case Study Sessions
- Networking
- Panel Sessions
- Startup Showcase
- Poster Presentations
- Vendor Exhibits
- Receptions
- Startup Exhibits
Some of our Past Attendees

360ofMe
AAA - The Auto Club Group
Ally Financial, Inc.
Amazon
Amerisure Insurance
Ascension Information Services
Auto Plus
AutoDesk
Azuga Data Science
BASF
Beaumont Health
Beckford Consulting
BitBrew
Blue Cross Blue Shield
Bosch
Brightstar
CarrotPass / Marvel Apps
Center for Healthcare Research & Transformation
CenturyLink
Children's Hospital of MI
Cities Rising Technologies
City of Detroit
Cleo
Cloudera
Community Choice Credit Union
Cray
Cyberfense
Dana Incorporated
Data Driven Detroit
DataFactZ
Datastax
DataStax
DataWorks
Delphi
Denso International
DigitalRoots
Dominos
Donyati
Dow Chemical Company
DTE
Dupont
ETAS, Inc.
FCA
Ford Motor Company
Forward Health Group
Fusion Education Group
GE
GE Digital
General Motors
GM Financial
Goodyear Tire & Rubber
Great Lakes Commission
GuardHat Technologies
Henry Ford Health System
HPCC Systems
IBM
IHA
Improvement Path Systems
Information Builders
ITC Holdings
Kaufman Financial Group
Lake Trust Credit Union
Level X Talent
LexisNexis Risk Solutions
Lochbridge
Loven Systems
Macomb County Government
Magna
MasterCard
Merck
Microsoft Corporation
Miracle Software Systems
Morpace
NextEnergy
OpTech LLC
Peak Telematics
Ramsoft Systems
Right Brain Networks
Robert Bosch, LLC
Secure-24
Siemens PLM Software
St. John Providence Health System
Steelcase, Inc.
Tableau
Tenneco
Total Health Care
Toyota Gosei North America
TRAM Inc.
Tweedle Group
United Healthcare
University of Michigan Health System
Urban Science
Valassis
Visteon
VW
Whirlpool
Workforce Intelligence Network
XPO Logistics
Yojna, Inc.

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Some of our Past Sponsors

Secure-24   talend   Donyati
APRIVI   Cleo   cloudera   Comrise
DATA FACT   DATASTAX
IBM   IRONSIDE   LexisNexis
MAPR
ORACLE
Amazon web services   CenturyLink
Hortonworks
Tableau

Information Builders
SPARK

50 Presenters
500+ Attendees
150+ Companies Participating
30 Poster Presentations

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Contact Information

Speakers, Sponsors, Technical Information:
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General Information (Registration, Lodging, Location):
Mark Garrison: mgarrison@wayne.edu | Tel: (313) 577-5683

Organizing Committee
Dennis J Atkinson, Director of Corporate Engagement, WSU
Ratna Babu Chinnam, Co-Director, Big Data Group, WSU
Patrick J Gossman, Deputy CIO, WSU
Leslie Monplaisir, Chair, Industrial & Systems Eng. Dept, WSU
Satyendra Rana, CTO, Loven Systems
Ming Dong, Professor, Computer Science Dept., WSU
Toni M Somers, Associate Dean, Ilitch School of Business, WSU
Paul Riser, Director, Tech-Based Entrepreneurship, TechTown
Jonathan Goldstein, Director of Operations, Ann Arbor SPARK

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