

2021 VIRTUAL KEN KENNEDY AI AND DATA SCIENCE CONFERENCE

SPONSORSHIP PROSPECTUS



RICE KEN KENNEDY
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2021 Ken Kennedy AI and Data Science Conference

October 25-27, 2021

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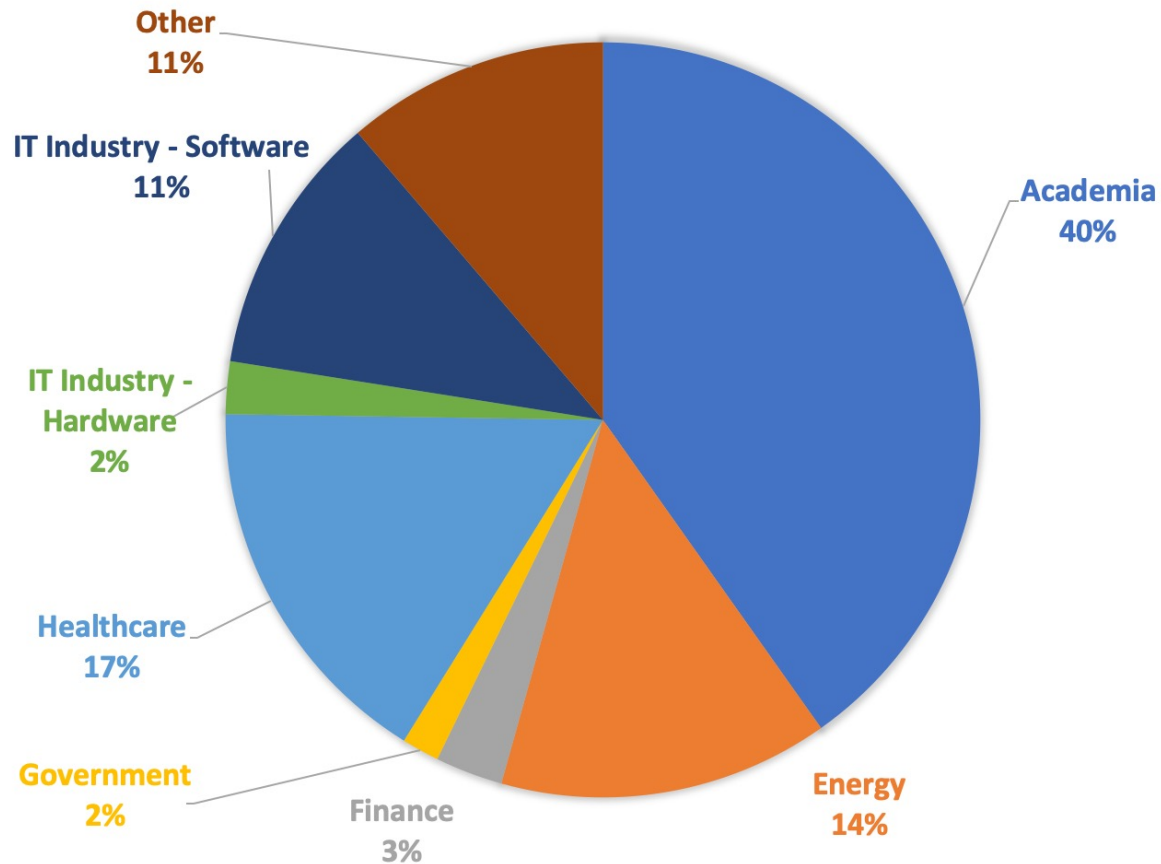
The Ken Kennedy AI and Data Science Conference, hosted annually by the Ken Kennedy Institute at Rice University, is a research, development, and innovation gathering, bringing together university and research labs, key industry verticals, and the IT industry that are looking at opportunities created by advances in machine learning, deep learning, data mining, artificial intelligence, and big data problems broadly.

Attended by **400 leaders and experts**, the conference will strike a balance between applied and fundamental data science, and academia and industry. This combination of research and application discussion will create a venue for networking, collaboration, and partnership building. **The agenda for the conference includes invited keynote speakers, technical program, sponsors, student poster presentations, and an outdoor networking reception.**

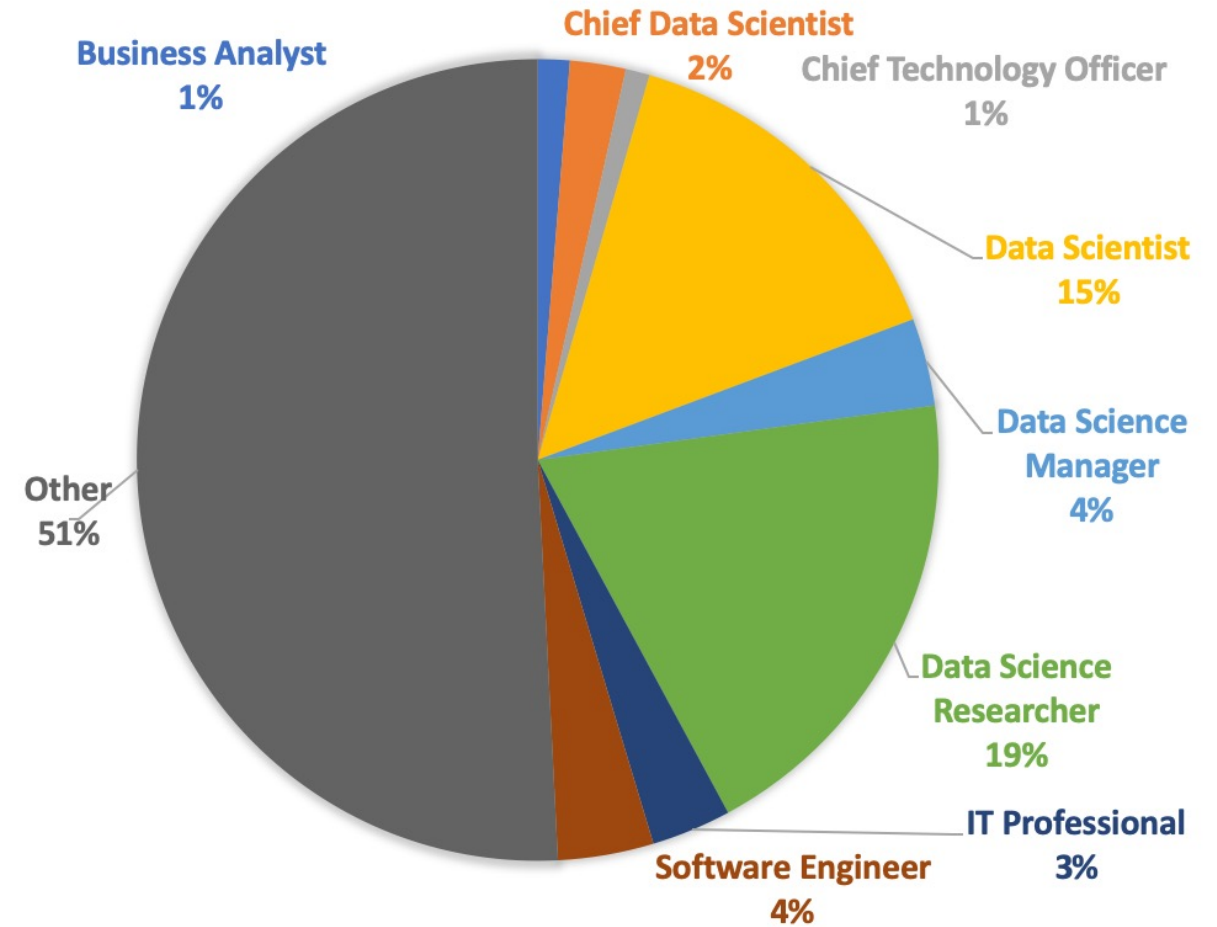
The conference will also reach a broad audience from around the world. Presentations will be **live-streamed** as well as **recorded** and published online on the Ken Kennedy Institute's YouTube channel that has **over 600 subscribers**.

ai-datascience.rice.edu

Registration by Industry



Registration by Role



Bronze Sponsors - \$3,500

- **Recognition for free conference registration passes** to all attendees for October 25-26.
- **A list of attendee information including name, company, title, and email for those that opt in to receiving sponsor communication:**
 - Preliminary list sent shortly before the conference to see who will be in attendance. Attendees from this list may be emailed only once.
 - Final list sent at the conclusion of the conference. Attendees from this list may be emailed only once.
- **Organization's logo and name in the sponsors booth listing in the Virtual Conference Platform.** Booth is customizable so you can add photos, videos, website links, etc.
- **Virtual meeting opportunities in the Virtual Conference Platform.** Meaningful 1:1 video sales meetings. Dedicated chat.
- **2 customizable matchmaking categories for the Virtual Conference Platform.** Sponsors provide specific products or topics that attendees will check off if they are interested during the matchmaking section when signing into the virtual platform. This will lead to finding matches with attendees who are specifically interested in the company's products or interests.
- **Organization's logo with link on the sponsor's page on the conference website.**
- **Organization's name on conference email communications.**
- **Organization's name on the conference registration homepage.**
- **Participation in the outdoor networking reception.**
- **1st reach out of bronze sponsorship selection for 2022.**

Silver Sponsors - \$5,000

- ***Bronze Sponsorship benefits***
- **Recognition as a speaker presentation sponsor:**
 - Verbal recognition at the beginning of the presentation by the moderator before introducing the speaker.
 - Organization's logo featured during the presentation.
 - Recognition in the presentation description.
 - Selection preference in order of sponsorship commitments.
- **Provide a 10-15 min pre-recorded talk:** able to market a product or service. Talk included in the Virtual Conference Platform and posted on Ken Kennedy Institute's YouTube channel.
- **Rotating logo presence on conference webpages.**
- **1st reach out of silver sponsorship selection for 2022.**

Gold Sponsors - \$9,000 (limited to 2)

- ***Silver and Bronze Sponsorship benefits***
- **Select One: Networking Reception Bar Sponsor, Networking Reception Food Station Sponsor, OR Workshop Sponsor**
- **Custom sponsor ad in Virtual Conference Platform:** Sponsors can provide us specific verbiage (280 characters or less) to create a custom ad to encourage engagement that will be visible to all conference attendees on the virtual platform homepage. Ad will include verbiage and sponsor's logo.
- **1st reach out of gold sponsorship selection for 2022.**

Gold Option 1: Recognition as the Networking Reception Bar Sponsor

- Organization's logo featured on signage near the bar.
- Organization's logo featured on tables throughout venue space.
- Verbal recognition when announcing the networking reception to attendees at the conference.
- Recognition in the program description.

Gold Option 2: Recognition as the Networking Reception Food Station Sponsor

- Organization's logo featured on signage near the food station.
- Organization's logo featured on tables throughout venue space.
- Verbal recognition when announcing the networking reception to attendees at the conference.
- Recognition in the program description.

Gold Option 3: Recognition as a Workshop Sponsor

- Work with Conference Staff to put on a 1-3 hour virtual (zoom) workshop with a mutual agreed topic and date (post-conference). Free registration. Topic must align with the AI and Data Science Conference and be approved by Conference Staff before sponsorship is confirmed.

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The Ken Kennedy Institute is a multidisciplinary group that works collaboratively on groundbreaking research in artificial intelligence, data, and computing. We foster a clear and strategic pathway to real-world impact.

We envision a world where innovation in computing and data improves the human condition - we cannot achieve this without you. Please contact us with your questions and ideas at kenkenedy@rice.edu.

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