SPONSORSHIP OPPORTUNITIES

7th Annual Business Analytics Symposium

Trustworthy AI - Enabling Credibility in AI Solutions

The University of Texas @ Arlington University Center

March 23, 2023

Showcase your business
to the brightest minds in analytics

This is your chance to get your company associated with one of the business analytics' most prestigious events.

The 7th Annual Business Analytics Symposium brings together experts from the industry and the brightest students from the University of Texas at Arlington. This all-day in-person event features tech talks and engaging panels with prominent industry experts, hands on tech workshops, a student analytics competition, and a networking happy hour.

Your sponsorship will not only give you unparalleled access to those up-and-coming students but associate your name with what is quickly becoming the industry's "must attend event". The previous symposium was attended by more than 150 participants, with 40 companies represented. We're expecting a larger number this year.

Your sponsorship will fund scholarships and research for the next generation of business analytics professionals.

UTA Fact sheet:

- 5th nationally in undergraduate diversity index
- 4th "Best for Vets" college nationally
- Texas Tier-1 research university

" Ericsson has been a gold sponsor for the UTA Analytics Symposium since 2019. Our industry/academic relationship has evolved to the creation of custom analytics certificate programs and a master's program delivered on our campus. UTA's students are among the best we have interviewed in North Texas and the university is highly collaborative and is assisting Ericsson to build a strong analytics and AI capability."
~ Ericsson, Gold Sponsor

Sponsorship levels	Platinum $20,000	Gold $10,000	Lunch $5,000	Happy hour $5,000	Vendor booth $2,000	Vendor banner $750
Short presentation to audience	●					
Recognition from podium	●	●	●	●		
Vendor booth	●	●	●	●	●	
Extractable banner (company brings) -1	●	●	●	●	●	●
Logos on symposium's website/level	●	●	●	●	●	●
Logos on event materials/level	●	●	●	●	●	●
Guests to the symposium	12 (2 tables)	6 (1 table)	3	3	2	2

The planning team and I look forward to recognizing your company as a Sponsor of the Symposium, and to seeing you at the event. Please contact me with any questions.

In collaboration with: **Ericsson, Lockheed Martin, Lone Star Analysis, Sogeti (part of Capgemini), Trinity Rail, and Walmart**

Dr. Santoso Budiman
santoso.budiman@uta.edu

Speakers and Panelists:

"WARFIGHTING DIGITAL TRANSFORMATION – THE ROLE OF AI AND ANALYTICS TECHNOLOGIES."

KEYNOTE SPEAKER

Dr. Raj Iyer, Chief Information Officer, United States Army

American Airlines Marcial Lapp PhD – Managing Director, Revenue Engineering	**CANA Advisors** Connor McLemore, Principal Operations Research Analyst	**DLA Piper** Danny Tobey, M.D., J.D. Partner	**Ericsson** Brian White, VP Support and Repair
GM Financial Nabil Raad, PhD VP of Data Science	**IBM** Babar Bhatti, AI Customer Success	**NTT Data** Theresa Kushner, Head, North America Innovation	**Scry Analytics** Alok Aggarwal, CEO and Chief Data Scientist
State Farm Alexis Gambino, HR Analytics Analyst	**Southwest Airlines** Angela Marano, VP Business Transformation	**University of Texas at Arlington** Kay-Yut Chen PhD, Professor	

Business Analytics Student Competition (Hewlett Packard Enterprise)

Workshops:

dataiku

UBIAI