



Center for Innovation and Digital Transformation

6th Annual Business Analytics Symposium Sponsorship Opportunities

Theme: Explainable & Unbiased AI - Going Beyond the Hype

Venue: The University of Texas @ Arlington University Center
March 3, 2022

The UTA Center for Innovation and Digital Transformation will hold the 6th annual Business Analytics symposium on Thursday, March 3, 2022. The symposium provides a forum for industry professionals and academics to exchange information and knowledge in the area of analytics and AI. This all-day in-person event will feature tech talks and engaging panels with prominent industry experts, an exciting tech workshop, a student analytics competition, and a networking happy hour. The previous symposium was attended by about 200 participants with over 50 companies from various industries represented. We expect a much larger gathering in 2022.



Bridging Business and Research



Sponsorship Levels	Platinum \$20,000	Gold \$10,000	Lunch \$5,000	Happy Hour \$5,000	Vendor Booth \$2,000	Vendor Banner \$750	University Relations \$300
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	✓	✓	✓	✓	✓	✓	
University Relations student engagement	✓	✓					✓
Guests to the Symposium	12 (2 tables)	6 (1 table)	3	3	2	2	1

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.

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