



Canadian Undergraduate Conference on Artificial Intelligence

Sponsorship Package

March 2021 | Toronto, Ontario



Land Acknowledgement

We acknowledge that the land we are meeting on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that the city of Toronto is covered by Treaty 13 with the Mississaugas of the Credit. To acknowledge this traditional territory is to recognize the territory's significance for the Indigenous peoples who lived, and continue to live, upon it.



About CUCAI

The first annual Canadian Undergraduate Conference on Artificial Intelligence (CUCAI) took place on March 9th, 2019. Founded by QMIND- Queen's AI Hub and a strong Queen's community, the event marked its debut on the national stage with delegations from Queen's University, McGill University, University of Toronto, Ryerson University, and University of Manitoba.

At CUCAI 2020, over 200 students, industry leaders, and partners came together for two days to discuss the state of Canadian AI. This was the largest attendance for a Queen's conference to date.

For 2021, CUCAI will be held over two days in Toronto and we will be accepting over 300 delegates from the top schools in Canada. Depending on COVID-19 and the possibility of restrictions for large events in 2021, several contingency plans have already been developed. This is to ensure both our delegates and our industry partners remain safe while receiving the same phenomenal value, opportunities, and experiences as found with the event in previous years. Please refer to Pg. 9 for our detailed COVID-19 response.

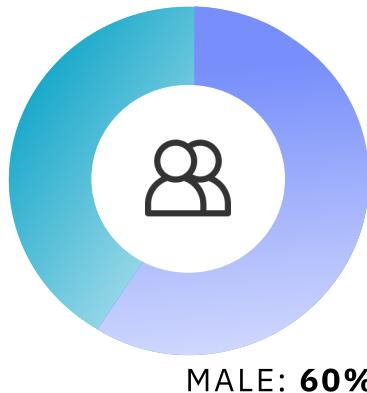
Our community is one where we actively challenge the status quo around what undergraduate students are capable of achieving in the field of artificial intelligence. We are makers, innovators and disruptors. We have chosen this field because we know we can have an incredible impact. Our goal is to continue to grow our community and provide a space for undergraduate students to share their knowledge and explore the world of AI. The purpose of CUCAI is to create an environment where like-minded students can connect with each other and be supported in their ambitious goals. It's an opportunity for hard-working and innovative thinkers to share their thoughts and demonstrate what they have been working on. As a partner, CUCAI is the perfect place to interact and connect with top talent in AI and machine learning.



CUCAI 2020 Delegate Breakdown

Gender

FEMALE: **40%**



Year of Study

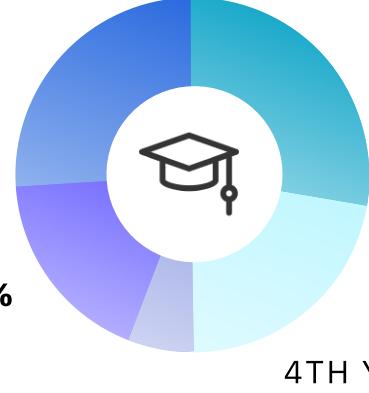
2ND YEAR: **26%**

1ST YEAR: **18%**

GRADUATE: **6%**

3RD YEAR: **28%**

4TH YEAR: **22%**



School Delegations

250+

TOTAL DELEGATES

FROM QUEEN'S UNIVERSITY
AND ALL ACROSS CANADA

70+

EXTERNAL DELEGATES:

UNIVERSITY OF OTTAWA

MCMASTER

UNIVERSITY OF TORONTO

MCGILL

WESTERN

RYERSON

WATERLOO

Faculties



ARTS & SCIENCE: **6%**



COMPUTING: **32%**



ENGINEERING: **57%**



COMMERCE: **5%**

Projects and Research Papers

CUCAI provides an opportunity for undergraduate design teams to show off their hard work to fellow members and industry representatives. This year, there will be over 30 design teams attending CUCAI. Each of these teams is comprised of talented and ambitious students who will be presenting a unique project within the field of AI. The student showcase is an opportunity to interact one-on-one with these students. There will be a lookbook available before the conference that will detail all the attending teams, but here are some past highlights.

2020 Projects

Patient Number Prediction

The Patient Number Prediction team [projected the number of patient inquiries](#) that Akira, an online healthcare company, received [1-2 weeks in advance](#).

Autonomous Driving Robot

The Autonomous Robot team worked with a TurtleBot to develop an autonomous robot that was able to detect terrain and objects to [optimize the best route to travel and avoid collisions](#).

2019 Projects

Delirium Prediction in the ICU

Using a convolutional neural network, the ICU team determined if patients in the Kingston General Hospital (KGH) would experience delirium at any point during their stay. This project used real datasets from KGH, and the model achieved [82% accuracy in comparison to 70% by physicians](#). This project's success lead to a published paper and presentation at [Critical Care Canada](#).

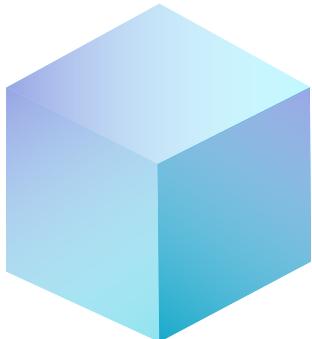
Automated Grocery Checkout

The Grocery Checkout team worked on a computer vision solution that [classifies grocery items and calculates a customer's total bill](#), taking advantage of object localization, tracking, and detection.

Interested in more past projects?

[2020 Conference Proceedings ↗](#)

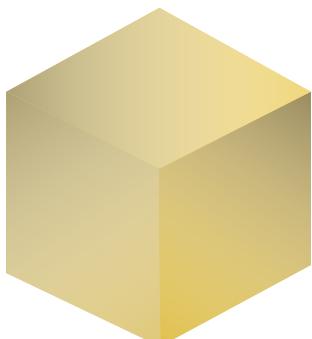
Sponsorship Tiers



Title Sponsor* \$20,000+

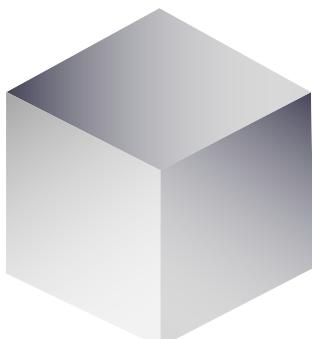
As a Title Sponsor, you will receive direct branding alongside CUCAI (i.e. “CUCAI 2020 presented by ...”), ample marketing and use of your logo on our website and in any promotional material, as well as time to speak at the opening and closing ceremonies. Title Sponsors have the unique opportunity to establish themselves with the remarkable students attending CUCAI through exclusive on-campus recruiting events. Lastly, Title Sponsors will receive priority access to top AI talent as well as all the benefits of Gold and Silver level sponsors.

*There may be up to two noncompeting Title Sponsors



Gold Sponsor \$5,000

Gold Sponsorship offers the opportunity to make a significant impact on CUCAI while generating massive exposure for your company. Gold Sponsors will have their logo placed on the CUCAI website, banner, and event brochure. These sponsors will receive exclusive social media promotion, increasing their exposure to the pool of talent that we are tapped into. Gold Sponsors will have preferential claims to speaker times and workshops as well as priority locations for their professional showcase booths. Finally, Gold Sponsors will be given the distinct opportunity to interact with CUCAI delegates through 1-on-1 coffee chats.



Silver Sponsor \$1,000

Silver Sponsors are the foundation of our conference. These partners bring a wide breadth of backgrounds and areas of expertise. Perfect for those looking to establish their name in the artificial intelligence industry through a diverse set of opportunities such as the professional showcase where you can interact one-on-one with talented students. You will also receive access to delegate resumes and design team look-books - perfect to enhance the recruiting process.

Sponsorship Table

| | Silver | Gold | Title |
|---|-------------------------------------|-------------------------------------|-------------------------------------|
| Thanked at opening and closing ceremonies | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| First chance at workshop slot | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| First chance at speaker slot | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Speak at opening ceremony | | | 5 mins |
| Speak at closing ceremony | | | 5 mins |
| Branding | S | M | XL |
| Your logo on banner/sign at CUCAI | <input checked="" type="checkbox"/> | | |
| Your logo on our website | <input checked="" type="checkbox"/> | | |
| Logo in event brochure | <input checked="" type="checkbox"/> | | |
| Promoted on social media alongside other sponsors | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Independent social media promotion | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Direct branding alongside CUCAI | | | <input checked="" type="checkbox"/> |
| Sponsored coffee break | | | <input checked="" type="checkbox"/> |
| Recruiting | | | |
| Access to delegate resume book | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Access to design team look-book | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Professional showcase booth | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Exclusive Fall and/or Winter On-Campus Recruiting | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Coffee chats with delegates | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

Sponsorship Benefits

Speakers

We want to hear from you! Being a speaker means getting dedicated time to share your knowledge or experiences in the field of artificial intelligence. Speaker slots are between 20 minutes and 1 hour in length. The structure of the speech and whether or not you include time for Q&A is up to you.

Workshops

This year, our workshops will be 1-hour events with active delegate participation. This is the perfect opportunity to demonstrate how to build an app using your platform, or to have students compete to explore solutions to real problems that your company faces. Creativity is key here and we are open to any ideas you might have.

Design Team Look-Book

There will be more than 30 design teams presenting at CUCAI. Every sponsor will receive a digital booklet before the conference detailing all the projects so you can make sure to see your favourites.

Resume Book

The delegates of CUCAI are among the best undergraduate talent in AI. We will be collecting resumes from all delegates and distributing them to partners in digital booklets.

Coffee Chats

With access to the CUCAI resume book ahead of the conference weekend, you will be able to select your favourite candidates to sit down for a chat with a representative from your company. Think of this as an informal interview where you can get to know a candidate beyond just their resume.

Professional Showcase

Every sponsor will have the opportunity to set up a booth at our professional showcase. This is your opportunity to speak one on one with delegates and distribute promotional material.

On-Campus Recruiting

In order to better accommodate your hiring timeline, sponsors will have the unique opportunity to participate in exclusive recruiting events at Queen's University before the date of the conference. These events will also be advertised to the 200+ members of QMIND - Queen's AI Hub, all of whom are highly skilled and interested in careers and internships in the field of AI and computer science.

Past Conferences

Past Speakers



Geoffrey Hinton

“Godfather of AI”

UofT, Google, Vector
Institute

Dan Desjardins

CEO

Distributed Compute
Labs

Stuart Lombard

Founder and CEO

Ecobee

Past Sponsors



FACULTY OF
ENGINEERING AND
APPLIED SCIENCE



Smith | Queen's University
SCHOOL OF BUSINESS



COVID-19 Response

To ensure the safety of both our delegates and industry representatives, CUCAI 2021 is ready to respond to COVID 19 by either effectively limiting delegate numbers, or employing one of two detailed contingency plans if current social distancing measures are still in place by Winter 2021. Regardless of the effect COVID will have on CUCAI's historical operating structure, our team is making it our mission to continue the success of our conference.

If government restrictions require CUCAI 2021 to limit delegate numbers to hold the conference in-person, a higher standard will be employed when reviewing delegate applications to ensure only the top undergraduate candidates are able to attend in-person, while also providing a livestream for those online. All other regularly scheduled events will continue as planned.

If government restrictions are more severe, CUCAI's contingency plans tackle two possible scenarios: a partially online conference or a fully online conference. These contingency plans address how each major component of the conference can be adapted or replaced to ensure that the value we historically brought to all CUCAI guests is maintained and, in some aspects, heightened from an in-person conference.

Contingency Plan #1 – Partially Online

In the first contingency plan, we discuss the more likely of the two possible plans tentatively: the partially online option. This is a result of restrictions on reasonably small group gatherings being lifted entirely, but congregations of individuals on the scale of a conference such as CUCAI (i.e. several hundred people in the same room) are still not permitted. In this case, we plan to lower ticket prices and use a virtual video conferencing platform to transition the majority of the conference. In this we prioritize immersivity, engagement and experience personalization for all guests. Delegates will not be required to travel to attend CUCAI, which will increase the number of students able to attend the conference. We will be working with the various departments at Queen's and Canadian Universities to take advantage of the phenomenal spaces available to us at each of our schools. Here we will opt for smaller, organized gatherings of CUCAI delegates dispersed across Canada. Through this medium, we will uphold the social and collaborative nature of this conference. The key events from CUCAI 2020 such as the design showcase, industry showcase and inQUBate pitch competition will still involve having design teams, industry representative groups and inQUBate competitors be in-person. We would also broadcast presentations and project/industry showcasing with our video conferencing platform. Finally, we are exploring the exciting possibility of incorporating a hackathon event into CUCAI in this scenario. We feel that this would be an innovative way to allow guests to apply their creativity and technical skills in a hands-on, collaborative event, as a completely new addition to CUCAI 2021.

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Contingency Plan #2 – Fully Online

Although we believe that it will be less likely for the second contingency plan to be implemented, we are preparing for a more extreme scenario. The scenario is a result of restrictions on gatherings of any appreciable size. This plan will be an extension of the first, as many of the same steps involved in transitioning conference events to online equivalents will be used for a completely virtual CUCAI. With the inability to rent physical venues for the collaboration of guests for any of the conference's events, ticket prices will be further reduced for delegates. While certain events won't have the same in-person appeal from the first contingency plan, we intend to maximize the video platform options to ensure that meaningful, interpersonal interaction is still a substantial aspect of the conference. Through virtual networking events, structured Q&A sessions with design teams and industry representatives, and the aforementioned hackathon event, we will preserve all the principal values and experience CUCAI harbours.

We are committed to improving the quality of the experience for all guests at CUCAI 2021 despite the significant obstacles posed. We are excited to have you join us as we tackle this adversity to deliver the most successful CUCAI to date.

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Contact Information

Let's Talk.

We're constantly looking to build dynamic relationships and partnerships with new and unique value.



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Visit Our Website

Learn about QMIND missions, past projects, research papers, and more.

Empowering future leaders to unlock the full potential of AI

[cucai.ca ↗](http://cucai.ca)