

Canadian Undergraduate Conference on Artificial Intelligence

Outreach Package

March 2022 | Toronto, Ontario



Land Acknowledgement

We acknowledge the land we traditionally meet on in Toronto. This land 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.

Last year, CUCAI 2021 rose to the challenge of organizing the conference in unprecedented times. We worked diligently keeping up to date with public health guidelines and proved our resilience by creating a fully remote conference which was attended by over 450 delegates across Canada!

For 2022, CUCAI will be held over two days in Toronto and we will be accepting over 400 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.

All of the phenomenal events from our past two conferences will still be taking place at CUCAI 2022. This includes the design team showcase, industry showcase, presentations and workshops from speakers across the industry, a panel discussion on ethics in AI, pitch competition and a number of networking sessions, along with the inaugural student executive team showcase event.

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. To do so, we've partnered with universities across Canada who are all united with the same vision. 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. This year especially, we want to focus on involving industry representatives and researchers from across the field*.

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. Bringing together the top young minds from universities across Canada will allow us to expand not only the breadth of the project showcase, but also their level and scale.



Speaker Opportunities

We are very pleased to invite you to speak at CUCAI 2022. By sharing your experiences and insight, you will be inspiring undergraduate students with a passion for AI who aspire to become future leaders of this evolving field. Our goal is to facilitate learning about AI and machine learning, and showcase the diverse opportunities available for students in this field. As a speaker at the Canadian Undergraduate Conference on Artificial Intelligence, you have the option to participate in one of three speaker opportunities seamlessly transitioned to an online format:

Conference Speaker

Being a speaker means getting dedicated time to share your knowledge and 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.

Panelist

Panel speakers will participate in an interactive and informative discussion. Panelists will answer delegate questions and share their viewpoints and experiences on the impact of artificial intelligence. Questions will be submitted by delegates in advance and then asked by a moderator. We will provide you with the potential questions beforehand and collaborate with all panelists to pre-select the questions asked at the event.

Workshop Leader

This year our workshops are 1-hour events with active delegate participation. We want to challenge students to explore AI solutions to real-world problems that companies and industry leaders are facing today. Creativity is key here and we are open to any ideas you might have.

Pitch Competition Judge

The CUCAI pitch competition is returning to the conference in 2021, and we are giving industry leaders the opportunity to spectate and judge this event. Using a provided scoring rubrik, you will be scoring each of the 10 competing teams, and collaborating with the other judges to determine how the prize pool is divided among contestants, to help fund their AI-based business ventures.

Taster Event

The taster is a seperate event from the conference in March. It is an event that will be used primarily as a networking and pre-conference promotional opportunity. The taster will occur in early January, and all delegates will get an opportunity to partake. The 30 minute speaking opportunity is designed to get students excited for the conference and learning more about AI. At the end of the presentation, there will be a brief Q&A.

Past Speakers

PAST SPEAKERS



Shivan Zillis

*Project Director,
Office of the CEO
Neuralink*



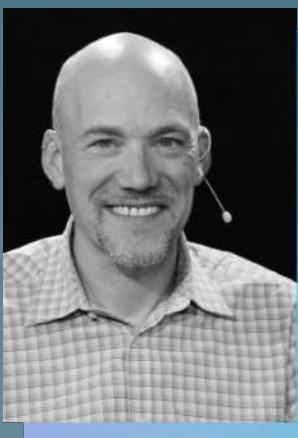
Laurence Moroney

*Lead Artificial
Intelligence Advocate
Google*



Ania Halliop

*Former Senior
Engineering Manager
Uber ATG*



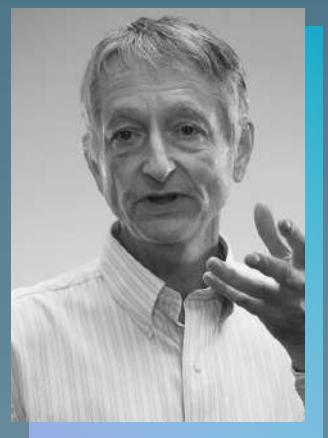
Ron Bodkin

*VP of AI Engineering
Vector Institute*



Inmar Givoni

*Former Director of
Engineering
Uber ATG*



Geoffrey Hinton

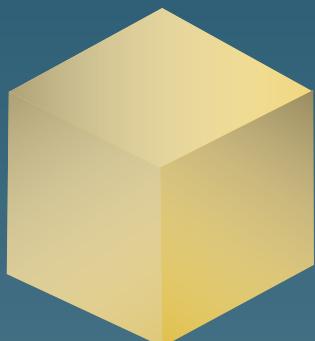
*“Godfather of AI”
UofT, Google, Vector
Institute*

Sponsorship Tiers



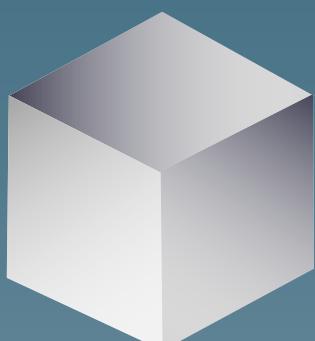
Title Sponsor \$20,000+

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.



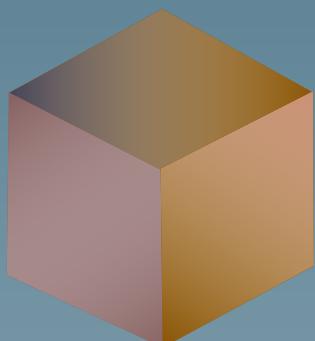
Gold Sponsor \$10,000

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 \$5,000

Silver Sponsors provide significant support for the conference and will have direct branding engagement with delegates. In addition to greater brand promotion via social media, these sponsors will also receive access to the CUCAI Taster Event in January for recruitment, increasing their exposure to the massive pool of talent that we are tapped into.



Bronze Sponsor \$1,000

Bronze 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

	Bronze	Silver	Gold	Title
General				
Thanked at opening and closing ceremonies	•	•	•	•
First chance at workshop slot			•	•
First chance at speaker slot			•	•
Speak at opening ceremony				5 mins
Speak at closing ceremony				5 mins
Branding				
Your logo on banner/sign at CUCAI	S	M	L	XL
Your logo on our website	S	M	L	XL
Logo in event brochure	S	M	L	XL
Promoted on social media alongside other sponsors	•	•	•	•
Independent social media promotion			•	•
Direct branding alongside CUCAI				•
Sponsored coffee break				•
Recruiting				
Access to delegate resume book	•	•	•	•
Access to design team look-book	•	•	•	•
Professional showcase booth	•	•	•	•
Exclusive CUCAI Taster Recruiting Event	•	•	•	•
Coffee chats with delegates			•	•

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.⁴ 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.

Delegate Breakdown

Gender

FEMALE 30%



MALE 70%

Year of Study

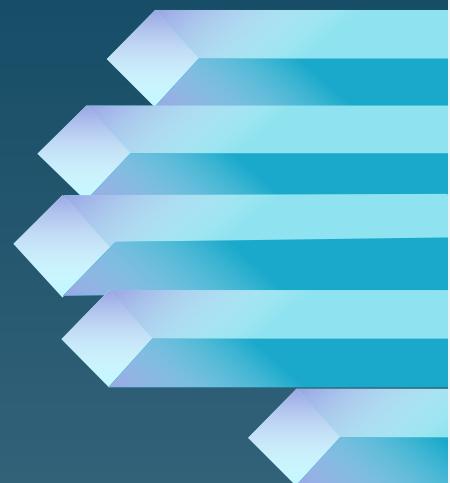
1ST YEAR 9%

2ND YEAR 29%

3RD YEAR 31%

4TH YEAR 20%

GRADUATE 3%



Schools

250+

DELEGATES FROM
QUEEN'S UNIVERSITY

200+
DELEGATES FROM OTHER
UNIVERSITIES ACROSS
ONTARIO, QUEBEC, AND
BRITISH COLUMBIA
INCLUDING

MCGILL
UNIVERSITY OF TORONTO
WESTERN
WATERLOO
MCMASTER
UNIVERSITY OF OTTAWA
UNIVERSITY OF BRITISH COLUMBIA



Faculties

COMPUTER SCIENCE 28%

COMPUTER ENGINEERING 19%

STEM 86%

NON STEM 13%



Projects

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.

2021 Projects

Loblaw Digital: Categorizing food for online catalogue

This team worked with Loblaw Digital to classify each item based on the product names and descriptions to improve product categorization and eliminate the ‘cold start’ problem which is when no comparable products are found. Using , the team thus far has been ; drastically reducing the ineffectiveness Loblaw was facing.

Hospital Resources

The hospital resources worked with the KGH to forecast the occupancy levels of patient beds in Kingston General. Harnessing the power of neural networks in the form of a multi-layer perceptron, our team was able to generate an algorithm capable of ; and helping optimize patient flow to avoid wasted resources. predicting patient occupancy levels with an accuracy of 85% accurately solving the problem of over

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.

Interested in more past projects?

[2020 Conference Proceedings](#)

COVID-19 Response

In alignment with the current and projected scope of COVID-19, CUCAI 2022 is planning an in-person format for the conference. After two years of fluctuating circumstances and uncertainties, we are beyond excited to bring together passionate students and innovative leaders for a phenomenal weekend filled with speakers, workshops, and networking opportunities.

While we are thrilled about an in-person format, we remain vigilant of the continuously changing scope of COVID-19. We are prepared to work towards an online/hybrid option, given the situation closer to the conference dates and guidelines posed by public health.

Last year, we hosted the conference through a fully online format which allowed us to have hundreds of more delegates and invite speakers from all over the world. This year, in addition to an online platform, we intend to look into a hybrid option to accommodate students, industry representatives, and speakers near and far.

The CUCAI 2022 team is dedicated to delivering the same exceptional values, opportunities, and experiences despite any arising changes and shifts. We intend to maximize our selected platform to ensure that meaningful, interpersonal interactions are still a substantial aspect of the conference through networking events, design team showcases, and the aforementioned pitch competition event. We will be vigilant about keeping up with the regulations from Public Health to ensure that the conference is in line with all proper COVID-19 protocols. Since our team is working to create a conference that is flexible we will be announcing the final format of our conference by the end of 2021.

We are committed to improving the quality of the experience for all guests at CUCAI 2022, despite the obstacles posed by COVID-19. We are excited to have you join us to tackle this adversity to deliver the most groundbreaking CUCAI to date!



Contact Us

Let's Talk.

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



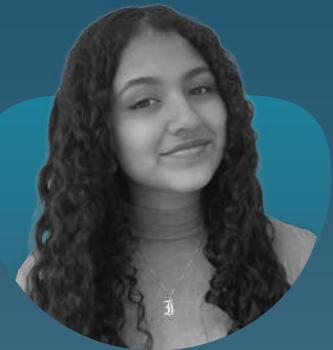
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Visit Our Website

Learn about CUCAI's missions, past conferences, research papers, and more.

[cucai.ca ↗](http://cucai.ca)

Empowering future leaders to unlock the full potential of AI

PAST SPONSORS



Closing Remarks

The Canadian Undergraduate Conference on Artificial Intelligence aims to make the newest advances in AI accessible to the undergraduate student community. We hope to bridge the gap between education and industry, while inspiring highly motivated delegates to deepen their understanding of and contributions to this evolving field. Your involvement would be invaluable in achieving the conference goals. We would love to have you join us as a conference speaker at CUCAI 2022.

On behalf of the CUCAI team, we would like to thank you for taking the time to consider this opportunity. We look forward to hearing from you soon.

