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THE
IMAGING & GEOSPATIAL
INFORMATION SOCIETY

Have you ever wondered how satellite, smallsat, aerial, or UAS geospatial data can be leveraged in your business? Or what capabilities exist to manage, analyze, and extract knowledge relevant to your industry from geospatial big data? Or how to integrate social media, geospatial big data, and location-based data to facilitate targeted marketing and delivery of your products?

The **GeoYou: Unleashing Geospatial Exploration** event sponsored by ASPRS aims to bring together leaders in the geospatial industry to provide practical recommendations to allow you to take advantage of the rapidly growing volumes of information-rich geospatial data. Presentations and discussions will take place around cutting edge technologies in sensors, software, and systems that can readily be integrated into your workflows.

GeoYou Event Agenda:

- Keynotes on cutting edge geospatial big data capabilities, analytics, and synthesis.
- Discussions highlighting how your industry is leveraging geospatial big data today.
- Brainstorming to identify how industries desire to use geospatial big data in future.
- Identification of key problems within each industry & selection of **GeoChallenge** questions.

GeoYou Industries/Domains:

Agriculture	Services/Commerce	Research/Education
Health/Bio	Defense/Intelligence	Transportation/Infrastructure
Law/Finance	Utility/Energy/Telecon	Government/Emergency

GeoYou & GeoChallenge Program Format:

Two day **GeoYou** Event at an Innovation Center in St. Louis (13 & 14 September 2017)

- Multiple sessions, each organized by industry/domain.
- Session to include:
 - Keynote seminar by creative geospatial pioneer in domain.
 - Expert from ASPRS and/or cutting edge geospatial.
 - Additional talks from across domain.
 - Brainstorming session to identify problem set, especially hard problems.
- Select one hard problem per domain/industry for **GeoChallenge** Competition.
- STEM activities to be part of two day event.

Multi-month **GeoChallenge** Competition (September to November 2017)

- Multi-disciplinary teams, each team composed of 50% students.
- 2-7 personnel per team (targeting students, but others allowed).
- University, industry, government, other participants.
- ASPRS to provide one geospatial expert per team, for questions & feedback.

Follow-on Event in St. Louis (November 2017)

- Partial day presentation of **GeoChallenge** results by teams.
- Evaluation, selection, & presentation of awards to **GeoChallenge** winning teams.

For more information, contact:

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Sponsorship Levels

Platinum - \$20,000, Top Banner Branding, Demo Table, Unlimited Passes

Gold - \$15,000, Large Banner Placement, Demo Table, 15 Passes

Silver - \$10,000, Banner, Demo Table, 10 Passes

Bronze - \$5,000, Demo Table, 5 Passes

Other Sponsorship Opportunities

Social Event - \$5,000

Start-Ups Table Sponsorship - \$5,000

GeoChallenge Awards - \$5,000 to \$20,000

STEM Event - \$500 to \$5,000

Benefits of Sponsorship

- All sponsors will be acknowledged on the conference website, with their logos prominently displayed.
- All sponsor logos will be prominently displayed on signage at the **GeoYou** event as well as in marketing material advertising the event.
- All sponsors will be acknowledged in every White Paper generated (a) during Brainstorming sessions and (b) as the final reports for each multi-month team **GeoChallenge**. All White Papers will be made available online and will contain the logos of all conference sponsors in the White Papers.
- All sponsors will be acknowledged at the follow-on event in November 2017 when the winners of the **GeoChallenge** will be announced.
- ASPRS hopes to establish long-term Strategic Partnerships with sponsors of this event so we can deeply understand the problem space of your industry and tailor the evolution of new geospatial and big data technologies to address them.

Additional Activities

- Networking Event the evening of the first night of two day event
- Social Event with Venture Café Thursday event on the second night of two day event
- STEM activities during two day event – National Geographic Society Traveling Maps
- Employer/Future Employee Speed Networking event
- Demonstration Booths, Sponsor Booths

Why Attend?

The volume of information-rich geospatial data has increased exponentially in the past decade, and the pace is not slowing. In fact, recent successes in commercial smallsats and drones/UASs combined with big data analytic capabilities will likely usher in a new era of geospatial exploration of our world. The **GeoYou: Unleashing Geospatial Exploration** event will connect you to cutting edge companies making this future a reality, and will ultimately add deeper understanding to all aspects of business, science, and human knowledge.

What Additional Items Will Be Addressed?

Topics:

- Riding the Wave in the Geospatial Data-Rich World
- Smart Data Collection, Data Layering, & Data Parsimony
- Information Extraction/Analytics from Geospatial Big Data
- Multi-Source, Multi-Phenomenology Information Synthesis & Validation
- Continuous Knowledge Creation via Feedback Loops
- Sensemaking via Inquiry Based Exploration
- Maximizing Return on Investment (ROI) from Geospatial Big Data

The **GeoYou: Unleashing Geospatial Understanding** event will include experts from a range of geospatial and analytic sciences, including Data Science, Big Data Analytics, Remote Sensing, Photogrammetry, Geospatial Science, Image Science, Geomatics, Surveying, and Social Media Data Mining. Technologies that will be addressed include a range of platforms (satellites, smallsats, aerial, unmanned aerial systems [UAS], mobile/ground, in-situ), sensors (panchromatic/multi-spectral/hyperspectral imagery, video, full motion video, linear/Geiger lidar, radar, synthetic aperture radar), data types (imagery, geospatial layers, location-specific text), tools (geospatial analytics, GIS, machine learning, data mining, artificial intelligence), and architectures (database software/hardware, Hadoop, cloud).

Keynote Presentations will be by invitation. Additional presentations will be solicited from select companies, universities, and government entities. Selection of presentations will be based on the following general criteria.

1. Cutting edge geospatial technologies applied creatively to new problem space;
2. Exploitation/Analysis of multiple sources and types of big data (3 or more), including at least 1 geospatial big data set;
3. Preference for utilization of multiple real-time or near real time data sets and/or crowdsourced data;
4. Derived Knowledge is highly relevant to Domain and, ideally, the new process is a disruptor to that Domain.