



# Canadian Undergraduate Conference on Artificial Intelligence

**Sponsorship Package**

**March 2021 | Toronto, Ontario**

# Land Acknowledgement

Although this year, the conference has gone online, 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.

At CUCAI 2020, over 300 students, industry leaders, and partners came together for two days to discuss the state of Canadian AI. This was the largest attendance for a conference hosted by a group of Queen's University students to date.

Due to COVID-19 restrictions, CUCAI 2021 will be held over two days online and we will be accepting over 700 delegates from the top schools in Canada. The decision to hold CUCAI 2021 online was made 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.

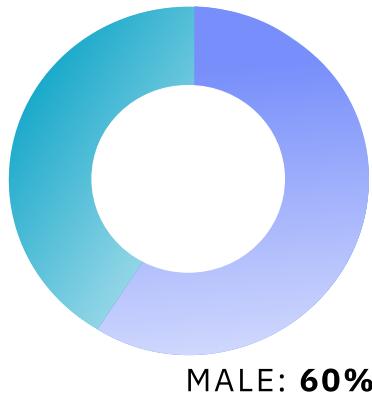
All of the phenomenal events from our past two conferences will still be taking place at CUCAI 2021. This includes the design team showcase, industry showcase, presentations and workshops from speakers across the industry, a panel discussion on ethics in AI, pitch competition and a number of networking 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. 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 speaker, 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

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### 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

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### 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](#).

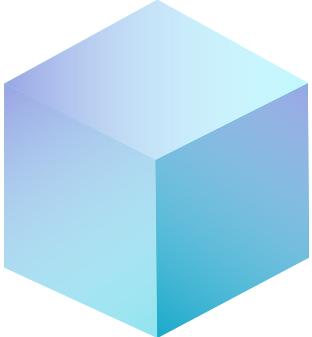
### Automated Grocery Checkout

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 ↗](#)

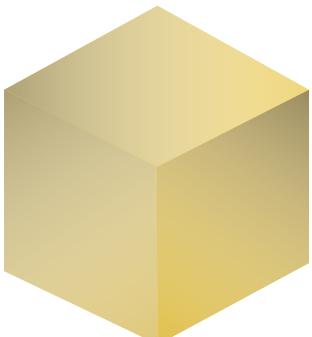
# Sponsorship Tiers



## Title Sponsor\* \$20,000+

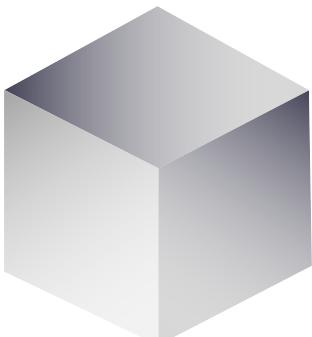
As a Title Sponsor, you will receive direct branding alongside CUCAI (i.e. “CUCAI 2020 presented by ...”), ample marketing and use of your logo on our website and in any promotional material, as well as time to speak at the opening and closing ceremonies. Title Sponsors have the unique opportunity to establish themselves with the remarkable students attending CUCAI through exclusive 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. Finally, Gold Sponsors will be given the distinct opportunity to interact with CUCAI delegates through 1-on-1 virtual 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                         |                                     |                                     | <b>5 mins</b>                       |
| Speak at closing ceremony                         |                                     |                                     | <b>5 mins</b>                       |
| Branding  | S                                   | M                                   | XL                                  |
| Your logo on banner/sign at CUCAI                 | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Your logo on our website                          | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Logo in event brochure                            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <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 Winter Taster Event 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

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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

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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

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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

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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

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With access to the CUCAI resume book ahead of the conference weekend, you will be able to select your favourite candidates to schedule a video call 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

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Every sponsor will have the opportunity to present a user-friendly virtual booth at our professional showcase. This is your opportunity to speak one-on-one with delegates and distribute digital promotional material.

## Taster Event Recruiting

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In order to better accommodate your hiring timeline, sponsors will have the unique opportunity to participate in exclusive online recruiting events with Queen's University students before the date of the conference, at the taster event in January. These events will also be advertised to the 220+ 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

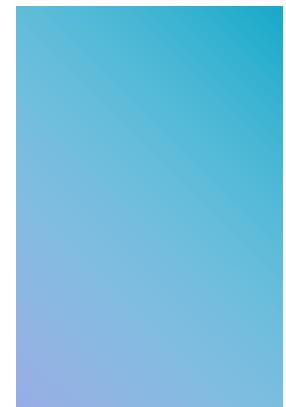
## Past Speakers



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



**Dan Desjardins**  
*CEO*  
Distributed Compute  
Labs



**Stuart Lombard**  
*Founder and CEO*  
Ecobee

## Past Sponsors

# COVID-19 Response

To ensure the safety of both our delegates and industry representatives, CUCAI 2021 has responded to COVID-19 by transitioning to a fully online format for the conference. While an online format presents a new and different experience to participants, the CUCAI 2021 team is dedicated to deliver the same phenomenal value, opportunities, and experiences in innovative ways.

Without the requirement for physical venues, or transportation for the conference's events, ticket prices will be further reduced for delegates making the conference more accessible to a wider range of students. An online format allows us to have hundreds more delegates and invite speakers from all over the world. To continue to provide the same level of quality, CUCAI will be covering lunches for attendees through an online delivery platform. Delegates will also still receive conference "swag" packages including promotional material through a mail-in service. We intend to maximize our online platform options to ensure that meaningful, interpersonal interactions are still a substantial aspect of the conference through virtual networking events, structured Q&A sessions with design teams and industry representatives, and the aforementioned pitch competition event.

We are committed to improving the quality of the experience for all guests at CUCAI 2021, despite the obstacles posed by COVID 19, and are excited to have you join us as we tackle this adversity to deliver the most successful CUCAI to date.

# Contact Information

## Let's Talk.

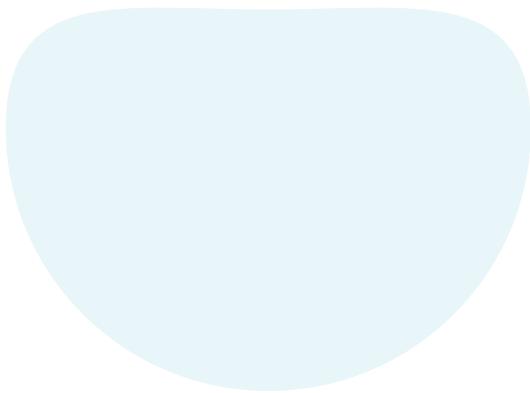
We're constantly looking to build dynamic relationships and partnerships with new and unique value.



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**Elan Bibas**

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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)