

UNLOCKING THE POWER OF BIG DATA IN HEALTH

Empowering Scientific and Healthcare Communities with Data Analytics

Sponsorship Prospectus





ABOUT THE USC BIG DATA HEALTH SCIENCE CENTER

The University of South Carolina (USC) Big Data Health Science Center (BDHSC) is an interdisciplinary enterprise that promotes and supports Big Data health science research at USC and across the state of South Carolina. Established in 2019, the center advances research efforts through capacity development, academic training, professional development, community engagement, and methodological advancement. Research at BDHSC is conducted by 50 faculty affiliates representing 20 departments and 9 colleges across USC. The center is comprised of two functional hubs, Business/Entrepreneurship and Technology, and five content cores including Artificial Intelligence for Sensing and Diagnosis, Electronic Health Records, Genomics, Geospatial and Social Media that collectively promote the utilization of Big Data Analytics in healthcare research, services improvement, and academic training.

THE IMPACT OF BDHSC

The BDHSC aims to build and enhance USC's institutional culture for interdisciplinary collaboration by fostering a new generation of data scientists in healthcare research. Since its establishment, the BDHSC has made significant progress in enhancing collaborative Big Data health science research.

Its specific aims are to 1) develop advanced, innovative and cutting-edge methodologies and approaches at the interface of data science and health to address significant and emerging health issues and health disparities, 2) train and develop a cadre of well-prepared data scientists across the academic spectrum and in the community, 3) provide leadership, governance, organizational structure, and advisory support necessary to promote and facilitate the application of data science in health, and 4) to build, maintain, and strengthen collaborative networks between academic institutions, governmental agencies, healthcare stakeholders, and communities to foster high impact transdisciplinary health data science research.

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BDHSC BY THE NUMBERS 2019 – 2023

63 total with 50 current From 9 colleges and 20 departments

USC FACULTY AFFILIATES

33 Projects,
79 unique investigators from
10 colleges and 26 departments.
\$1.2M awarded
PILOT PROJECT PROGRAM



95 teams with 285 students From 30 universities BIG DATA HEALTH SCIENCE CASE COMPETITION **46** awards founded for a total of **2**\$**45**M **DATA SCIENCE RELATED EXTRAMURAL AWARDS**

111 total
(volunteer, paid/unpaid GRA, postdocs)
60 current STUDENTS

 14 R25 Junior faculty

 Minority undergraduate

 R25 (Awarded) → Predoctoral T32 (Pending)

 6 GIS Health Scholars → 16 T35 Predoctoral ↑

 RESEARCH TRAINING PIPELINE

248 big data related Publications **DBLICATIONS**

1,500 attendees, 284 total presenters
 37 plenary, 86 posters, 13 workshops
 NATIONAL BIG DATA HEALTH
 SCIENCES CONFERENCE



CONFERENCE OVERVIEW

The National Big Data Health Science Conference (https://www.sc-bdhs-conference.org/) includes highly facilitative, structured, and innovative ways of leveraging researchers and experts across a variety of fields and disciplines. The conference is composed of plenary (keynote) sessions, participatory breakout groups, workshops, special sessions, poster presentations, case competition and networking opportunities.



KEY ATTENDEES

Faculty members Graduate students Postdoctoral researchers Healthcare practitioners Clinical researchers Representatives from government agencies Industry stakeholders Executives from non-profit organizations

SCHEDULE AT A GLANCE

FRIDAY

Registration and Breakfast Opening Remarks Plenary Sessions Breakout Groups Networking Reception Coffee Breaks Exhibit Hall

SATURDAY

Breakfast and Poster Sessions Plenary Sessions Breakout Groups Networking Lunch Coffee Breaks Exhibit Hall Closing Remarks

SPONSORSHIP OPTIONS

BDHSC would like to invite you to be part of our conference as a sponsor. We welcome sponsorship partners from both industry and academia. We are grateful for your support in making the 2024 National Big Data Health Science Conference a success.

BENEFITS	SIGNATURE \$10,000	GOLD \$5,000	SILVER \$2,500
Regular conference registrations	8	6	4
Logo recognition on website with link			
Social media blast including logo and company page			
Logo displayed during event			
Advertisement in conference materials	1 PAGE	1/2 PAGE	1/4 PAGE
Recognition in all emails to conference attendees			
Recognition in all press releases			
Opportunity to provide promotional materials in conference documents			
Verbal recognition and opportunity to attend the Underrepresented Minorities in Data Science Applied to Health Luncheon			
Exclusive logo placement on social media banners			
Verbal recognition at event			
Opportunity to address the audience during the formal portion of the event	Ŷ		

formal portion of the event

SUPPORT

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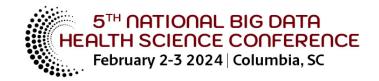


OTHER PACKAGE

Vendor + Registration Package - \$250 This includes a table for both days of the conference and 1 registration.

Vendor Table - \$100 per table per day

Standard table with linen and two chairs.



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