UNLOCKING THE POWER OF
BIG DATA IN HEALTH
Empowering Scientific and Healthcare Communities with Data Analytics

Sponsorship Prospectus

5TH NATIONAL BIG DATA
HEALTH SCIENCE CONFERENCE
February 2-3 2024 | Columbia, SC

Arnold School of
Public Health
UNIVERSITY OF SOUTH CAROLINA

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.

BDHSC BY THE NUMBERS
2019 – 2023

63 total with **50** current
From **9** colleges and **20** departments
USC FACULTY AFFILIATES

46 awards founded for a total of $45M
DATA SCIENCE RELATED EXTRAMURAL AWARDS

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

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

31 seminars/workshops
1,200 attendees
SEMINARS/WORKSHOPS

14 R25 Junior faculty
Minority undergraduate
R25 (Awarded) ➜ Predoctoral T32 (Pending)
6 GIS Health Scholars ➜ **16** T35 Predoctoral
RESEARCH TRAINING PIPELINE

95 teams with **285** students
From **30** universities
BIG DATA HEALTH SCIENCE CASE COMPETITION

248 big data related
Publications
PUBLICATIONS

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	●		

SUPPORT

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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