

# Sponsorship opportunity



UCT  
eResearch

15-18 April 2019

Snape Building  
Upper campus  
University of Cape Town

## eResearch Africa 2019

In a research-intensive environment, data scientists contribute to real-world problems in public health, education, sustainable energy, climate change, economic development, and many more areas of trans- and interdisciplinary research. Working on data mining or machine learning, on big data and data science projects with social impact, there is limited empirical evidence to demonstrate their contribution.

New research impact measures are required for the evaluation of data science in support of social challenges that might include strategic value, significant change, empowerment, livelihoods, and sustainability.

eResearch Africa 2019 will explore the practice, principles and opportunities of data science in knowledge production and decision-making for societal benefit.

This will be the fourth time that this event takes place at the University of Cape Town, and we anticipate about 150 delegates from universities, government, research entities and the private sector attending.

Additionally, we will be announcing our keynote speakers early in 2019. Please keep an eye on [www.eresearch.ac.za](http://www.eresearch.ac.za) for up to date information. Alternatively, please email [conference@eresearch.ac.za](mailto:conference@eresearch.ac.za) should you wish to be added to our conference mailing list.

## Target audience

Please find below a snapshot of those who have previously attended eResearch Africa conferences.

- > Deputy Vice-Chancellor: Research
- > Academic Deans
- > Heads of Departments
- > Professors
- > Senior Researchers
- > Research Software Engineers
- > CEOs
- > CIOs
- > IT Directors
- > Executive Directors
- > IT Facilities Managers
- > Data Specialists
- > Data Analysts
- > Digital Curation Officers
- > Network Engineers
- > System Administrators

**DataScience4D:**  
Explore the practice,  
principles and  
opportunities of data  
science for development

## Focus areas

- Kranzberg's First law: Technology is neither good nor bad; nor is it neutral.
- Big data, analytics, and technology impact on society.
- Data science: Bridging the gap between science and decision-making.
- Case studies from public health, urban development, education, social welfare.
- Chasing the "R" in FAIR data: The sharing and re-use of data and scientific software as supplementary research outputs.
- The next generation of data scientists: Education models from universities, summer schools, boot camps, and hands-on training programmes.
- The dark side of data: threats to privacy and confidentiality; misinformation; cybersecurity.
- Data science in academic planning: linking student data to academic outcomes.
- Crowdsourcing data science for social development.



## Sponsorship opportunity

If you are looking for ways to strengthen or develop new relationships with the Higher Education sector and to engage with the eResearch community in any of the focus areas above, please consider the following sponsorship opportunities.

### Platinum

Standard rate: R50 000

#### Benefits

- > 1 x user group workshop (breakaway session)
- > Sponsor one social event
- > 1 x 30 minute speaker slot
- > Exhibition stand (4m x 3m)
- > 3 attending delegates
- > 2 booth staff passes
- > Company logo on website, delegate communications, and programme
- > Marketing collateral in delegates' conference packs
- > Attend opening event
- > Teas and lunches
- > Pre-event social media marketing

### Gold

Standard rate: R30 000

#### Benefits

- > 1 x user group workshop (breakaway session)
- > 1 x 20 minute speaker slot
- > Exhibition stand (3m x 2m)
- > 2 attending delegates
- > 1 booth staff pass
- > Company logo on website, delegate communications, and programme
- > Marketing collateral in delegates' conference packs
- > Attend opening event
- > Teas and lunches
- > Pre-event social media marketing

### Silver

Standard rate: R20 000

#### Benefits

- > 1 x 20 minute speaker slot
- > Exhibition stand (2m x 2m)
- > 1 attending delegates
- > 1 booth staff pass
- > Company logo on website, delegate communications, and programme
- > Attend opening event
- > Teas and lunches
- > Pre-event social media marketing

## Additional sponsorship opportunities

In addition to the sponsorship packages, companies are welcome to sponsor branded items for the delegate bags.

- > Delegate bags
- > Notebook
- > Stationery (Pens, pencils, sharpener, erasers, rulers, etc.)
- > Water bottles
- > Lanyards
- > Mini torches
- > Coffee station (The ever popular Barista Boys)
- > Clothing (fleece jackets, bodywarmers, scarfs, beanies)

You are also welcome to recommend alternative items. Please contact Penny Thompson at [penny.thompson@uct.ac.za](mailto:penny.thompson@uct.ac.za) or phone 021 650 3012 for more information about these sponsorship opportunities.