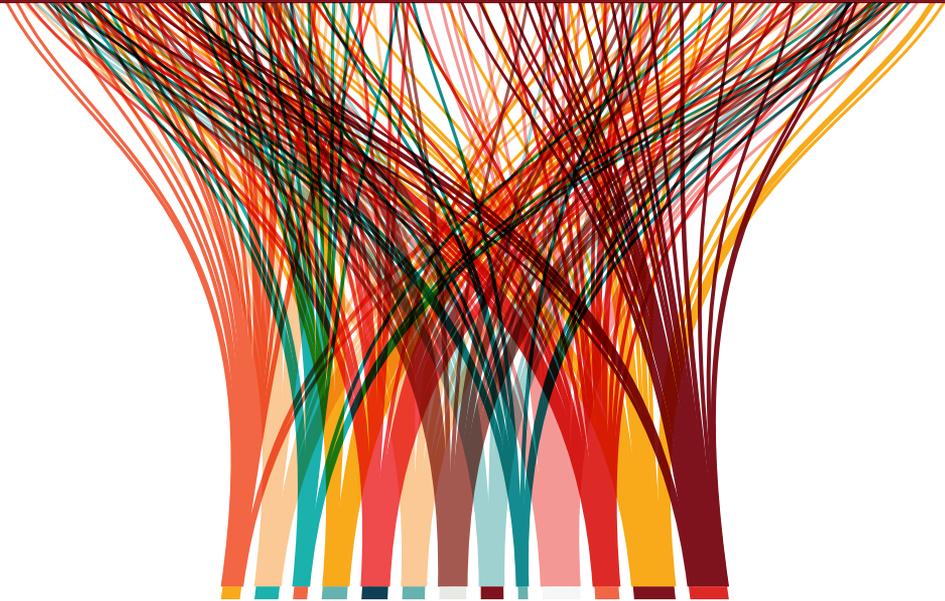


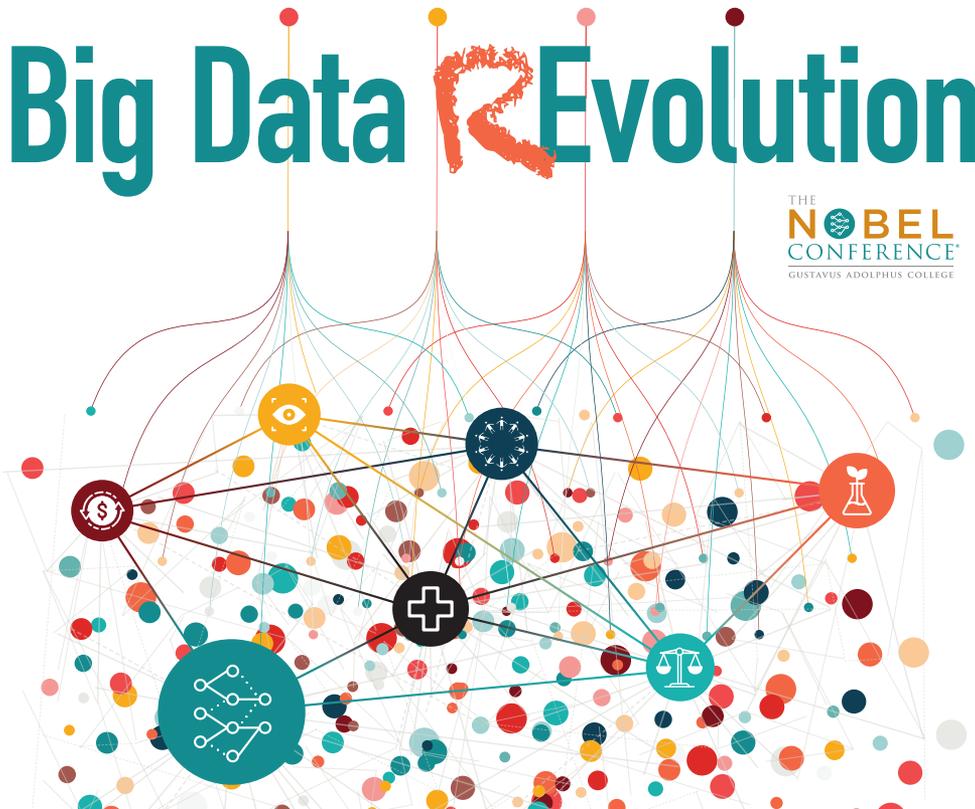
NOBEL CONFERENCE® 57

SPONSORSHIP OPPORTUNITIES



# Big Data Evolution

THE  
**NOBEL**  
CONFERENCE  
GUSTAVUS ADOLPHUS COLLEGE





## NOBEL CONFERENCE 57

OCTOBER 5&6, 2021 | GUSTAVUS ADOLPHUS COLLEGE

Big Data is transforming our lives. We are accumulating ever-larger data sources at an ever-increasing rate. Virtually every aspect of human life that can be turned into data is now being stored digitally and used by science, government, commerce, and industry to shape our lives. As consumers, we might be annoyed at how our data is used to deliver us videos, articles, and advertisements on the internet. As citizens, we are naturally wary of the ways that politicians and governments might exploit this data to influence our vote or restrict our freedoms.

Nobel Conference 57, Big Data (R)Evolution, will explore how big data is changing our lives, along with the challenges and opportunities this transformation presents.

[GUSTAVUS.EDU/NOBELCONFERENCE](https://gustavus.edu/nobelconference)

## CONFIRMED SPEAKERS

### Wendy Chun

Canada 150 Research Chair in New Media in the School of Communication at Simon Fraser University. A digital media expert and founder/director of the Digital Democracies Group integrating research in the humanities, social sciences, and computer and data sciences to understand and address online polarization, abusive language, discriminatory algorithms, and mis/disinformation.

### Francesca Dominici

Professor of biostatistics at the Harvard T.H. Chan School of Public Health and co-director of the Harvard Data Science Initiative. Her research focuses on the development of statistical methods for the analysis of large and complex data.

### Pilar Ossorio

Professor of law and bioethics at University of Wisconsin. Her work addresses research ethics, regulatory and policy issues, privacy, and the use of race in biomedical and social science research.

### Cynthia Rudin

Professor of computer science, electrical and computer engineering, and statistical science at Duke University, and director of the Prediction Analysis Lab. Her work is focused on machine learning tools that help humans make better decisions.

### Rajiv Shah

President of the Rockefeller Foundation, which applies data, science, and innovation to improve health for women and children, create nutritious and sustainable food systems, end energy poverty for more than a billion people worldwide, and enable meaningful economic mobility.

### Rhema Vaithianathan

Professor of social data analytics at the Institute for Social Science Research at the University of Queensland and a professor of economics and director of the Centre for Social Data Analytics at Auckland University of Technology, New Zealand. Her work focused on translating research that uses data analytics for social good with a particular interest in health and human services.

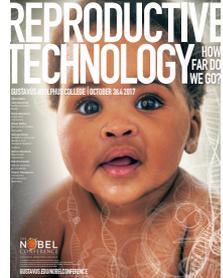
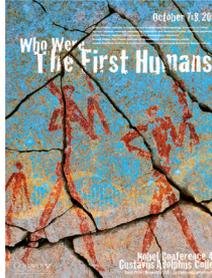
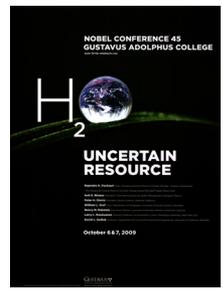
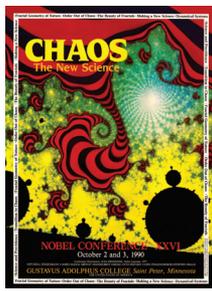
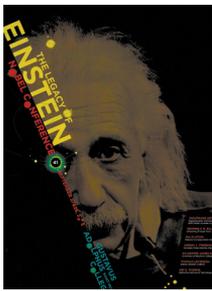
### Talithia Williams

Associate professor of mathematics at Harvey Mudd College. A statistician, she is also co-host of the PBS series NOVA Wonders. She demystifies the mathematical process so people are more excited about the possibilities inherent in a STEM education.



THE  
**NOBEL**  
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The Nobel Conference brings students, educators, and members of the general public together with the leading thinkers of our time, to explore revolutionary, transformative, and pressing scientific questions and the ethical issues that arise with them. Since its inception in 1965, the Conference has brought together some of the world's foremost scholars and thinkers, including more than 70 Nobel laureates.



## Audience

Approximately 8,000 people view the Nobel Conference in person or via livestream each year. The audience of 3,500 on campus is joined by 4,000-5,000 online viewers. Audience members include a national and international collection of professionals in the field, lifelong learners, Gustavus alumni, campus faculty and staff, and college and high school students.

## Nobel Foundation Endorsement

The Nobel Conference is the first and only ongoing educational conference in the United States to receive the official authorization of The Nobel Foundation, Stockholm. Foundation Executive Director Lars Heikensten notes that “The Nobel Conference aligns with the work of the Nobel Foundation. The Nobel Conference makes an important contribution to the dissemination of knowledge and the debate of contemporary issues related to the natural and social sciences.”

## Upcoming Nobel Conference Themes

2022 Mental Health Challenges of Adolescents and Young Adults

## GUSTAVUS ADOLPHUS COLLEGE

- Highly-selective liberal arts college.
- Top 10 physics program among liberal arts colleges (American Institute of Physics).
- 30% of students major or minor in natural science fields.
- “High Producer” of Fulbright grantees (faculty and students).
- National Merit Scholars and Goldwater Scholars
- Carnegie Foundation “community engaged campus”—highest national distinction available for higher education.
- Phi Beta Kappa institution.
- Recent \$70 million expansion and renovation of the Nobel Hall of Science giving Gustavus one of the finest small college arts and science facilities in the country.



ABOUT NEXT YEAR'S NOBEL CONFERENCE

## Big Data Revolution

How is big data changing our lives, and what challenges and opportunities does this transformation present? In less than a generation, we've witnessed nearly every piece of personal, scientific, and societal data come to be stored digitally. Stored information is both an intellectual and an economic commodity; it is used by businesses, governments, academics, and entrepreneurs. The velocity with which it accumulates and the techniques for leveraging it grow at a pace that is remarkable and often intimidating. But this revolution also promises hope, as it facilitates the development of targeted treatments for disease, uncovers patterns in the cosmos, and optimizes agricultural efficiency to create sustainable food sources.

### Confirmed Speakers include:

Wendy Chun, Simon Fraser University  
 Francesca Demicheli, Harvard University  
 Pilar Osorio, University of Wisconsin  
 Cynthia Rusin, Duke University  
 The Rockefeller Foundation

### NOBEL CONFERENCE SPONSORS



Adeline and Owen Bernhardt

The Nobel Conference at Gustavus Adolphus College is the only education conference in the United States to be authorized by the Nobel Foundation in Stockholm, Sweden. Core endowment funding for the conference was permanently secured through the generosity of the late Adeline and the Rev. David Bernhardt. The Nobel Conference is also supported by major legacy gifts and annual contributions. The Nobel Conference Endowment Fund also includes gifts from Russell and Rhoda Lund, the Mandag Foundation, in memory of Edgar B. Ober, and the UnitedHealth Group.

The Nobel Conference concert was underwritten by a gift by Ted and Dawn Michael.

The Nobel Conference luncheon for each day was underwritten by the Ted and Dawn Michael.

Herzimal Megan served a director of the Nobel Conference at Gustavus. In the past, the Nobel Conference has been supported by the Nobel Foundation.



# SPONSORSHIP OPPORTUNITIES

## NOBEL CONFERENCE 57 | OCTOBER 5&6, 2021

Sponsor Benefits Where a tangible benefit is received as a result of sponsorship, quid pro quo benefit rules apply.	Bronze \$5,000	Silver \$10,000	Gold \$25,000
Company name/logo in print conference program	✓	✓	✓
Virtual Learning Lab	✓	✓	✓
Campus host program		✓	✓
Company name/logo on rolling jumbo screen/mainstage between sessions		✓	✓
Dignitaries lunch each day (Benefit value is \$30 per person)		4	6
Lecture sponsor		✓	✓
Company name/logo on conference website			✓
Nobel Conference media package for company distribution			✓
Reserved seating tickets for two-day conference (Benefit value is \$120 per person)	2	4	6



*Having attended and organized many conferences, this was the best in terms of organization, quality, and involvement of stakeholders, including the media, the public, civic organizations, and policy makers.*

Dr. Rattan Lal, Distinguished University Professor of Soil Science, Ohio State University; member, Nobel Peace Prize-winning Intergovernmental Panel on Climate Change

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### Sponsor name/logo positioning

- 3,500 on-campus attendees
  - Lifelong learners and professionals
  - College faculty and staff
  - College students and parents
  - 1,000 high school students and their science teachers (in-person attendance most likely will be reduced to meet COVID safety protocols)
- ~5,000 online attendees
  - Representing 30+ U.S. states and 15 countries

### Campus host program

- Reserved parking passes
- Campus host to meet your party when you arrive on campus; direct your party to and join you in reserved seats for Conference sessions; direct and join your party for lunch with sponsored presenter and College president; provide campus information and directions as needed.

### Virtual Learning Lab

Moved online this year due to COVID, space would be granted to have company information on the website containing online learning resources.

### Lecture Sponsor

Company name or logo in the program, online. and on the screen in the room. A short company description will be included as part of the introduction of the sponsored speaker.

### Dignitaries lunch

An invitation-only lunch is held each day of the conference. Guests include conference speakers, the Gustavus president, vice presidents, faculty, and student hosts.

- Head-table seating with sponsored speaker
- Two-minute opportunity to introduce company/organization to lunch guests from podium

### Nobel Conference media package

Conference logo, branding, and media posts will be provided to your organization for use on company website, social media, and internal/external communication

### Reserved seating tickets

- Join the Conference presenters, College professors/administrators, your campus host(s), and other sponsors in the best seats in the house
- Two-day tickets



*I have discovered here in this little corner of Minnesota a place of great intellectual curiosity reaching into the future.*

**Dr. Jonas Salk**, medical researcher who discovered and developed one of the first successful polio vaccines.  
Speaker at Nobel Conference, “Immunity: The Battle Within.”

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**For more information**

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annpeterson@gustavus.edu | 507-933-7543