

## Rock Stars of Machine Learning/Deep Learning September 12, 2017 | Santa Clara, CA

### Why Sponsor?

IEEE Computer Society members and guests advance their knowledge on emerging issues and get up-to-date on current trends and hot-button topics. The process of assessing risk and securing the information assets of any organization continues to change and grow in complexity. Legislation, new threats and interconnected networks continue to make the technology professional's task more difficult and daunting. The IEEE Computer Society Rock Stars series assists professional in preparing for the challenges and issues they face today, as well as those that will come tomorrow

In 2013, we launched our 1-day events around the country with great success. We've produced over 100 events to date. In 2017, the Rock Stars events will examine topics such as Big Data, Adaptive Cyber Security, Emerging Technologies, Cybersecurity, RoboTrends, Blockchain, Machine Learning and AR & VR as well as many others.

When you sponsor the **Rock Stars of Machine Learning/Deep Learning**, you reach a unique audience — a level of decision-makers who don't attend other symposia.

With an agenda aimed at real-world, business-critical decision makers, and a lineup of experts unequalled at other technology events, the IEEE Rock Stars events are an obvious investment for any organization interested in influencing the future of data technology.

- Meet this influential group of users and potential users face-to-face
- Enjoy the highly personal nature of the event to network and enhance your brand
- Generate leads in a group where every attendee is a prospect
- Share lunch and cocktails with people you want and need to know
- Stimulate discussions resulting from the engaging, leading-edge presentations
- Showcase your products and services in a dynamic, engaged environment

**Take advantage of these unique sponsorship opportunities today!**

### Testimonial

*"The Rock Star Event generated a lot of great business conversations and was extremely well run. I would recommend the event to anyone looking to attract high quality prospects."*

**-Darin Pendergraft, VP of Marketing, SecureAuth**

# Take advantage of these unique sponsorship opportunities –

All packages include your logo on promotional materials. Custom packages are available.

## Diamond Sponsor

### \$30,000 (Limited to 1)

- 8-foot draped table
  - 2 chairs
  - electrical outlet
  - WiFi
- (4) sponsor on-site rep passes
- Demo Showcase
- Private Lunch and Learn Roundtable
  - 1-hour speaking/ lunch host opportunity
  - Held in a semi-private area with 2-3 tables to seat up to 25 attendees
- Conference bag insert
- 7 complimentary registrations for customers or guests
- 2-page spread ad in the official program
- Inclusion in *ComputingEdge* event recap coverage

## Platinum Sponsor

### \$20,000 (Limited to 1)

- 8-foot draped table
  - 2 chairs
  - electrical outlet
  - WiFi
- (4) sponsor on-site rep passes
- Demo Showcase
- Panel seat/executive participation
- Conference bag insert
- 5 complimentary registrations for customers or guests
- Full-page ad in the official program
- Inclusion in *ComputingEdge* event recap coverage

## Cocktail Reception Sponsor

### (Exclusive) \$15,000

- 8-foot draped table
  - 2 chairs
  - electrical outlet
  - WiFi
- (4) sponsor on-site rep passes
- Hospitality/ Host
  - Logo signage by food/drink stations
  - Opportunity to address the members and thank them for their participation

- Ability to provide branded promotional items or a prize drawing

- Full-page ad in the official program
- 3 complimentary registrations for customers or guests
- Inclusion in *ComputingEdge* event recap coverage

## Gold Sponsor

### \$12,500 (Limited to 3)

- 8-foot draped table
  - 2 chairs
  - electrical outlet
  - WiFi
- (4) sponsor on-site rep passes
- Panel seat/executive participation
- Registered booth crawl participant
- Conference bag insert
- 3 complimentary registrations for customers or guests
- Full-page ad in the official program
- Inclusion in *ComputingEdge* event recap coverage

## Registration Sponsor

### \$7,500

- 8-foot draped table
  - 2 chairs
  - electrical outlet
  - WiFi
- (4) sponsor on-site rep passes
- Logo display near registration
- Conference bag insert
- ½ page ad in the official program
- Inclusion in *ComputingEdge* event recap coverage

## Silver Sponsor

### \$5,500

- 8-foot draped table
  - 2 chairs
  - electrical outlet
  - WiFi
- (4) sponsor on-site rep passes
- Conference bag insert
- Inclusion in *ComputingEdge* event recap coverage

# Machine Learning/Deep Learning Speakers



## Human Language Technology and Machine Learning

Hassan Sawaf, Director of AI, Amazon Web Services

Hassan will discuss his expertise opening up new markets and opportunities with smart application of Artificial Intelligence and application-driven research in AI, in particular in language technology, speech processing, computer vision and computational reasoning.

Bio: With nearly 20 years of expertise in language technologies, Hassan Sawaf is well-recognized in the field of machine translation, speech recognition, and machine learning. As Director of AI at Amazon Web Services, Hassan's focus is building services and technologies to fuel Amazon and Amazon AWS customer initiatives with human language technology and machine learning.



## Understanding How Biologically Inspired Computing May Help us Build Machines that Perceive the World as We Do

M. Anthony Lewis, Sr. Director, Qualcomm

Lewis will discuss his work in evolutionary and biomorphic robotics, formation control of robotic systems, and investigations into the basis of movement control in humans and robots. Lewis and Colleagues demonstrated a robot that claimed to be the most biologically accurate model of human locomotion to date. This robotic uses a muscle architecture much like a human being, a simplified neural circuit meant to mimic neurons in the spinal cord, and sensory feedback mimicking the primary sensory pathways found in human.

Bio: M. Anthony Lewis, Ph.D., is a robotics researcher and serves as a Senior Director of Technology at Qualcomm Technologies. His expertise is in bio-inspired robotics, neuromorphic engineering, and machine learning. He is past CEO of Iguana Robotics, a company specializing in the development of biomorphic robotics technologies.



## Big Metamorphosis": Spinning up Well-Architected Stacks for Machine Learning and Artificial Intelligence

Janet George, Fellow/Chief Data Scientist, Big Data Platform/Data Science/Cognitive Computing, Western Digital/Sandisk

Western Digital is building global core competencies, shaping, driving and implementing the Big Data platform, products and technologies, using advanced analytics, machine learning and pattern recognition with semi-conductor/Flash Memory manufacturing data from the ground up. Industry experience, skillset, and background are in Big Data Platform; Machine Learning, Distributed Computing, Compilers and Artificial Intelligence/Cognitive Computing.

Bio: Prior served as Managing Director Big Data/Chief Data Office/Scientist (Vice President level) at Accenture Technology Labs, responsible for Big Data Platform, Machine Learning, Cognitive Computing and open-innovation. Prior served as Head of Yahoo Labs/Research Engineering inventing Next Generation Platforms, Cloud Infrastructures and Machine Learning for Big Data and also at eBay and Apple Computer amongst others.



## Extracting Data from Tables and Charts in Natural Document Formats

David Rosenberg, Data Scientist, Office of the CTO, Bloomberg

Financial analysis depends on accurate financial data, and these data are often distributed via PDF and other "natural document" formats. While these formats are optimized for easy human comprehension, automatically extracting the data can be quite challenging. In this talk, we'll describe our work using a deep learning pipeline to extract data from tables and charts in PDF documents. We'll also show some of our latest research, inspired by image captioning models, for going directly from images of tables to a markup language (LaTeX) representation.



## Program Machines to Deep Learn and Solve Big Data Investment Problems

Veryan Allen, Data Scientist, ML & DL, Bank of America; Merrill Lynch

The discussion will cover all aspects of machine programming with the exploration of Data Science, deep learning, computational intelligence, and multi-criteria decision optimization.

Bio: Veryan Allen has a background in programming machines to learn, identify facts and solve big data investment problems. His extensive experience includes data science, deep learning, computational intelligence, multi-criteria decision optimization.



## Trends and Developments in Deep Learning

Rajat Monga, Engineering Director, Tensorflow at Google Brain

Deep Learning has come of age over the last few years. Neural networks have been around for decades - what changed over the last few years to make them successful? This talk will describe what got deep learning over the hump, go over some of the recent successes in this field and discuss their implications. The pace of innovation in deep learning is staggering - is it going to continue? The presentation will provide a perspective on research directions that have the potential to keep the innovation going and even accelerate it further.

Bio: Rajat Monga leads TensorFlow, a popular open source machine-learning library that aims to bring the power of AI to everyone. He is one of the founding members of the Google Brain team and is interested in making machines smarter for improving people's lives.

Contact us for more info:

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