[hack'20 @CEWIT]

ROBOTICS, IoT , MACHINE LEARNING, BIG DATA & HEALTH CARE· FEBRUARY 14-16, 2020· CEWIT

PARTNER WITH US

Leverage student brainpower to build a quick and effective prototype of a new product, explore unique and cutting-edge interpretations of pre-existing technology and drive targeted, company-specific innovations in IoT and security.

Hack@CEWIT 2020

The Center of Excellence in Wireless and Information Technology (CEWIT) hosts the forth on-campus, interdisciplinary student hackathon bringing over 200 regional hackers, $40K in industry sponsorship commitments, and over 25 hands-on tech talks and workshops together for a two-day technical challenge awarding over $5K in prizes to the most innovative, most ambitious, most original, most health-conscious, and most industry-applicable tech projects — at Stony Brook University.

A Lab to Marketplace Approach

The two-day hackathon over President's Day Weekend is designed in conjunction with our core industry partners, sponsors, and member entrepreneurs to select scenarios that will have a direct, real-world application to their product portfolios, providing students the opportunity to work on industry-relevant solutions and encouraging relationships with companies in the STEM fields.

A Major League Hacking Event

Major League Hacking (MLH) is the official student hackathon league. Each year, we power over 200 weekend-long invention competitions that inspire innovation, cultivate communities and teach computer science skills to more than 65,000 students around the world. MLH is an engaged and passionate maker community, consisting of the next generation of technology leaders and entrepreneurs.

CONTRIBUTE

COMPANY APIs
- Expose students to company technology and drive targeted, company-specific innovations in IoT and microservices
- Capitalize on the opportunity to build a quick and effective prototype of a new product utilizing student brainpower
- Leverage an outlet to explore unique and cutting-edge uses and interpretations of pre-existing technology
- Receive valuable API and product feedback

HARDWARE
- Provide an engineering-driven approach to creative project development
- Diversify hacker experience and project possibilities
- Examples:
  - Raspberry Pi 2
  - Arduino 101
  - Amazon Echo
  - Nest Camera
  - Nest Thermostat Kit
  - Sparkfun Inventors Kit
  - Standard Laptops/Web Servers
  - Commonly Available Sensors

SEND

INDUSTRY HACKER GURUS: Technical Team Members, Business Advisers, and Innovation Mentors
- Advise on company API's and technical procedures
- Contribute expertise to guide project conceptualization, refinement, design, overall implementation, and future development where applicable
- Provide API demos and additional outlets for hacker education in the form of deep dive workshops and talks
- Receive valuable API and product feedback
- Contribute to the Hack@CEWIT culture while proactively building company rapport, brand recognition, and unique relationships with next generation talent

COMPANY SWAG: T-shirts, laptop stickers, water bottles, cards, pens, etc. for participant bags
- Build company brand recognition by allowing hackers to interact with your company, even if not face-to-face

RECRUITERS AND HR STAFF
- Sell your company to the next generation workforce and provide targeted information about jobs and internships
- Receive early access to hacker resumes and contact information to schedule in-house appointments
- Utilize Hacker Gurus to develop relationships with hackers and create positive company experiences and rapport for continued association

COMPANY BOOTH: An engaging, interactive company table or booth centrally located for the duration of the hack
- Establish a location for Hacker Gurus and recruitment teams while providing a reference point for hackers to interact with your company
- Ability to arrange one-on-one sessions with hackers for both technical and job and internship guidance
- Required for companies exceeding two representatives

SPONSOR

COMPANY PRIZE: A unique API or value-driven, company-specific competition category and associated prize
- Gain company exposure and motivate hackers to engage with your product
- Oversee challenge strategies and diverse hacker approaches
- Presentation of prize at closing reception and press opportunities

MEAL: Opening and closing receptions, breakfasts, lunches, dinners, and both midnight and sunrise snacks
- Visibility across event collateral and throughout the hack
- Benefit from hacker gratification and one of the most praised ways to connect with students
- Opportunity to be creative and depict company culture

HOST

DEEP DIVE WORKSHOPS AND TECH TALKS: Led by Technical Team Members, Business Advisers, Innovation Mentors, or Hacker Gurus consisting of 30 minute to 1 hour interactive sessions targeting for 10-20 hackers

- Educate hackers on the fundamentals of the available APIs applications
- Provide and oversee innovative uses for pre-existing technology
- Influence hackers to build a quick and effective prototype of a new product for future industry innovation
- Introduce a range of new technologies and possibilities to hackers

TECHNICAL SUGGESTIONS:
- Team Programming
- Social Engineering
- Ethical Hacking
- How to Open Source
- Tools of Data Science
- Security Visualizations
- Defensive Programming
- Introduction to Language (X)
- IoT Product Design
- Creating User Interfaces
- Coding Across Art and Sound

ENTREPRENEURIAL SUGGESTIONS:
- What It Takes to Pitch Your Idea to Investors
- Creating a Business Plan
- Building a Website

HACK@CEWIT PARTNER BENEFITS

		API Sponsor $1000	Mega Sponsor $2,500	Giga Sponsor $5,000	Tera Sponsor $10,000+
GENERAL	Brief Company Presentation/API Intro at Kickoff	X	X	X	X
	Send Industry Hacker Guru(s)	X (1)	X (2)	X (3+)	X (5+)
	Host Deep Dive Workshops/Tech Talks	X	X	X	X
	Sponsor Meal/Snack	X	X	X	X
	Sponsor Company Prize	X	X	X	X
	Hacker Guru to Participate as Judge			X (1)	X (1)
	Keynote at Kickoff				X
	Special Extracurricular			X (1)	X (2)
RECRUITING	Send Recruiters/HR Team		X (1)	X (2)	X (3+)
	Distribute Recruiting Materials		X	X	X
	Resume Access & Hacker Contact		X	X	X
BRANDING	Company Logo on All Print/Web Material	X	X	X	X
	Company Logo on Hack@CEWIT T-Shirts			X	X
	Distribute Company Swag		X	X	X
	Company Table/Booth		X	X (required)	X (required)
	Full Co-Branding of Hack@CEWIT				X

Contact Us

For more information on the Hack@CEWIT program, sponsorship, or event logistics, contact the Hack@CEWIT Team at hack@cewit.org, +1 631-216-7018, or visit www.cewit.org/programs/hack.

If there is any additional sponsor benefit or an alternative approach to supporting Hack@CEWIT that your company would like to propose, please do not hesitate to ask!

About CEWIT

To best capitalize on the IT revolution, spur economic growth, advance scientific research and develop the technologies of tomorrow, the New York State Center of Excellence in Wireless and Information Technology (CEWIT) was created in 2003 as the anchoring building in Stony Brook University's Research and Development Park. The Center is a next generation research and educational facility whose mission is three-fold: become recognized as a world leader in interdisciplinary research in the emerging, critical technologies of the information age, address the skilled technology worker shortage, and foster new enterprise development.

CEWIT has more than 70 associated faculty members, and more than 400 Ph.D./M.S. students engaged in research. The Center has created a powerful intellectual property portfolio resulting in numerous patents. Since its inception, the Center has worked hard to build strategic alliances and business partnerships among the academic, scientific, and business communities. Our partners include some of the world's best known and most sophisticated giants of wireless and information technology. The Center is building on these achievements and has laid the foundation for R&D partnerships with its partners and sponsors, and with other internationally known research institutions.

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Center of Excellence
WIRELESS AND INFORMATION TECHNOLOGY
AT STONY BROOK UNIVERSITY

CEWIT is an unparalleled resource, advancing the science and technology underlying the next epoch of the information revolution.

Softheon

MLH
MAJOR LEAGUE HACKING
POWERED BY DELL | Windows

Stony Brook University

At Softheon we strive to create simple solutions to complex problems. Our innovative and easy-to-use products have revolutionized the way everyday people access health insurance. In 2016, we successfully collaborated with health plans, brokers, employers, and governmental organizations in all 50 states to care for over 1.6M lives.

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Stony Brook University is one of America's most dynamic public universities, a center of academic excellence and an essential part of the region's economy. U.S.News & World Report ranks Stony Brook among the top 40 public universities in the nation, and the Times Higher Education World University Rankings places us among the top 1% of all the universities in the world.