Sponsorship Opportunities

The 22nd Americas Conference on Information Systems

Sheraton San Diego Hotel and Marina, San Diego
On behalf of the AMCIS 2016 Conference Committee and the Association for Information Systems (AIS), we invite you to partner with us for the 2016 Americas Conference on Information Systems, which will be held at the Sheraton San Diego Hotel and Marina.

AMCIS 2016 is one of the leading conferences on information systems. Your participation in AMCIS 2016 will ensure that your organization receives maximum exposure to more than 900 attendees as well as the additional 3,500+ AIS members worldwide.

The conference provides an excellent opportunity for your organization to reach this select group of IS academics, thought leaders, and doctoral students. The attendees annually inform hundreds of thousands of students.

Both AIS and AMCIS greatly value the support of our sponsors. Please take a moment to review the available sponsorship and exhibiting opportunities and let us know how we can help you reach your marketing goals and objectives. We look forward to partnering with you.

AMCIS 2016 Conference CoChairs

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AMCIS 2016 Sponsorship Chair
Ashish Gupta
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# Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Platinum Sponsor $15,000+</th>
<th>Gold Sponsor $8,000</th>
<th>Silver Sponsor $5,000</th>
<th>Bronze Sponsor $3,000</th>
<th>Academic Sponsor* $3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Registrations</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>2</td>
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<tr>
<td>Exhibit Booth</td>
<td>Double</td>
<td>Single</td>
<td>Single</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Discount on additional sponsorship</td>
<td>20%</td>
<td>15%</td>
<td>10%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Logo in Program Guide</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Logo/Link on Conference website</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Logo on Conference Meter Boards and</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Presentations</td>
<td></td>
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</tr>
<tr>
<td>Invitation to the private AIS Thank You</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Reception</td>
<td></td>
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</tr>
</tbody>
</table>

*Academic Sponsorships are available to colleges and universities only. All other sponsorships are available to everyone including academic institutions.*
Additional Sponsorship Opportunities*

**Keynote Sponsor (Limit 1) - $9,950**
- Signage and recognition at the Keynote Session
- Special introduction at the Keynote Session
- 3 conference registrations
- Invitation to a Private AIS Thank You Reception

**Conference Bag Sponsor (Limit 1) - $5,000**
- Your logo on the conference bags that are handed out to each of the attendees
- Invitation to a Private AIS Thank You Reception

**Lanyard Sponsor (Limit 1) - $2,950**
- Your logo on the name tag lanyards that are handed out to each of the attendees
- Invitation to a Private AIS Thank You Reception

**MIS Camp Sponsor (Limit 1) - $2,950**
- Signage and recognition at the MIS Camp Consortium
- Opportunity to have up to 5 minutes to address the attendees
- Invitation to a Private AIS Thank You Reception

**Track Sponsor (Limit 2 per track) - $1,950**
- Signage and recognition at the room where a track’s sessions are held
- Opportunity to have up to 5 minutes to address the attendees in one track session
- Invitation to a Private AIS Thank You Reception

**Doctoral Consortium Sponsor**
**Exclusive Sponsor (Limit 1) $7,500**
- Signage and recognition at the Doctoral Consortium
- Opportunity to have up to 5 minutes to address the attendees (exclusive sponsor only)
- Invitation to a Private AIS Thank You Reception
- One conference registration (exclusive sponsor only)

**Partner Sponsor (Limit 3) - $2,950**
- Signage and recognition at the Doctoral Consortium
- Opportunity to have up to 5 minutes to address the attendees (exclusive sponsor only)
- Invitation to a Private AIS Thank You Reception
Welcome Reception Sponsor
** Exclusive Sponsor (Limit 1) - $42,000
Partner Sponsor (Limit 5)-$3,500
• Recognition as a Platinum sponsor (exclusive only)
• Platinum sponsor benefits (exclusive only)
• Signage and recognition at Welcome Reception for helping to support the event.
• Invitation to a private AIS Thank You Reception
• 2-3 minute Slide Loop on monitors throughout all conference meeting space

Refreshment Break (Coffee & Tea) Sponsor (Limited # available) - $3,000
• Sole sponsor with signage and recognition as helping to support a refreshment break during a morning or afternoon of the conference.
• Invitation to a private AIS Thank You Reception

Signage Sponsor - $1,950
• Put your logo and any tag line or text you would like at the bottom of 5 directional signs that will be used to help inform and direct attendees to the various conference functions.
• Invitation to a private AIS Thank You Reception

Lunch Sponsor
** Exclusive Sponsor (Limit 1 per day) - $45,000
Partner Sponsor (Limit 5 per lunch)-$4,000
• Signage and recognition as helping to support lunch during one day of the conference
• Invitation to a private AIS Thank You Reception
• Recognition as a Platinum sponsor (exclusive only)
• Platinum sponsor benefits (exclusive only)
• 2-3 minute video/slide Loop on monitors throughout all conference meeting space (exclusive only)
Breakfast Sponsor
**Exclusive Sponsor (Limit 1) $20,000
Partner Sponsor (Limit 5) - $2,950
- Recognition as a Platinum sponsor (exclusive only)
- Platinum sponsor benefits (exclusive only)
- Sponsor with signage and recognition as helping to support breakfast during one day of the conference.
- 2-3 minute video/slide Loop on monitors throughout all conference meeting space
- Invitation to a private AIS Thank You Reception

Friends of AMCIS - $1,000 (For individuals only)
- Invitation to a private AIS Thank You Reception
- Your name will be listed on the AMCIS 2015 web site as a friend and supporter of the Conference.
- Your name will also be listed in the Conference Program as a “Friend of AMCIS” supporter.
- Invitation to a private AIS Thank You Reception

E-Mail Message (Limited # available) - $495
- Send us your marketing piece and we will e-mail it out for you to either the AIS membership or the conference attendees.
- Sponsors will be able to select the week they would like their message to go out however only two marketing e-mails will be sent per week. E-mail slots will be allocated on a first come basis.

Charging Station Sponsor
**Exclusive Sponsor (3 Units) $4,850
Partnered Sponsor-One tower per sponsor (Limited to 3) - $1,750 per
- Multiple device (Apple, Android, etc.) charging station
- Chairs will be placed nearby to allow attendees to network while their device charges. This will increase the likelihood that your marketing will make an even larger impression!
- Marketing image depends on type of charging station.
- Invitation to a private AIS Thank You Reception
Mobile App Sponsorship
BEST Package: $3,000 (1 Available)
• 2 rotating banner ads (linkable)
• 3 pre-scheduled alerts sent to all attendees while on-site (one/day)
• 1 Home screen banner placement (Exclusive and linkable)
• A new image each day to keep your presence fresh.
• 1 map page logo placement (exclusive)
• Invitation to a private AIS Thank You Reception

BETTER Package: $1,500 (1 Available)
• 2 rotating banner ads (linkable)
• 2 pre-scheduled alerts sent to all attendees while on-site (one/day)
• Invitation to a private AIS Thank You Reception

GOOD Package: $750 (2 Available)
• 1 rotating banner ad (linkable)
• 1 pre-scheduled alerts sent to all attendees while on-site

Mobile App a la carte add on:
• Daily email highlight banner ad sponsor (3 total) $350/day
  • An email goes out daily to the attendees highlighting activities for the day)
• Sponsored Survey (1 available) $500 (Link sent to all attendees, in app, to take a survey)

Program Advertiser
• Full Page B/W - $3,000
• Half Page B/W - $1,500
• Quarter Page B/W - $750
• Inside Front Cover (4 color) - $5,000
• Inside Back Cover (4 color) - $3,500
• Back Cover (4 color) - $6,000
• Bag Insert - $1,000

*The additional sponsorship opportunities listed may be purchased as standalone items however they ONLY include those benefits listed in their descriptions. For full visibility as an AMICS Sponsor please view our sponsorship packages on page 3.
**Exclusive vs. Partner Sponsorships**

In several of the sponsorship categories listed above we are offering sponsors the opportunity to be either the exclusive donor or a partner. In situations where a partner sponsor steps forward first and then an exclusive sponsor steps forward, we will give the partner sponsor the first right of refusal and allow them to up their sponsorship to the exclusive level. If you choose not to increase your sponsorship, we will work with you to find a different sponsorship opportunity.

Additional opportunities may be added and we are happy to work with you to create a unique sponsorship and branding opportunity.

Please contact Patrick Dockins at sponsorship@aisnet.org to discuss further ideas and opportunities.

**Opportunity to Exhibit**

**Conference Exhibitor - $2,500**

- 10’ x 10’ Exhibit Booth
  - 8’ background drape and 3’ side drape
  - (1) 8’ x 3’ skirted table
  - (2) Side chairs
  - (1) Waste basket
  - (1) 7” x 44” identification sign

- A complimentary exhibitor conference registration (includes access to the exhibit hall, evening events, and meals)
- Additional exhibitor registrations are available for $250 each
- Listing as an exhibitor on the conference website with logo and hyperlink
- Listing as an exhibitor in the conference program guide
- Invitation to a private AIS Thank You Reception
- Opportunity to participate in two pre-conference e-mails promoting the conference exhibitors.
Workshop Sponsorship Packages

**Full Day Workshop Sponsorship Package - $10,000**
- Full Day Workshop
- Recognition outside the presentation room
- Recognition in the program on the workshop listing
- 3 Full Conference Registrations
- Recognition as a Gold Sponsor which includes:
  - Logo / Link on the Conference Website
  - Logo in the Conference Program as a Sponsor
  - Logo on Conference Meter Boards and Presentation Templates
  - Invitation to a private AIS Thank You Reception
- 20% Discount on any Additional Sponsorship Opportunities

**Half Day Workshop Sponsorship Package - $6,500**
- Half Day Workshop
- Recognition outside the presentation room
- Recognition in the program on the workshop listing
- 2 Full Conference Registrations
- Recognition as a Silver Sponsor which includes:
  - Logo / Link on the Conference Website
  - Logo in the Conference Program as a Sponsor
  - Logo on Conference Meter Boards and Presentation Templates
  - Invitation to a private AIS Thank You Reception
- 10% Discount on any Additional Sponsorship Opportunities

**Industry Track Workshop Sponsorship Package - $4,000**
- Industry Track Workshop (1hr 30min)
- Recognition outside the presentation room
- Recognition in the program on the workshop listing
- 1 Full Conference Registration
- Recognition as a Bronze Sponsor which includes:
  - Logo / Link on the Conference Website
  - Logo in the Conference Program as a Sponsor
  - Logo on Conference Meter Boards and Presentation Templates
  - Invitation to a private AIS Thank You Reception
### Sponsorship Agreement for AMCIS 2016

**Sponsorship Options**

- **Platinum Sponsor**: $15,000
- **Gold Sponsor**: $8,000
- **Silver Sponsor**: $5,000
- **Bronze Sponsor**: $3,000
- **Academic Sponsor**: $3,000
- **Exhibitor**: $2,500
- **Full Day Workshop**: $10,000
- **Half Day Workshop**: $6,500
- **Industry Track Workshop**: $4,000

**ADDITIONAL OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Company/University</th>
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</thead>
<tbody>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>State</td>
</tr>
<tr>
<td>Key Contact Name</td>
<td>Contact Title</td>
</tr>
<tr>
<td>Contact Email</td>
<td></td>
</tr>
<tr>
<td>Telephone</td>
<td>Fax</td>
</tr>
</tbody>
</table>
Payment Information

Check #: ______(Make checks payable to “Association for Information Systems”)

Credit Card:  Amex  MasterCard  Visa

______________________________________________________
Credit Card #       Exp. Date       CVC       Total Amount $  

______________________________________________________
Authorized Signature for Credit Card Payment                        Date

Billing Information (if different from above)

______________________________________________________
Address

______________________________________________________
City       State       Country       Zip/Postal Code

Sponsorship Terms
In the event AIS cancels the conference for any reason, a full refund will be issued, or at the Com-
pany’s option, this sponsorship fee may be transferred to another event. Other than the sponsor-
ship fee herein, AIS is not responsible for any costs the Company may incur whether directly or
indirectly related to this Conference. Upon receipt of this agreement signed by the Company rep-
resentative, the Company will be responsible for 100% of the contracted amount. No cancellations
will be accepted. Acceptance of this application by AIS constitutes a contract.

______________________________________________________
Name (please print)  Title

______________________________________________________
Authorized Signature

If you have any questions or concerns please contact
Patrick Dockins - sponsorship@aisnet.org.
Please fax the completed sponsorship agreement
forms (2 pages) to 404-413-7443