



# Academic Sponsorship Opportunities

Americas Conference on Information Systems  
August 12-15, 2020  
Salt Lake City, Utah



# Americas Conference on Information Systems August 12-15, 2020 Salt Lake City, Utah

We invite you to be a visible supporter and participant for the highly-regarded AMCIS in Salt Lake City, Utah,, where scholarship and adventure meet together in one venue.

As a sponsoring participant, you have the opportunity to reach 900 or more attendees and impact the additional 4,500+ members of the Association for Information Systems. The scholars and scientists you reach here will take your message home to thousands more in the classroom and in personal encounters in the business world.

We value you as a sponsor, and are dedicated to making your support for our world-class scholarly association a rewarding and impactful promotional event for your company and its marketing interests. As you review our sponsorship opportunities, feel free to contact us with questions and for assistance in custom-designing the sponsorship experience that maximizes your reach to one of the worlds' leading audiences of business technology and information systems researchers and teachers. We offer many opportunities, including sponsored academic and practice workshops, exhibition display presence, and branded affiliation with key high-visibly conference event. Our attendees are the key to technology specification decisions among the world's leading future CIOs and technology procurement experts.

Conference Co-Chairs,

Bonnie Anderson  
Brigham Young University  
[bonnie\\_anderson@byu.edu](mailto:bonnie_anderson@byu.edu)

Jason Thatcher  
University of Alabama  
[jbthatcher1@culverhouse.ua.edu](mailto:jbthatcher1@culverhouse.ua.edu)



# AMCIS 2020 Sponsorship Opportunities

	Platinum	Gold	Silver	Bronze	Academic
	\$15,000	\$10,000	\$5,500	\$3,500	\$2,500
Complimentary Conference Registration	4	3	2	1	1
Half-Day Workshop	Yes				
Exhibit Booth	*Single	*Single	Single	Single	-
Mobile App Pre-conference Push Notification	4	3	2	2	1
Logo Branding on Conference Website	Yes	Yes	Yes	Yes	Yes
Logo Branding on Conference Signage	Yes	Yes	Yes	Yes	Yes
Invitation to AIS Appreciation Reception	Yes	Yes	Yes	Yes	Yes

\*If space permits we will upgrade the booth to a double (200 sq. ft.).



## Platinum Sponsor

- Complimentary Registrations - 4
- Half-Day Pre-Conference Workshop (includes room setup, AV equipment, AM coffee break)
- Single exhibit booth space
- Mobile app pre-conference push notification – 4
- Recognition in all Conference Proceedings
- Logo branding on both conference website and conference signage
- Invitation to AIS Appreciation Reception - 4
- Targeted marketing, including two pre-conference emails and daily emails will be sent to all conference attendees with logos/descriptions of each sponsor



## Gold Sponsor

- Complimentary Registrations - 3
- Single exhibit booth space
- Mobile app pre-conference push notification – 3
- Recognition in all Conference Proceedings
- Logo branding on both conference website and conference signage
- Invitation to AIS Appreciation Reception - 3
- Targeted marketing, including two pre-conference emails and daily emails will be sent to all conference attendees with logos/descriptions of each sponsor



## Silver Sponsor

- Complimentary Registrations - 2
- Single exhibit booth space
- Mobile app pre-conference push notification – 2
- Recognition in all Conference Proceedings
- Logo branding on both conference website and conference signage
- Invitation to AIS Appreciation Reception - 2
- Targeted marketing, including two pre-conference emails and daily emails will be sent to all conference attendees with logos/descriptions of each sponsor



## Bronze Sponsor

- Complimentary Registrations - 1
- Single exhibit booth space
- Recognition in all Conference Proceedings
- Logo branding on both conference website and conference signage
- Invitation to AIS Appreciation Reception - 1
- Targeted marketing, including two pre-conference emails and daily emails will be sent to all conference attendees with logos/descriptions of each sponsor



## Academic Sponsor

- Complimentary Registrations - 1
- Recognition in all Conference Proceedings
- Logo branding on both conference website and conference signage
- Invitation to AIS Appreciation Reception - 1



## Track Sponsor

- Two per track limit
- Opportunity for a 5 minute address to all attendees in one track session
- Recognition in all Conference Proceedings
- Logo branding on both conference website and conference signage
- Invitation to AIS Appreciation Reception – 1

## Unique Sponsorship Opportunities



## Keynote Sponsor

This is a distinctive one-time event offering promotional opportunity with high-visibility recognition

- Introduction at Keynote Session followed by a 10 minute address to attendees
- Complimentary registrations – 3
- Recognition in all Conference Proceedings
- Logo branding on both conference website and conference signage
- Invitation to AIS Appreciation Reception – 3



## Doctoral Consortium Sponsor (Two packages available)

Reach the decision makers you want to influence before anyone else does...early career stage technology influencers and specifiers. A highly visible and prestigious conference event, notable by more than just the doctoral students and faculty in attendance.

- Introduction followed by a 5 minute address to all faculty and students
- Recognition in all Conference Proceedings
- Logo branding on both conference website and conference signage
- Complimentary Registrations – 4
- Invitation to AIS Appreciation Reception – 4



## Exhibitor Opportunity - \$4,500 Double Booth \$3,000 Single Booth

- 8' background drape and 3' side drape
- (1) 8' x 3' skirted table
- (2) side chairs
- (1) wastebasket
- (1) 7" x 44" identification sign
- Complimentary Registration - 1 (includes access to the exhibit hall, evening events, and meals)
- Additional exhibitor registrations available for \$475 each.
- Logo branding on both conference website and conference signage
- Invitation to AIS Appreciation Reception – 1

\* For custom size booths please contact Lise Fitzpatrick at [lise@aisnet.org](mailto:lise@aisnet.org).



## Exclusive Conference Badge Lanyard Sponsor

Have your logo seen throughout the conference on every attendee's lanyard. The Lanyard Sponsor is exclusive and will not share logo space with another sponsor.



## Conference Registration Check-In Screen Sponsor

Exclusive Sponsorship! Place your logo and message on the registration check-in screens. Every attendee registering for the conference to receive their credentials will see your logo and message!



## Doctoral Student Corner Sponsor

The doctoral student corner is a dedicated space for doctoral students attending the conference to orient to the AMCIS experience and to connect with others in the field. Schedule of events in the doctoral student corner vary year to year but there is always an opportunity to be heard. Your sponsorship includes 5 minutes during a break to speak to the doctoral students.



## AIS Women's Networking Event Sponsor

The purpose of the AISWN is to promote a network of supporting women scholars in information systems and to enable mentorship relationships that are crucial to speed the success of women in the information systems field. Be a part of this outstanding AIS College!



## Food and Beverage Event Sponsor

If you are interested in sponsoring one of the many AMCIS food and beverage events or even a portion of one, contact us so we can build a custom package for you. There are several opportunities to choose from including Welcome Reception, Social Event, Refreshment Breaks and Networking Lunches.

## Sponsorship Level

- Platinum Sponsor  
starting from \$15,000
- Gold Sponsor  
starting from \$10,000
- Silver Sponsor  
starting from \$5,500
- Bronze Sponsor  
starting from \$3,500
- Academic Sponsor  
starting from \$2,500
- Keynote Sponsor \$10,000
- Track Sponsor \$1,950
- Doctoral Consortium Sponsor \$7,500
- Exhibitor \$4,500 (200 sq. ft.)
- Exhibitor \$3,000 (100 sq. ft.)
- Doctoral Student Corner \$1,000
- AIS Women's Network \$1,000

\*Paying in \$US –  
Fax the completed form to: 404-413-7443

If you have any questions concerning payment,  
contact us at: [lise@aisnet.org](mailto:lise@aisnet.org)

Thank you for your support of AMCIS and  
the AIS mission!

## AMCIS 2020 Sponsorship Agreement

For information regarding sponsor contracts, benefit fulfillment, registration or exhibit logistics, please contact:  
[lise@aisnet.org](mailto:lise@aisnet.org)

### Company/University Information

Company/University: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_

Country: \_\_\_\_\_ Zip/ Postal Code: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Key Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

### Payment Information

Check

Check #: \_\_\_\_\_

(Make checks payable to "Association for Information Systems")

Credit Card

Amex

Mastercard

Visa

Authorized Amount \$ \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

### Billing Address (if different from above)

Street: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_

Country: \_\_\_\_\_ Zip/ Postal Code: \_\_\_\_\_

### Sponsorship Terms

Other than the sponsorship fee herein, AMCIS 2020 is not responsible for any and all costs the company may incur whether directly or indirectly related to this conference. Upon receipt of this agreement signed by the company representative, the company will be responsible for 100% of the contracted amount. No cancellations will be accepted. Acceptance of this application by AMCIS 2020 constitutes a contract irrespective of conference venue. In the event AMCIS 2020 cancels the conference for any reason, a full refund will be issued, or at the company's option, this sponsorship fee may be transferred to another event.

Name (please print): \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_