



AMCIS 2021

Digital Innovation and Entrepreneurship
Innovation numérique et entrepreneuriat
Montréal, Canada — August 9-13

About AIS

The Association for Information Systems (AIS) serves society through the advancement of knowledge and the promotion of excellence in the practice and study of information systems. AIS is the premier professional association for individuals and organizations who lead the research, teaching, practice, and study of information systems worldwide.

4,700 members from across the globe, including:



3,000 Academics

1,500 Students

200 Professionals



73

countries represented
by attendees



20+

ancillary meetings
& events



1,500+

Virtual attendees
at AMCIS 2020

About AMCIS 2021

The annual Americas Conference on Information Systems (AMCIS) is viewed as one of the leading conferences for presenting the broadest variety of research done by and for IS/IT academicians.

Every year its papers and panel presentations are selected from more than 700 submissions, and the AMCIS proceedings are in the permanent collections of libraries throughout the world.

AMCIS 2021 Features:

- ☒ High quality networking opportunities.
- ☒ High quality research presented throughout the conference that is engaging, thought provoking, and pushes the boundaries of our field.
- ☒ Opportunities for SIGs to play a critical role in the development of the pre-AMCIS workshop experience as well as the programmatic elements of the conference.
- ☒ Opportunities for professional development for attendees regardless of their current level of seniority.



Digital Innovation and Entrepreneurship

In the digital age, organizations must continually innovate with digital technologies in order to succeed over time. This innovation involves the generation of digital products and services that enable fundamental changes to organizations (digital innovation) and the initiation of new ventures (digital entrepreneurship).

In recent decades, an increasing portion of this innovation is enabled or driven by digital technologies. New start up organizations, products, services, operational models, business models, industrial arrangements, work organization, etc., have all been dramatically influenced by the digital technologies that are involved in their development, and the digital technologies that are embedded in the innovations themselves.

AMCIS 2021 is excited to highlight Digital Innovation and Entrepreneurship and provide you with 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 institution 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. Don't miss this chance to influence them at AMCIS 2021!

Conference Co-Chairs,

Yolande Chan
Queen's University, Canada
ychan@queensu.ca

Maric Boudreau
University of Georgia, USA
mcboudre@terry.uga.edu

August 9-13, 2021



Sponsorship Levels At-a-Glance

	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$5,500	Bronze Sponsor \$3,000
Academic Registrations	8	6	4	1
Doctoral Student Registrations	3	2	1	-
Logo on Conference Website	Y	Y	Y	Y
Logo on AIS Website	Y	Y	N	N
Logo on Conference Platform	Y	Y	Y	Y
Banner on Conference Platform	Y	Y	Y	Y
Push Notifications on Conference Platform	4	2	2	-
Track Sponsorship	4	2	2	1
Pre-Conference Sponsor emails	2	2	2	2
Dedicated Sponsor emails	2	1	-	-
Social Media Posts	2	1	-	-
Virtual Networking Table	Y	Y	N	N
Ad Retargeting	30,000 clicks	20,000 clicks	10,000 clicks	-



Digital Innovation and Entrepreneurship

Platinum Sponsor \$15,000 USD

- Complimentary registrations for academic members - 8.
- Complimentary registrations for doctoral student members - 3.
- Logo on homepage of conference website (see page 6).
- Logo placed on conference website's sponsorship page with sponsor-level recognition (see page 6).
- Logo on main www.aisnet.org website for up to one month.
- Logo, sponsor-level recognition, and description, including links on app/virtual program platform (see page 6).
- Four push notifications with sponsor message sent directly to all conference attendees.
- Sponsor up to four tracks with logo presence on app/virtual platform (see page 6).
- Two pre-Conference emails shared with other sponsors to all conference attendees.
- Logo on daily emails to all conference attendees.
- Up to two sponsor-specific emails not shared with other sponsors. Content provided by sponsor.
- Two Facebook and two Twitter posts to all followers of AIS social media (see page 7).
- Logo placement throughout virtual networking platform, as well as a dedicated networking table available throughout the conference (see page 7).
- Retargeted marketing ad campaigns allow your ads to follow visitors to www.aisnet.org (1 month/30,000 clicks) (see page 7).

Gold Sponsor \$10,000 USD

- Complimentary registrations for academic members - 6.
- Complimentary registrations for doctoral student members - 2.
- Logo on homepage of conference website (see page 6).
- Logo placed on conference website's sponsorship page with sponsor-level recognition (see page 6).
- Logo on main www.aisnet.org website for up to one month.
- Logo, sponsor-level recognition, and description, including links on app/virtual program platform (see page 6).
- Two push notifications with sponsor message sent directly to all conference attendees.
- Sponsor up to two tracks with logo presence on app/virtual platform (see page 6).
- Two pre-Conference emails shared with other sponsors to all conference attendees.
- Logo on daily emails to all conference attendees.
- One sponsor-specific emails not shared with other sponsors. Content provided by sponsor.
- One Facebook and one Twitter post to all followers of AIS social media (see page 7).
- Logo placement throughout virtual networking platform, as well as a dedicated networking table available throughout the conference (see page 7).
- Retargeted marketing ad campaigns allow your ads to follow visitors to www.aisnet.org (1 month/20,000 clicks) (see page 7).

Silver Sponsor \$5,500 USD

- Complimentary registrations for academic members - 4.
- Complimentary registrations for doctoral student members - 1.
- Logo on homepage of conference website (see page 6).
- Logo placed on conference website's sponsorship page with sponsor-level recognition (see page 6).
- Logo, sponsor-level recognition, and description, including links on app/virtual program platform (see page 6).
- Two push notifications with sponsor message sent directly to all conference attendees.
- Sponsor up to two tracks with logo presence on app/virtual platform (see page 6).
- Two pre-Conference emails shared with other sponsors to all conference attendees.
- Logo on daily emails to all conference attendees.
- Retargeted marketing ad campaigns allow your ads to follow visitors to www.aisnet.org (1 month/10,000 clicks) (see page 7).

Bronze Sponsor \$3,000 USD

- Complimentary registrations for academic members - 2.
- Logo on homepage of conference website (see page 6).
- Logo placed on conference website's sponsorship page with sponsor-level recognition (see page 6).
- Logo, sponsor-level recognition, and description, including links on app/virtual program platform (see page 6).
- Sponsor up to one track with logo presence on app/virtual platform (see page 6).
- Two pre-Conference emails shared with other sponsors to all conference attendees.
- Logo on daily emails to all conference attendees.

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Timeline

Once contract is signed and as soon as payment is received sponsors will work with AIS Staff to create a unique conference sponsor experience. The following timeline outlines when each step of the process will take place.

Immediately:

Logo is immediately added to the conference website.

May 2021:

Retargeted marketing, while available until September 25th, is recommended to be utilize prior to the conference between May (when registration opens) and July. AIS staff will connect sponsors with the marketing third party vendor to work with individuals on developing retargeted marketing campaigns.

June 2021:

Sponsors will be provided with complimentary registration codes to be given to those identified to represent their organizations.

July 2021:

AIS staff will request all content and media. All marketing benefits collateral will be provided by the sponsor, including email blurbs, links to websites, push notifications, sponsor-specific emails where applicable, social media messages where applicable.

Mid-July 2021:

AIS staff will contact sponsors to make track selections for those who serve as track sponsors.

August 2021:

Prior to the conference sponsors will be provided with information on how to make the most of time with the conference platform, including a walk-through of the details to ensure beneficial networking opportunities.

Throughout the conference:

Staff will check in with sponsors periodically throughout the conference to ensure all obligations are being fulfilled in an appropriate and timely manner.

September 2021:

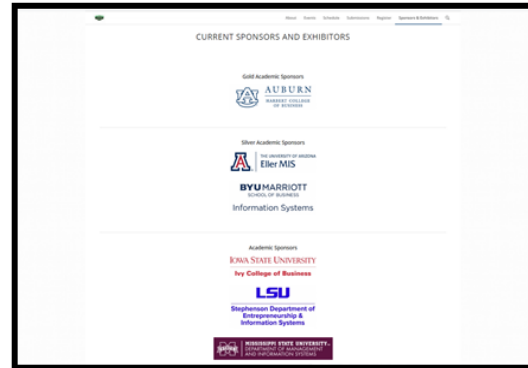
Staff will follow up with all sponsors to provide usage statistics and an overall fulfillment report.



Digital Innovation and Entrepreneurship

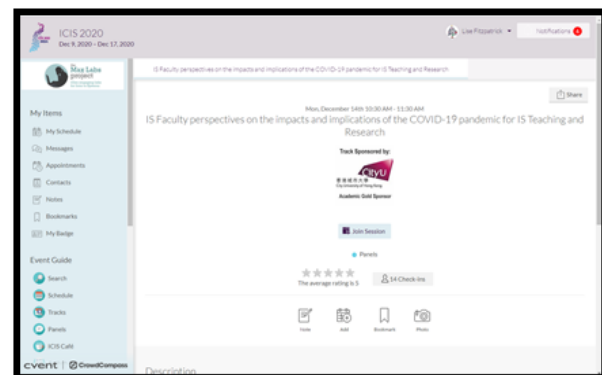
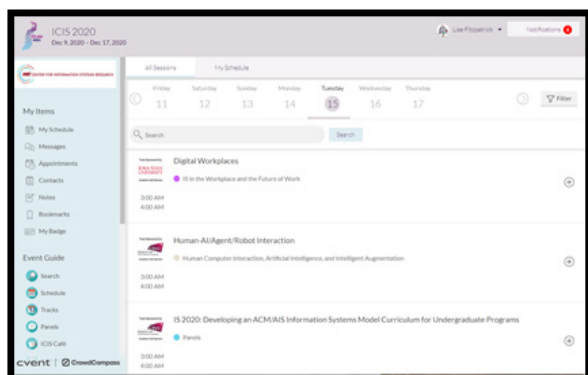
How will my organization be promoted on the AMCIS website?

All sponsors will be featured on the AMCIS 2021 website, on the homepage via a sliding bar, and on the Current Sponsors page, which will include a link to each sponsor's own content (examples below from AMCIS 2020).



How will my organization be promoted on the AMCIS app?

The AMCIS 2021 app provides multiple opportunities for recognition. Through banner ads and sponsor listings, each organization will be displayed with logo, content and links to their own websites (see example left). Additionally, tracks sponsored by organizations will be displayed on each session within the track (see example right). Final track selections will be available in mid-July.

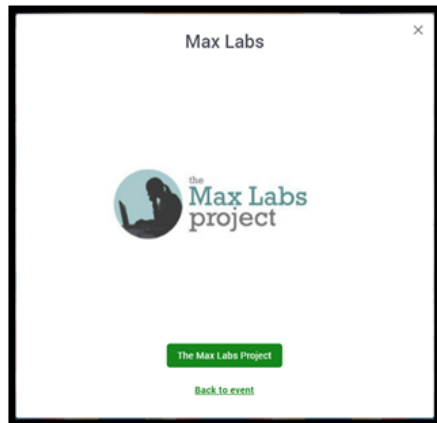


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AMCIS
2021

How will my organization be promoted on the virtual networking platform?

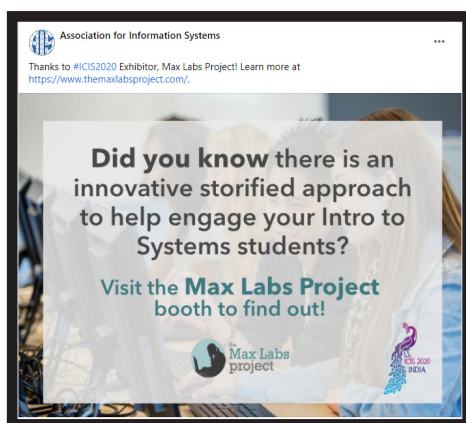
Logo placement throughout the AIS virtual networking platform, as well as a dedicated networking table, will be available throughout the conference for organizations to meet with attendees. These offerings are available to both Platinum and Gold Sponsors (see examples below).



What will social media posts include?

When AIS posts on your behalf, you provide the imagery and content and before, during or after the conference based on your preference.

Following the conference, you will be provided with engagement metrics (see example below).



What is Retargeted Marketing?

Retargeted Marketing is a form of online advertising that can help you keep your brand in front of AIS website visitors even if they haven't attended a conference or visited your own website. Using your own ads, visitors to the AIS website will then see your information in other areas of their internet browsing (see example below).

Please contact lise@aisnet.org for more information.





SPONSORSHIP AGREEMENT

Conference:	Americas Conference on Information Systems 2021
Dates:	August 9 – 13, 2021
Location:	Virtual

Company/University Name:			
Contact:			
Street Address:			
State/Province:			
Country:		Zip/Postal Code:	
Telephone:		Mobile:	
Email:			

SPONSORSHIP PACKAGES

- ☐ Platinum Sponsor Package \$15,000 USD
- ☐ Gold Sponsor Package \$10,000 USD
- ☐ Silver Sponsor Package \$5,500 USD
- ☐ Bronze Sponsor Package \$3,000 USD

PAYMENT OPTIONS

PAY BY CREDIT CARD	
Card Type: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> AMEX	
Card Number:	Cardholder's Complete Billing Address: (if different from above)
Expiration date:	Address 1:
Sec Code:	Address 2:
Cardholders Name:	City/Country:
Signature:	State/Province: Zip:

PAY BY CHECK
Please make check payable to AIS and mail to:
Association for Information Systems
35 Broad Street, Suite 917
Atlanta, GA 30303 USA

For wire transfer payments, please contact Jordan Alexander at jordan@aisnet.org for further instructions

SPONSORSHIP TERMS

Other than the sponsorship fee herein, AMCIS 2021 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. Acceptance of this application by AMCIS 2021 constitutes a contract irrespective of conference venue. In the event AMCIS 2021 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.

AGREED BY AUTHORIZED REPRESENTATIVES

Sponsor

Signature: _____

Print Name: _____

Title: _____

Date: _____

AIS

Signature: _____

Print Name: _____

Title: _____

Date: _____