



AMCIS 2023

Panama City, Panama - August 10-12

Academic Sponsorship Opportunities

Americas Conference on Information Systems

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August 10-12, 2023
Panama City, Panama

Exponential growth and advancement in the field of Information Technology, especially in the field of artificial intelligence (AI), augmented reality (AR), virtual reality (VR), robotics, and the Internet of Things (IoT), has created massive uncertainty. Businesses and academia alike are in pursuit of intelligence to navigate the uncharted waters exposed by emerging technologies. At AMCIS 2023, we will take a deep dive into this new territory to characterize the uncertainty as well as provide actionable insights to navigate this new terrain and uncover amazing new possibilities. This conference will provide a platform to bring together business professionals and academic researchers who are engaged in using technology to solve business and societal challenges. Therefore, it is an opportunity for a business, which is at the forefront of providing technological products and services, to reach 900 or more attendees and impact the additional 4,800+ members of the Association for Information Systems. The practitioners and scholars you reach here will take your message home to thousands more in the classroom and 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 practitioners and scholars. We offer many opportunities, including sponsored academic and practice workshops, exhibition display presence, and branded affiliation with key high-visibility conference events. 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 2023!

Conference Co-Chairs,
Vishal Midha
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McGill University
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The Americas Conference on Information Systems (AMCIS) is the leading conference for presenting the broadest variety of research done by and for IS/IT academicians. It is organized by the Association for Information Systems (AIS), which is a premier professional association for individuals and organizations who lead the research, teaching, practices, and study of information systems worldwide.

4,800 members from
across the globe, including
3,000+ academics and
1,600+ doctoral students.



Access to more than 900
conference attendees from
more than 62 countries.



22 conference
tracks related to
the field of IS.



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The world is evolving at a rapid pace and through information systems research and study, your university and peers are in a position to affect change in a global way. AIS Conferences play an integral role in introducing groundbreaking ideas, sharing discoveries on theories, and providing critical examinations of new concepts.

For more than 25 years, the mission of AIS has closely aligned with the interests of your organization in transforming society through research, education, and service. Sponsoring AIS events, research endeavors, and doctoral student programs builds upon your university's established reputation of supporting the research and teaching of Information Systems.

By sponsoring AIS Conferences, your organization helps provide registration and travel scholarships to doctoral students from around the world as they expand their research networks. Additionally, sponsorship dollars help support academic members from under-served and under-represented locations to provide a more diverse and equitable opportunity for IS research.

Package Options

| | Platinum | Gold | Silver | Bronze |
|--|----------|----------|---------|---------|
| | \$15,000 | \$10,000 | \$5,500 | \$3,000 |
| Complimentary In-Person Academic Registrations | 4 | 3 | 2 | 1 |
| Logo with link on homepage of conference website | Yes | Yes | Yes | Yes |
| Sponsor level recognition on conference website sponsor/exhibitor page | Yes | Yes | Yes | Yes |
| Mobile App Marketing/Media Space | Yes | Yes | Yes | Yes |
| Mobile app push notifications | 6 | 4 | 2 | 1 |
| Track Sponsorship | 1 | 1 | 1 | 1 |
| Logo branding on conference signage | Yes | Yes | Yes | Yes |
| Targeted Marketing: Sponsor specific emails (Sponsor provides content) | 2 | 1 | n/a | n/a |
| Pre-Conference email logo recognition | Yes | Yes | Yes | Yes |
| Social media posts (LinkedIn, Facebook, and Twitter) | Yes | Yes | Yes | Yes |
| Invitation to AIS Appreciation Reception | 4 | 3 | 2 | 1 |

AMCIS 2023 Features

- Excellent in-person 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.
- Professional development opportunities are available for attendees regardless of their current level of seniority.

For more information on AMCIS 2023 sponsorship opportunities, please contact Lise Fitzpatrick at lise@aisnet.org.

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Platinum Sponsor \$15,000

- 4 complimentary in-person academic registrations.
- Logo on homepage of conference website.
- Logo placed on conference website's sponsorship page with sponsor-level recognition.
- Logo, sponsor-level recognition, and description, including links in mobile app.
- 6 push notifications with sponsor message sent directly to all conference attendees.
- Sponsor 1 track with logo presence in mobile app.
- 2 pre-conference emails shared with other sponsors to all conference attendees.
- Up to 2 sponsor-specific emails not shared with other sponsors. Content provided by sponsor.
- LinkedIn, Facebook, and Twitter post to all followers of AIS social media.
- 4 invitations to AIS in-person appreciation reception.



Gold Sponsor \$10,000

- 3 complimentary in-person academic registrations.
- Logo on homepage of conference website.
- Logo placed on conference website's sponsorship page with sponsor-level recognition.
- Logo, sponsor-level recognition, and description, including links in mobile app.
- 4 push notifications with sponsor message sent directly to all conference attendees.
- Sponsor 1 track with logo presence in mobile app.
- 2 pre-conference emails shared with other sponsors to all conference attendees.
- 1 sponsor-specific email not shared with other sponsors. Content provided by sponsor.
- LinkedIn, Facebook, and Twitter post to all followers of AIS social media.
- 3 invitations to AIS in-person appreciation reception.

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Silver Sponsor **\$5,500**

- 2 complimentary in-person academic registrations.
- Logo placed on conference website's sponsorship page with sponsor-level recognition.
- Logo, sponsor-level recognition, and description, including links in mobile app.
- Sponsor 1 track with logo presence in mobile app.
- 2 pre-conference emails shared with other sponsors to all conference attendees.
- LinkedIn, Facebook, and Twitter post to all followers of AIS social media.
- 2 invitations to AIS in-person appreciation reception.



Bronze Sponsor **\$3,000**

- 1 complimentary in-person academic registration.
- Logo placed on conference website's sponsorship page with sponsor-level recognition.
- Logo, sponsor-level recognition, and description, including links in mobile app.
- Sponsor 1 track with logo presence in mobile app.
- 2 pre-conference emails shared with other sponsors to all conference attendees.
- LinkedIn, Facebook, and Twitter post to all followers of AIS social media.
- 1 invitation to AIS in-person appreciation reception.

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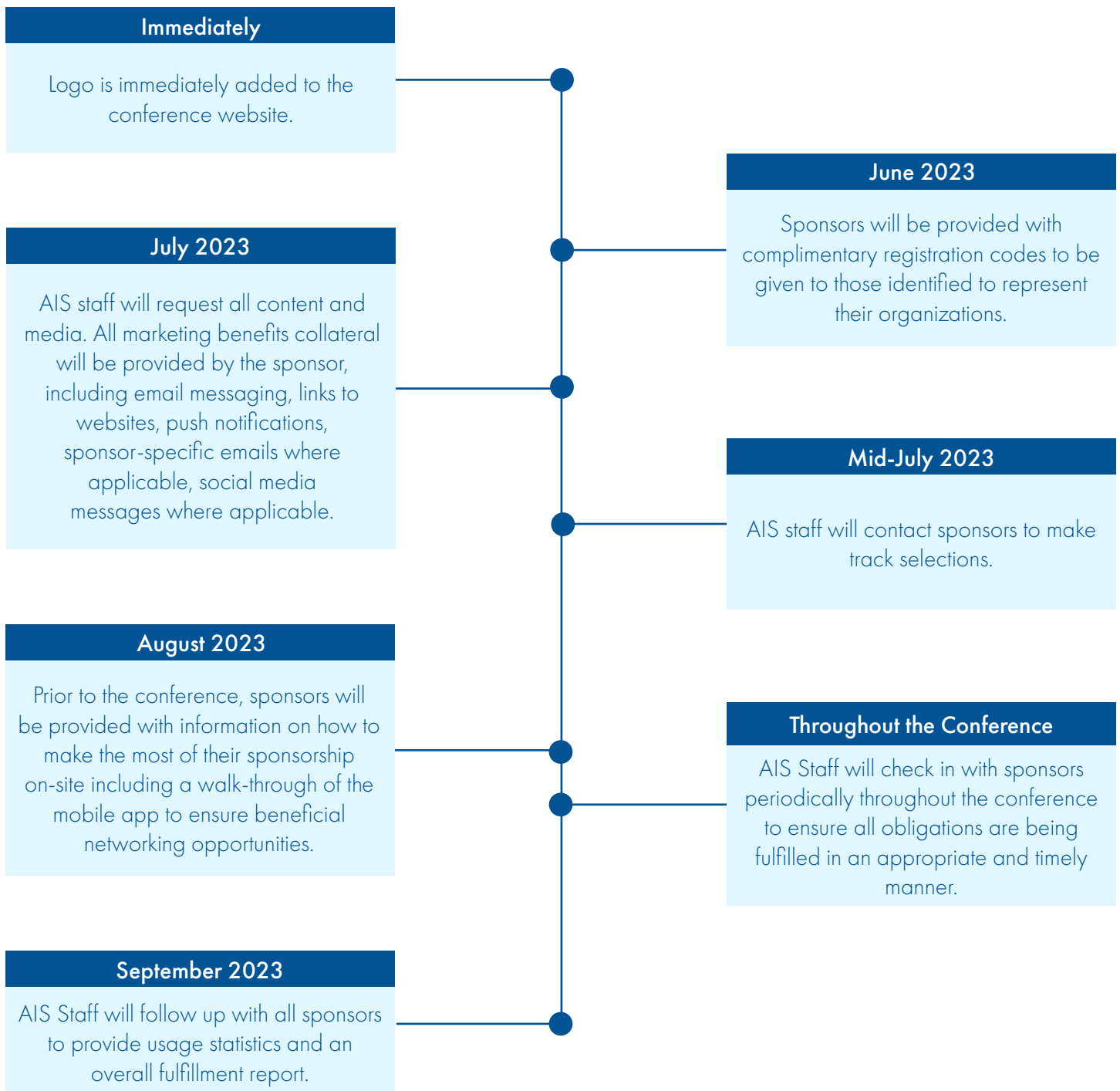
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Timeline

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.



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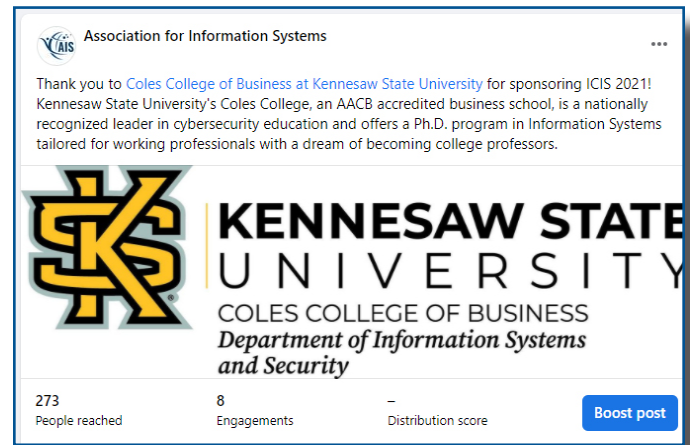
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How will my organization be promoted on the AMCIS website?

All sponsors will be featured on the AMCIS 2023 website, on the "Current Sponsors" page, which will include a link to each sponsor's own content (examples below from AMCIS 2021).

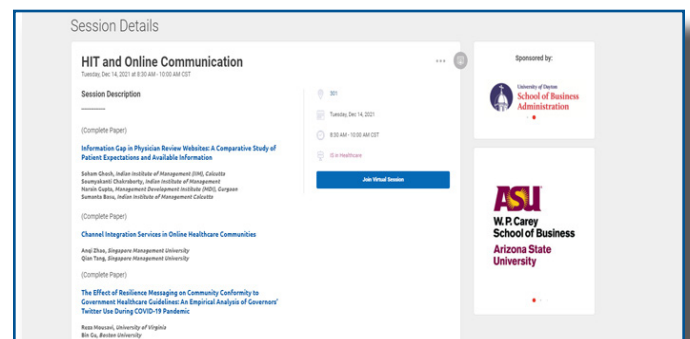
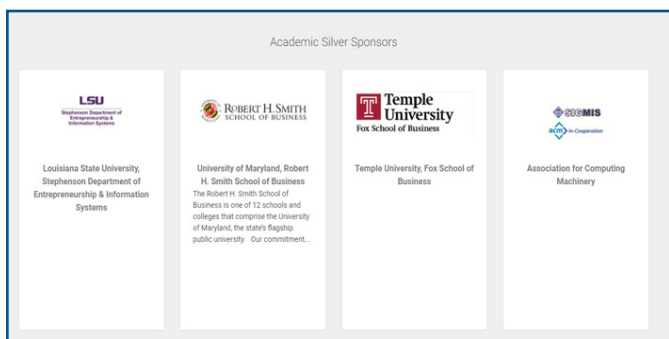
What will social media posts include?

When AIS posts on your behalf, you provide the graphics 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).



How will my organization be promoted on the AMCIS Mobile App?

The AMCIS 2023 mobile app provides multiple opportunities for recognition. Through banner ads and sponsor listings, each organization will be displayed with logo, content and links to your own websites (see example below left). Additionally, tracks sponsored by organizations will be displayed on each session within the track (see example below right). Final track selections will be available in mid-July.



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| Item | Amount | Includes |
|---|----------|---|
| Keynote Speaker | \$10,000 | <ul style="list-style-type: none">• Exclusive Sponsorship• This is a distinctive one-time event offering promotional opportunity with high-visibility recognition• Introduction at Keynote Session followed by a five-minute address to the attendees• 1 Complimentary registration• Sponsor level recognition on conference website sponsor/exhibitor page• Logo branding on conference signage• 1 Invitation to AIS Appreciation Reception |
| Doctoral Consortium | \$5,000 | Two packages available, each includes: <ul style="list-style-type: none">• A highly visible and prestigious conference event, notable by more than just the doctoral students and faculty in attendance• 1 complimentary registration• Sponsor level recognition on conference website sponsor/exhibitor page• 2 Mobile app push notifications. Can be used pre, post and during the conference• Logo branding on conference signage• 1 invitation to AIS Appreciation Reception |
| Conference Bag | \$8,000 | Exclusive Sponsorship |
| Conference SOLD OUT Badge Lanyards | \$5,000 | Exclusive Sponsorship |
| Registration Kiosks | \$3,000 | Exclusive Sponsorship <ul style="list-style-type: none">• 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 | \$1,000 | Minimum sponsorship amount <ul style="list-style-type: none">• Includes logo recognition on conference website, mobile app and conference signage |
| AIS Women's Network | \$1,000 | Minimum sponsorship amount <ul style="list-style-type: none">• Includes logo recognition on conference website, mobile app and conference signage |

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