



- Exploring the Information Frontier -



v23-June-2015



Greetings,

On behalf of the ICIS 2015 Conference Committee and the Association for Information Systems (AIS), we invite you to partner with us for the 2015 International Conference on Information Systems, Exploring the Information Frontier.

Both AIS and ICIS greatly value the support of our sponsors. Your participation in ICIS 2015 will ensure that your organization receives maximum exposure to more than 1,200 attendees, as well as the additional 4,000 AIS members worldwide.

ICIS 2015 provides an excellent opportunity for your organization to reach this select group of IS academics, thought leaders, and doctoral students. The attendees annually communicate with and inform hundreds of thousands of students.

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.

Dorothy Leidner  
Baylor University  
ICIS 2015 Conference Co-Chair

Jeanne Ross  
MIT Sloan Center for Information Systems Research  
ICIS 2015 Conference Co-Chair



# ICIS 2015 Sponsorship Opportunities

Level of Sponsorship:  Contribution:	Diamond	Platinum	Gold	Silver	
	Texas Ranger	Sheriff	Deputy	Academic*	
	\$15,000	\$10,000	\$5,000	\$3,000	Benefit Value
Conference Registrations	3	2	1	2	\$1000 each**
Discount on Additional Sponsorship Opportunities	20%	10%	5%	-	-
Logo in Program Guide	✓	✓	✓	✓	\$500
Logo/Link on Conference Website	✓	✓	✓	✓	\$500
Recognition in Conference Proceedings	✓	✓	✓	✓	\$500
Logo on Conference Meter Boards	✓	✓	✓	✓	\$1,000
Invitation to the Private AIS VIP Reception	✓	✓	✓	✓	\$100
Logo on Signage at Sessions and Receptions	✓	✓	✓		\$1,500
Company Name and Link in Recognition Emails to AIS Listserve (at least 3)	✓	✓	✓		\$1,500
Custom Email to AIS Members or Conference Attendees	3	2	1		\$1,000 each
Exhibition Booth – Double	✓				\$4,500
Exhibition Booth – Single		✓			\$2,500
Advertisement in Conference Program – Full Page	✓				\$5,000
Advertisement in Conference Program – Half Page		✓			\$2,500
<b>Total Value</b>	<b>\$21,100</b>	<b>\$14,600</b>	<b>\$7,600</b>	<b>\$4,150</b>	

\* Academic sponsorships are available to colleges and universities.

\*\* Academic registrations are valued at \$775, early-registration discounts offered



# Additional Sponsorship Opportunities

## **Keynote Sponsor (Limit 1) - \$5,000**

- Signage and recognition at the Keynote Session
- Special introduction at the Keynote Session
- Invitation to the Private AIS VIP Reception
- **Upgrade: Flyer and/or swag that you provide placed on each table at the keynote \$2,500**

## **Conference Bag Sponsor (Limit 1) - \$5,000**

- Your logo on the conference bags that are handed out to each of the attendees
- Bag upgrade available (please inquire)

## **Lanyard Sponsor (Limit 1) - \$3,000**

- Your logo on the name tag lanyards that are handed out to each of the attendees
- Lanyard upgrade available (please inquire)

## **Insert Sponsor - \$1,500**

- A marketing piece you provide will be placed in each of the attendee's conference bags or handed out at the registration desk.

## **Custom Email Message to Conference Attendees or All AIS Members (limited # available) - \$1,000 each**

- Send us your marketing piece and we will e-mail it out for you to either the AIS membership or the conference attendees.
- Sponsors select the week they would like their message sent; however, only two marketing emails can be sent per week. Email slots will be allocated on a first-come basis.

## **Program Advertiser**

- Full Page B/W - \$5,000
- Half Page B/W - \$2,500
- Quarter Page B/W - \$1,500
- Inside Front Cover - \$10,000
- Inside Back Cover - \$7,000

## **Conference Exhibitor - \$4,500 (Double), \$2,500 (Single)**

- Exhibit Booth (background and side drapes, skirted table, side chairs, wastebasket, identification sign)
- A complimentary exhibitor conference registration (includes access to the exhibit hall, evening events, and meals), additional exhibitor registrations are available for \$500 each
- Listing as an exhibitor on the conference website with logo & hyperlink
- Listing as an exhibitor in the conference program guide

Opportunities may change. We are happy to work with you to create a unique sponsorship and branding opportunity. Please contact Leon Kappelman (Leon.Kappelman@unt.edu) to discuss.



### Sponsorship Agreement for ICIS 2015

If you have any questions or concerns please contact Leon Kappelman (Leon.Kappelman@unt.edu).

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

\_\_\_\_\_  
Address City

\_\_\_\_\_  
State Country Zip / Postal Code

\_\_\_\_\_  
Key Contact Name Contact Title

\_\_\_\_\_  
Contact Email

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

#### 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 Company's option, this sponsorship fee may be transferred to another event. Other than the sponsorship 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 representative, 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 Date



Sponsorship Level	Quantity	Item Price	Total
<input type="checkbox"/> Diamond/Texas Ranger	1	\$15,000	
<input type="checkbox"/> Platinum/Sheriff	1	\$10,000	
<input type="checkbox"/> Gold/Deputy	1	\$5,000	
<input type="checkbox"/> Silver/Academic	1	\$3,000	

Additional Opportunities			
<input type="checkbox"/> Keynote	1	\$5,000	
<input type="checkbox"/> Keynote Upgrade (only offered with Keynote)	1	\$2,500	
<input type="checkbox"/> Conference Bag	1	\$5,000	
<input type="checkbox"/> Lanyard	1	\$3,000	
<input type="checkbox"/> Insert		\$1,500	
<input type="checkbox"/> Custom Email Message		\$1,000	
<input type="checkbox"/> Program Advertisement - Full-Page		\$5,000	
<input type="checkbox"/> Program Advertisement - Half-Page		\$2,500	
<input type="checkbox"/> Program Advertisement - Quarter-Page		\$1,500	
<input type="checkbox"/> Program Advertisement - Inside Front Cover	1	\$10,000	
<input type="checkbox"/> Program Advertisement - Inside Back Cover	1	\$7,000	
<input type="checkbox"/> Conference Exhibitor – Single		\$2,500	
<input type="checkbox"/> Conference Exhibitor - Double		\$4,500	

	<b>Total</b>	
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Comments/Special Instructions: