

# ICIS 2021

## Austin, Texas

Access to more than 1,500 conference attendees from more than 45 countries.



More than 40 workshops, panels, & networking opportunities



22 conference tracks related to the field of IS.



# ICIS 2021

Austin, Texas  
Dec. 12-15, 2021



## About ICIS

The International Conference on Information Systems (ICIS) is the most prestigious gathering of information systems academics and research-oriented practitioners in the world. Every year its 270 or so papers and panel presentations are selected from more than 800 submissions. The conference activities are primarily delivered by and for academics, though many of the papers and panels have a strong professional orientation.

# 2021



4,700 members globally including academics, students, and professionals.



38 special interest groups focused on an array of topics within IS.



46 regional chapters for additional networking with colleagues near you.



Direct access to unique, relevant, and timely research via the eLibrary.

## 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, practices, and study of information systems worldwide.

## Join us in Austin!

On behalf of the 2021 International Conference on Information Systems (ICIS) Conference Committee and the Association for Information Systems (AIS), we invite you to partner with us as we present the first hybrid ICIS in our 40+ year history, "Building Sustainability and Resilience with IS: A Call for Action".

ICIS 2021 provides an inclusive venue which represents over 1,200+ thought-leaders and doctoral students from around the globe. These scholars will connect for the first time in ICIS 42-year history both virtually and in Austin, Texas.

Please take a moment to review the sponsorship opportunities. We value your sponsorship and are dedicated to helping your organization make an impact to our community, while also realizing your marketing objectives and goals.

Thank you for considering partnering in this unique opportunity. Please do reach out with any questions.

ICIS 2021 Conference Co-Chairs

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## Sponsorship Levels At-a-Glance

	<b>Diamond \$50,000</b>	<b>Ruby \$25,000</b>	<b>Sapphire \$10,000</b>
Exclusive Sponsorship	Yes	Yes	-
Complimentary Registrations	10	6	4
Workshop Full Day OR 2 Half Days	Yes	-	-
Workshop Half Day	Yes	Yes	Yes
Exhibit Booth	Double	Double	Double
Logo with link on homepage of conference website	Yes	Yes	Yes
Sponsor level recognition on conference website sponsor/exhibitor page	Yes	Yes	Yes
Marketing/Media Space on Mobile Event Hub	Yes	Yes	Yes
Mobile Event Hub Social Feed notifications	10	6	4
Marketing opportunity at registration desk	Yes	Yes	Yes
Logo branding on conference signage	Yes	Yes	Yes
Private Interview Room	Yes	-	-
Complimentary Career Connect Table	Yes	Yes	Yes
Targeted Marketing: Sponsor specific emails (Sponsor provides content)	2	1	-
Ad Retargeted Marketing	30,000 clicks	20,000 clicks	10,000 clicks
Invitation to AIS Appreciation Reception	Yes	Yes	Yes

## Sponsorship Descriptions

### Diamond \$50,000

- Complimentary registrations - 10
- 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 event hub (see page 6).
- Ten push notifications with sponsor message sent directly to all conference attendees.
- 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.
- Logo placement throughout event hub, 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](http://www.aisnet.org) (1 month/30,000 clicks) (see page 7).
- Table available throughout conference for Career Connect
- Private meeting space available throughout conference for individual interviews
- Opportunity to host workshops.

### Ruby \$25,000

- Complimentary registrations - 6
- 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 event hub (see page 6).
- Six push notifications with sponsor message sent directly to all conference attendees.
- 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.
- Logo placement throughout event hub, 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](http://www.aisnet.org) (1 month/20,000 clicks) (see page 7).
- Table available throughout conference for Career Connect
- Opportunity to host workshops.

### Sapphire \$10,000

- Complimentary registrations - 4
- 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 event hub (see page 6).
- Four push notifications with sponsor message sent directly to all conference attendees.
- Two pre-Conference emails shared with other sponsors to all conference attendees.
- Logo on daily emails to all conference attendees.
- Logo placement throughout event hub, 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](http://www.aisnet.org) (1 month/10,000 clicks) (see page 7).
- Table available throughout conference for Career Connect
- Opportunity to host workshops.

## 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.

### October 2021:

Retargeted marketing, while available until January 25, 2021, is recommended to be utilized prior to the conference between October and December. AIS staff will connect sponsors with the marketing third party vendor to work with individuals on developing retargeted marketing campaigns.

### October 2021:

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

### October 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.

### November 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.

### Mid-November 2021:

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

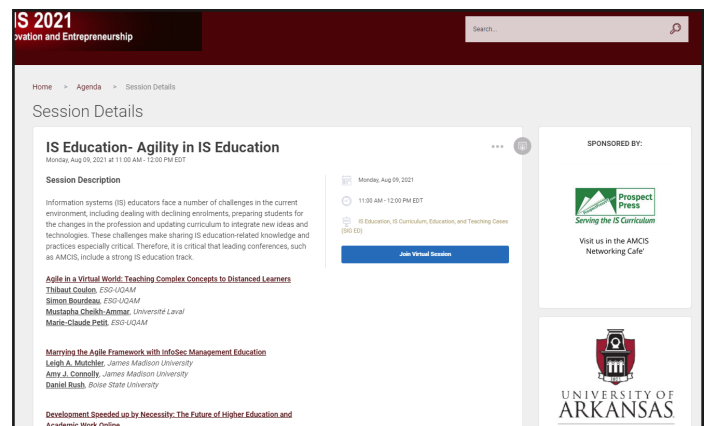
### Throughout the conference:

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

### January 2022:

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





Association for Information Systems

AMOS 2021 has begun! [Prospect Press, Vermont](#) will be here showcasing several of our authors. If you're attending the conference, you can join us at the following times:

Wednesday, August 11 at 8:00: "Transform Your IS Class Projects" with Gabe Piccoli.

Thursday, August 12 at 4:00: "Employing User Stories & Use Cases Synergistically in the Practice & Teaching of Systems Analytics & Design" with Gary Spurner & Heikki Topi.

Hope to see you there!

**Prospect Press**

*Serving the IS Curriculum*

396 People Reached    11 Engagements    +1.0x Average Distribution Score

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