



EXHIBITOR OPPORTUNITY

ABOUT ICIS

ICIS is the premier conference conducted by AIS, the leading global professional society for IS academics, and is the most prestigious international gathering of academic information systems professionals in the world.

ICIS 2021 is a Hybrid Conference offering live streamed paper sessions and 2 Keynote Sessions, opening up opportunities for everyone around the globe.

Please take a moment to review the available benefits, marketing and branding opportunities that follow and let us know how we can help you reach your goals and objectives.

VALUE OF ICIS

Access to more than 3,000+ Academics, 1,500+ Doctoral Students, 200 Professionals





73+
countries
represented
by
attendees

Extensive branding & marketing, before, during and after the conference





EXHIBITOR OPPORTUNITY \$3000

10' x 20' Booth

 Each booth will include: back drape and side drape, (2) 8' x 3' tables, (4) side chairs, (2) wastebaskets, (1) ID Sign

Complimentary Registrations

 (1) Complimentary registration includes: access to all sessions, meals and evening events

Conference website presence

 Your Logo with a link to a web-page of your choice will be displayed on the conference website pre, during and post conference Conference website sponsor/exhibitor page presence

 Your Logo with a link to a web-page of your choice will be displayed on the conference website pre, during and post conference

AIS website homepage

 Your logo will be displayed on the AIS Website homepage reaching an audience of more than 4000 viewers per week

Track Branding

• Select from over 20 tracks! Your logo will be placed within each session listing in the Conference Event Hub and on session room signage.

Benefitson

Pre-Conference Marketing Logo placement with active link on all preconference emails. Approximately four to five emails total.

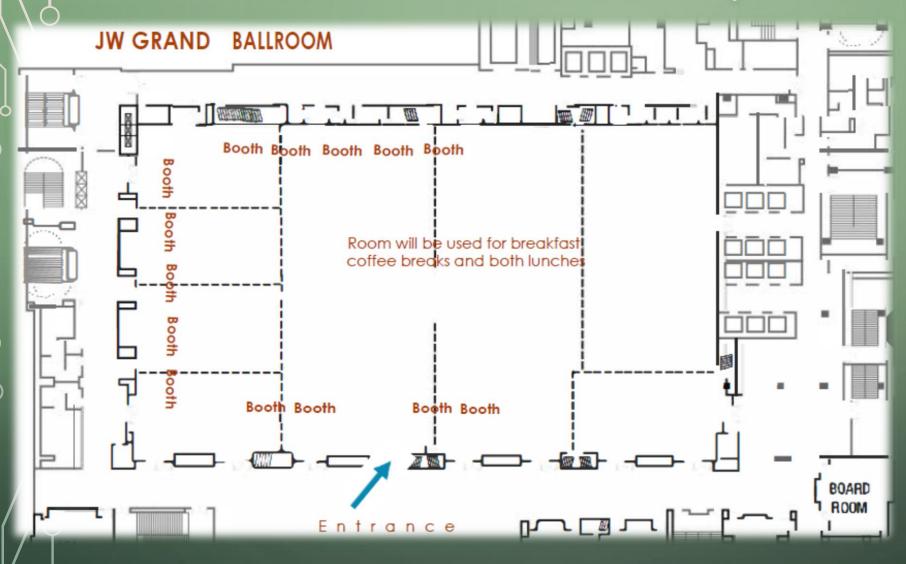
Pre-Conference Social media posts Facebook & Twitter! These posts can be provided pre or post conference reaching an audience of more than 2000 viewers

Ad Retargeting

One Month/10,000 clicks. See page 10 for more details



EXHIBITS LOCATION (TENTATIVE)



Similar to ICIS 2018, we are planning to place the exhibit area in the main dining room where breakfast, coffee breaks and lunch will take place.

This ballroom will be the main networking area throughout the conference.

EXHIBIT AREA SCHEDULE - TENTATIVE

SUNDAY DECEMBER 12

- 12:00 4:00 Setup
- 4:00 8:00 Open

MONDAY
DECEMBER 13

- 10:00 5:00 Open
- 10:00 11:00 Refreshment Break
- 3:30 4:30 Refreshment Break

TUESDAY
DECEMBER 14

- 10:00 5:00 Open
- 10:00 11:00 Refreshment Break
- 4:00 5:00 Refreshment Break

All Refreshment Breaks will take place in the Exhibits Area.



Schedule subject to change

LOGO BRANDING



BUILDING SUSTAINABILITY AND RESILIENCE WITH IS: A CALL FOR ACTION

The challenges of modern organizations have changed dramatically over the course of the COVID parketing. Our accessing roll of accessing have a consistenced by some or that in persons (10) conference in Munici, Our discipline and our association new face grand challenges, but we do this sugether and collectively. (CO 2013 have provided to the contraction of the contrac

The conference will includes Panels, a redeveloped CIO Symposium, Professional Development Workshops, and a Paper-a-thori, in addition to 22 tracks covering all areas of S research. For more information, visit the IOS 2021 C for Papers link.



Thank you to our ICIS 2021 Sponsors!



McINTIRE SCHOOL



Academic Silver Sponsor



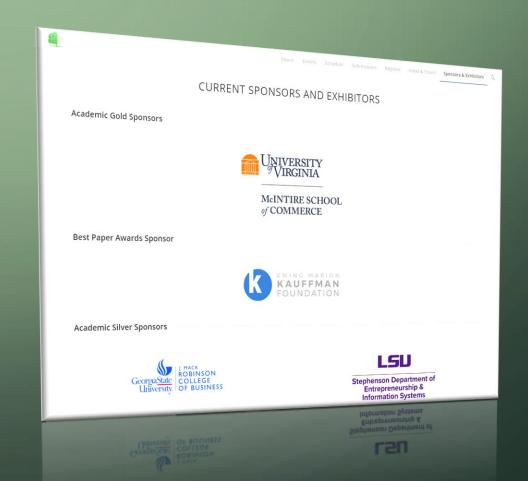




Catherine Gast Sports

Logo with URL links in 2 places on the conference website:

- Scrolling on the Homepage
- Listed under Current Sponsors and Exhibitors



LOGO BRANDING

Q 8:00 AM - 9:30 AM PDT (11:00 AM - 12:30 PM EDT)

Academic Plenary Panel: How is the landscape for digital innovation and entrepreneurship changing in this new reality?

- Kathryn Brohman, Smith School of Business Queen's University

- Sabine Brunswicker, Founder and Director of Research Center for Open Digital Innovation, Purdue University
- Kalle Lyytinen, ...
- 8:00 AM 9:00 AM PDT (11:00 AM 12:00 PM EDT)

Social, Ethical, & Practical Issues with AI & ML The purpose of this track is to provide a forum for academics and practitioners to identify and explore the issues, opportunities, and solutions using Artificial Intelligence, computational ontologies, data driven IS, and

Al and Semantic Technologies for Intelligent Information Systems (SIG ODIS)

SPONSORED BY:



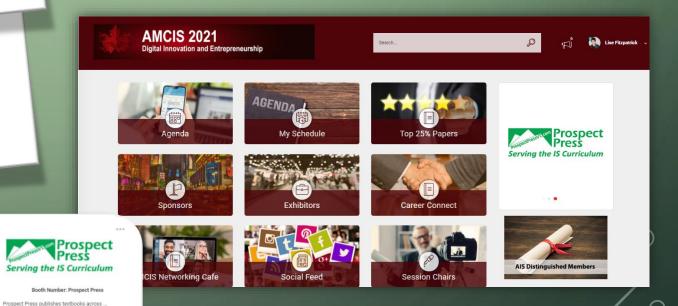
Networking Cafe'



blueprism

Our new Event Hub offers multiple locations for not only your logo and link but company profile information:

- Home Screen scroll
- Agenda page scroll
- Exhibitor Section
- Track Sponsorship





Booth Number: The Max Labs Project

he Max Labs are a radical departure from the able" style of labs. Instead, they're designed to e experiential, to engage today's iGeneration students ith a compelling story, delivered the way they like etting their information ...







Blue Prism is a global leader in enterprise robotic process automation (RPA) and intelligent automation transforming the way work is done. We have over 2,000 verticals, 30% in the Forbes Global 2,000, creating value with new ways of working by unlocking.













LOGO BRANDING

Signage recognizing all Exhibitors and Sponsors will be on display throughout the conference facilities.

Signage recognizing track sponsorship will be on display at each meeting room for the session.



Biases and User Behavior in Online Social Wedia

8:30-4M - 10:00 AM Room 204

Track sponsored by



the essence of knowledge







Social Feed

Engage your attendees with your own, private social network for your event. Anyone can post their thoughts or photos and mention people, companies, sessions or sponsors.

CONFERENCE EVENT HUB

- The Conference Event Hub will be home to all conference events and engagement with attendees:
- All Paper Sessions
- Keynote Speakers
- Attendee Profiles
- Company Profiles
- Sponsor and Exhibitors
- Virtual meeting links
- Request Meetings

The Social Feed in the Event Hub is a great way to engage with attendees, post information about your company, and 'stop by our booth' messages.

RETARGETED MARKETING

AIS is offering Exhibitors access to ALL members through this retargeting program.

You will work directly with our contact at Feathr to build your marketing campaign.

Campaign can begin as soon as you confirm your ICIS 2021 opportunity.



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.





We value you as a partner, and we 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. We will work with you every step of the way to make this a successful opportunity for your business.

For more information and/or to secure your booth at ICIS 2021, please contact Lise Fitzpatrick at lise@aisnet.org

Thank you!!!