ICIS
2021
Austin, Texas
Dec. 12-15, 2021

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

Virtual Attendee reach through the Event Hub

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 home-page 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.

Pre-Conference Marketing
- Logo placement with active link on all pre-conference 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
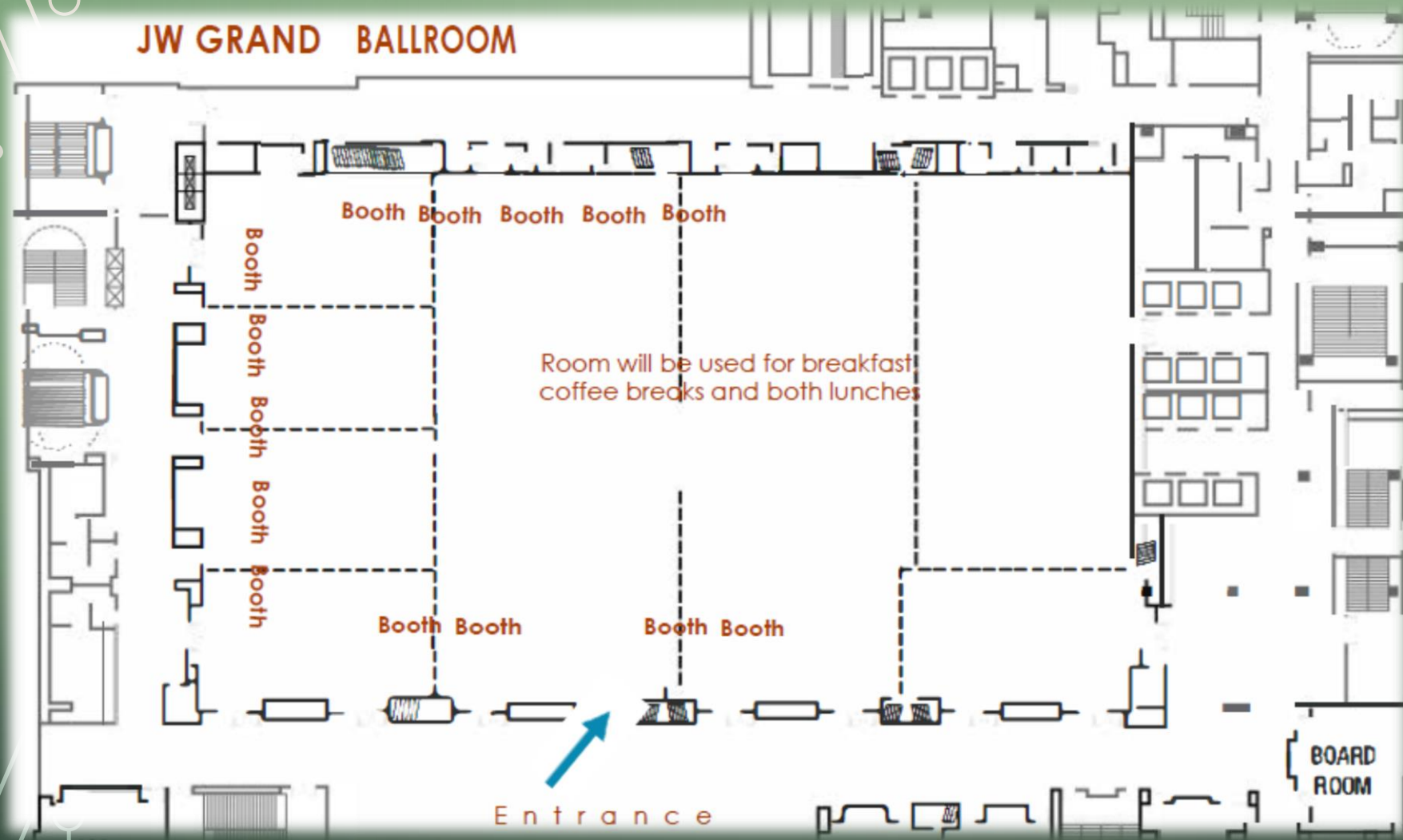
Ad Retargeting
- One Month/10,000 clicks. See page 10 for more details

Benefits!!!

+ more!!!

EXHIBITS LOCATION (TENTATIVE)

JW GRAND BALLROOM

Booth Booth Booth Booth Booth

Booth
Booth
Booth
Booth
Booth

Room will be used for breakfast,
coffee breaks and both lunches

Booth Booth   Booth Booth

Entrance

BOARD ROOM

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
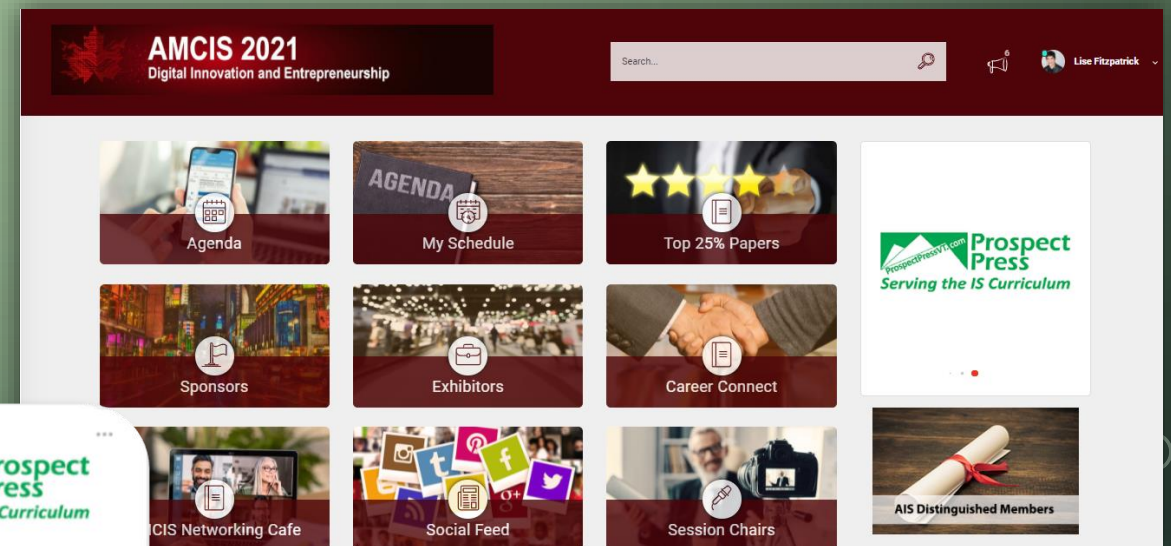
LOGO BRANDING

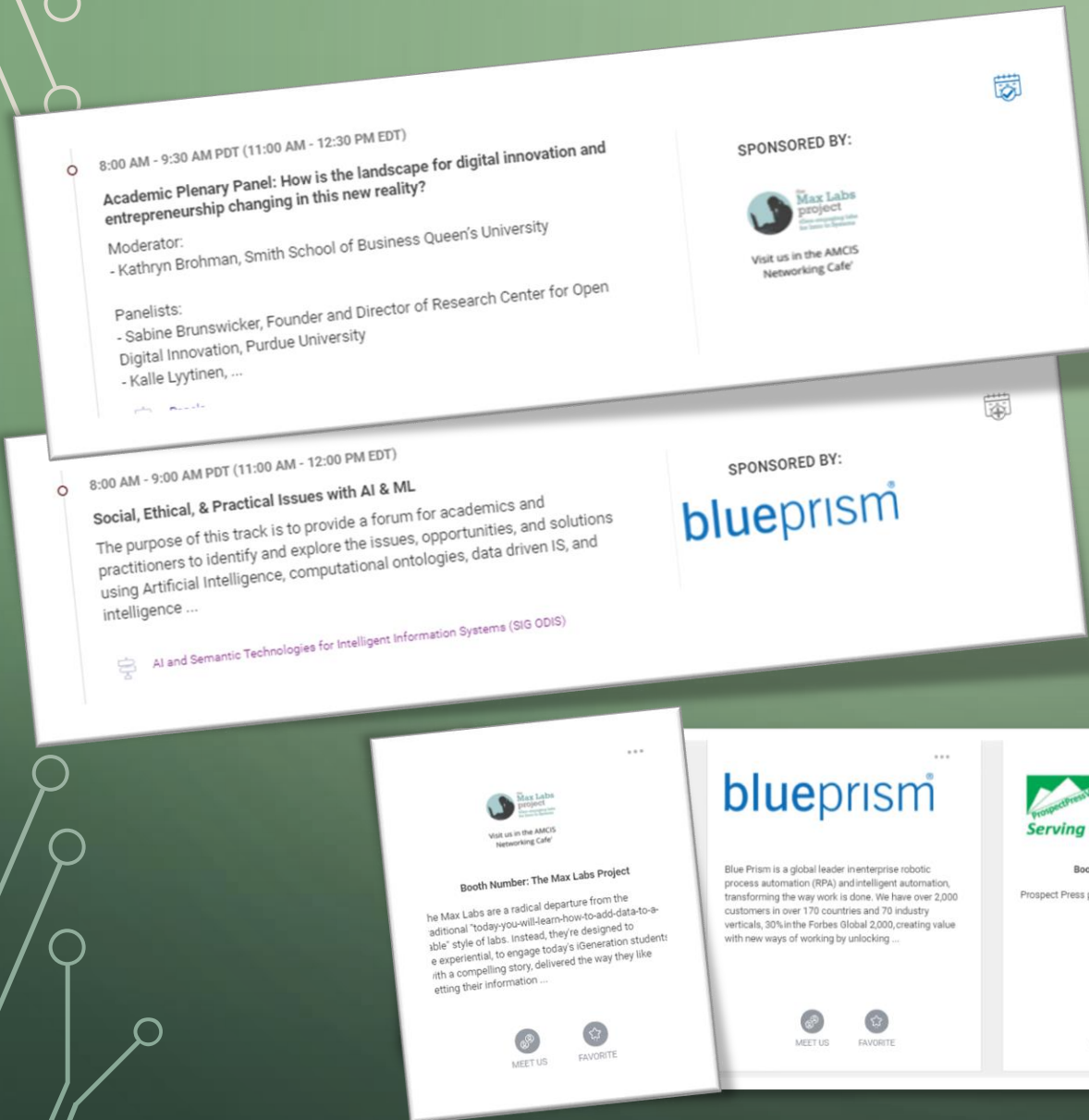Logo with URL links in 2 places on the conference website:
- Scrolling on the Homepage
- Listed under Current Sponsors and Exhibitors

LOGO BRANDING

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

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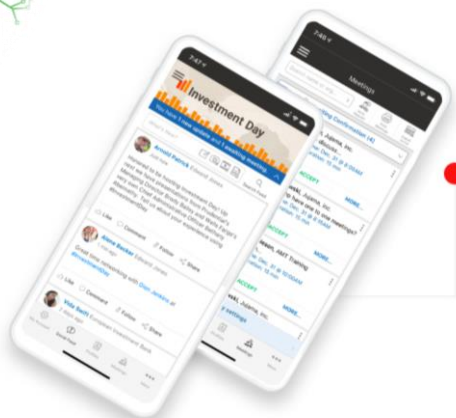- Exhibitor Section
- Track Sponsorship

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.

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.

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.

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!!!