



ICIS 2022

December 9 - 14
Copenhagen, Denmark

You are invited to sponsor ICIS 2022!

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.

A Message from the ICIS 2022 Conference Chairs

On behalf of the 2022 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 ICIS 2022: Digitization for the Next Generation.

ICIS 2022 provides an inclusive venue which represents more than 1,400 thought-leaders and doctoral students from around the globe. These scholars will connect to share research ideas, network with others, celebrate accomplishments and more.

Please consider partnering with us in this unique opportunity. For more information on sponsorship opportunities contact Lise Fitzpatrick at lise@aisnet.org.

Thank you!
ICIS 2022 Conference Chairs

Roman Beck
IT University of Copenhagen

Tina Blegind Jensen
Copenhagen Business School

Stacie Petter
Wake Forest University

About AIS and ICIS 2022



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



More than 20 conference tracks related to the field of Information Systems.



More than 40 workshops, panels, & networking opportunities.

Corporate Sponsorship Opportunities

	Diamond	Ruby	Sapphire
	\$50,000	\$25,000	\$10,000
Exclusive Sponsorship	Yes		
Complimentary Registrations	10	6	3
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
Mobile App Marketing/Media Space	Yes	Yes	Yes
Mobile App 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
Invitation to AIS Appreciation Reception	Yes	Yes	Yes

Sponsorship Opportunities In-Depth

Diamond Sponsor

\$50,000

- Complimentary in-person registrations - 10.
- Logo on homepage of conference website (see page 6).
- Opportunity to host Workshops
- Large Exhibit booth for in-person organizational promotion
- Logo placed on conference website's sponsorship page with sponsor-level recognition (see page 6).
- Logo, sponsor-level recognition, and description, including links on app/virtual program platform (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.
- Up to three sponsor-specific emails not shared with other sponsors. Content provided by sponsor.
- Facebook and Twitter post to all followers of AIS social media (see page 6).
- Invitations to AIS in-person appreciation reception.
- Private Interview rooms for employment searches.

Ruby Sponsor

\$25,000

- Complimentary in-person registrations - 6.
- Logo on homepage of conference website (see page 6).
- Opportunity to host Workshops
- Large Exhibit booth for in-person organizational promotion
- Logo placed on conference website's sponsorship page with sponsor-level recognition (see page 6).
- Logo, sponsor-level recognition, and description, including links on app/virtual program platform (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.
- Up to two sponsor-specific emails not shared with other sponsors. Content provided by sponsor.
- Facebook and Twitter post to all followers of AIS social media (see page 6).
- Invitations to AIS in-person appreciation reception.
- Private Interview rooms for employment searches.

Sapphire Sponsor

\$10,000

- Complimentary in-person registrations - 3.
- Logo on homepage of conference website (see page 6).
- Opportunity to host Workshops
- Large Exhibit booth for in-person organizational promotion
- Logo placed on conference website's sponsorship page with sponsor-level recognition (see page 6).
- Logo, sponsor-level recognition, and description, including links on app/virtual program platform (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.
- One sponsor-specific email not shared with other sponsors. Content provided by sponsor.
- Facebook and Twitter post to all followers of AIS social media (see page 6).
- Invitations to AIS in-person appreciation reception.
- Private Interview rooms for employment searches.

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 2022:

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

October 2022:

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 2022:

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.

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 2023:

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

ICIS 2022 Features:

**High quality in-person
networking opportunities.**

**High quality research that is
engaging, thought provoking,
and pushes the boundaries
of the field.**

**Opportunities for professional
development for attendees
regardless of seniority level.**

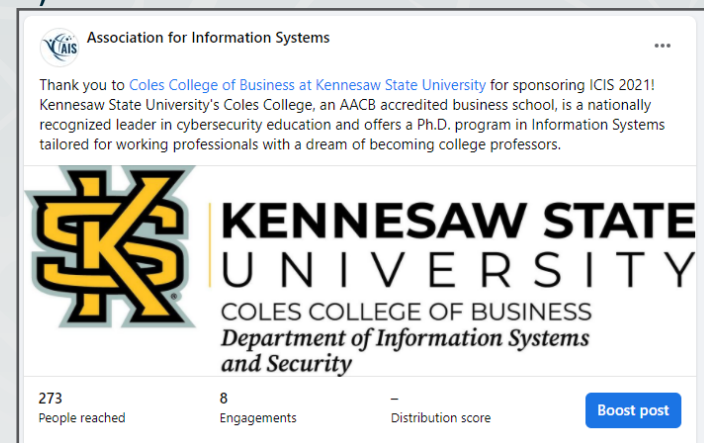
Promoting Your Organization

How will my organization be promoted on the ICIS website?

All sponsors will be featured on the ICIS 2022 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 imagery 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 ICIS Event Hub?

The ICIS 2022 Event Hub provides multiple opportunities for recognition. Through banner ads and sponsor listings, each organization will be displayed with logo, content and links to their own websites (see example below left).

