Sponsor AMCIS 2022 Today!

Greetings from
AMCIS 2022
Innovative Research Informing Practice
Minneapolis
Aug. 10-14, 2022
Join Us at AMCIS 2022

AMCIS 2022 is excited to highlight Innovative Research Informing Practice and provide you with the opportunity to reach 900 or more attendees and impact the additional 4,800+ members of the Association for Information Systems. The scholars and scientists you reach here will take your message home to thousands more in the classroom and in personal encounters in the business world.

We value you as a sponsor, and are dedicated to making your support for our world-class scholarly association a rewarding and impactful promotional in-person event for your institution and its marketing interests. As you review our sponsorship opportunities, feel free to contact us with questions and for assistance in custom-designing the sponsorship experience that maximizes your reach to one of the world’s leading audiences of business technology and information systems researchers and teachers. We offer many opportunities, including sponsored academic and practice workshops, exhibition display presence, and branded affiliation with key high-visibility throughout the in-person event. Our attendees are the key to technology specification decisions among the world’s leading future CIOs and technology procurement experts. Don’t miss this chance to influence them at AMCIS 2022!

Conference Co-Chairs,
Sue Brown
University of Arizona
Mani Subramani
University of Minnesota

About AIS and AMCIS 2022

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

High quality in-person networking opportunities.

20+ Ancillary Meetings and Events with sponsorship opportunities.
# Academic Sponsorship Package Options

<table>
<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Complimentary In-Person Academic Registrations</strong></td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,500</td>
<td>$3,000</td>
</tr>
<tr>
<td>Logo with link on homepage of conference website</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Sponsor level recognition on conference website sponsor/exhibitor page</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Mobile App Marketing/Media Space</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Mobile App Social Feed notifications</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Track Sponsorship</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Logo branding on conference signage</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Targeted Marketing: Sponsor specific emails (Sponsor provides content)</td>
<td>2</td>
<td>1</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Pre-Conference email logo recognition</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Social media posts (Facebook and Twitter)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Invitation to AIS Appreciation Reception</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

## AMCIS 2022 Features:

- High quality in-person networking opportunities.
- High quality research presented throughout the conference that is engaging, thought provoking, and pushes the boundaries of our field.
- Opportunities for SIGs to play a critical role in the development of the pre-AMCIS workshop experience as well as the programmatic elements of the conference.
- Opportunities for professional development for attendees regardless of their current level of seniority.

“The biggest benefit of AIS conferences is networking, discussion of research, and training of students. Networking is the largest gap that cannot be solved with Zoom conferences. AIS brought us back together in person as a community.”
Academic Sponsorship Package Options

Platinum Sponsor
$15,000
• Complimentary in-person academic 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 platform (see page 6).
• Six push notifications with sponsor message sent directly to all conference attendees.
• Sponsor one track with logo presence on Event Hub platform (see page 6).
• 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).
• Four invitation to AIS in-person appreciation reception.

Gold Sponsor
$10,000
• Complimentary in-person academic registrations - 3.
• 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 platform (see page 6).
• Four push notifications with sponsor message sent directly to all conference attendees.
• Sponsor one track with logo presence on Event Hub platform (see page 6).
• Two pre-Conference emails shared with other sponsors to all conference attendees.
• Facebook and Twitter post to all followers of AIS social media (see page 6).
• Two invitations to AIS in-person appreciation reception.

Silver Sponsor
$5,500
• Complimentary in-person academic registrations - 2.
• 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 platform (see page 6).
• Sponsor one track with logo presence on Event Hub platform (see page 6).
• Two pre-Conference emails shared with other sponsors to all conference attendees.
• Facebook and Twitter post to all followers of AIS social media (see page 6).
• Two invitations to AIS in-person appreciation reception.

Bronze Sponsor
$3,000
• Complimentary in-person academic registrations - 1.
• 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 platform (see page 6).
• Sponsor one track with logo presence on Event Hub platform (see page 6).
• Two pre-Conference emails shared with other sponsors to all conference attendees.
• Facebook and Twitter post to all followers of AIS social media (see page 6).
• One invitation to AIS in-person appreciation reception.
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.

June 2022:
Sponsors will be provided with complimentary registration codes to be given to those identified to represent their organizations.

July 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.

Mid-July 2022:
AIS staff will contact sponsors to make track selections for those who serve as track sponsors.

August 2022:
Prior to the conference sponsors will be provided with information on how to make the most of their sponsorship on-site including a walk-through of the Event Hub 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.

September 2022:
Staff will follow up with all sponsors to provide usage statistics and an overall fulfillment report.

“I always like to go to AIS Conference to meet other scholars and it’s always great to see many fellow scholars from around the world.”
How will my organization be promoted on the AMCIS website?
All sponsors will be featured on the AMCIS 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 AMCIS Event Hub?
The AMCIS 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). Additionally, tracks sponsored by organizations will be displayed on each session within the track (see example below right). Final track selections will be available in mid-July.
# Additional Opportunities

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
<th>Includes</th>
</tr>
</thead>
</table>
| Keynote Speaker                   | $10,000 | • Exclusive Sponsorship  
• This is a distinctive one-time event offering promotional opportunity with high-visibility recognition  
• Introduction at Keynote Session followed by a five-minute address to the attendees  
• Complimentary registration - 1  
• Sponsor level recognition on conference website sponsor/exhibitor page  
• Logo branding on conference signage  
• Invitation to AIS appreciation Reception - 1 |
| Doctoral Consortium               | $5,000  | Two packages available, each includes:  
• A highly visible and prestigious conference event, notable by more than just the doctoral students and faculty in attendance  
• Complimentary registration - 1  
• Sponsor level recognition on conference website sponsor/exhibitor page  
• Mobile app push notifications - 2. Can be used pre, post and during the conference  
• Logo branding on conference signage  
• Invitation to AIS Appreciation Reception - 1 |
| Conference Bag                    | $8,000  | Exclusive Sponsorship                                                                                                                                                                                                                                                                                                                      |
| Conference Badge/Lanyards         | $5,000  | Exclusive Sponsorship                                                                                                                                                                                                                                                                                                                      |
| Registration Kiosks               | $3,000  | Exclusive Sponsorship  
• Place your logo and message on the registration check-in screens. Every attendee registering for the conference to receive their credentials will see your logo and message |
| Doctoral Student Corner           | $1,000  | Minimum sponsorship amount  
• Includes logo recognition on conference website, mobile app and conference signage                                                                                                                                                                                                                                                    |
| AIS Women’s Network               | $1,000  | Minimum sponsorship amount  
• Includes logo recognition on conference website, mobile app and conference signage                                                                                                                                                                                                                                                      |

For other sponsorship opportunities, please contact Lise Fitzpatrick lise@aisnet.org.