AMCIS 2022

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

EXHIBITOR OPPORTUNITY
The annual Americas Conference on Information Systems (AMCIS) is viewed as one of the leading conferences for presenting the broadest variety of research done by and for IS/IT academicians.

Every year its papers and panel presentations are selected from more than 700 submissions, and the AMCIS proceedings are in the permanent collections of libraries throughout the world.

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 professional development for attendees regardless of their current level of seniority.
✓ 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.
**AMCIS 2022**

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

**VALUE OF AMCIS**
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Grand Ballroom Foyer will be home to:
- Networking
- Exhibits
- Coffee Breaks
- Registration

Events in the Grand Ballroom:
- Breakfasts
- Lunches
- Welcome Reception (tentative)
EXHIBIT AREA SCHEDULE

THURSDAY
AUGUST 11
- 12:00 – 4:00 Setup
- 4:00 – 8:00 Open
- 4:30 – 5:30 Networking Break

FRIDAY
AUGUST 12
- 10:00 – 4:30 Open
- 10:00 – 11:00 Networking Break
- 3:30 – 4:30 Networking Break

SATURDAY
AUGUST 13
- 10:00 – 4:00 Open
- 10:00 – 11:00 Networking Break
- 3:30 – 4:00 Networking Break

All Networking Breaks will take place in the Grand Ballroom Foyer. AIS will provide refreshments during all breaks.
‘AIS Partners’ will be a new area on AISNET.org home page. Clicking on this link will take visitors (190,000 yearly) to a page where your logo with a link of your choice will be visible. This benefit is only available to those companies participating in AIS Conferences.
The Mobile App/Event Hub offers multiple locations for not only your logo and link but company profile, marketing and media information:

- Home Screen scroll
- Agenda page scroll
- Exhibitor Section
- Track Sponsorship
The Mobile App/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.
Signage recognizing all Exhibitors and Sponsors will be on display throughout the conference facilities.

Signage recognizing track sponsorship will be on display in the hallways of paper session rooms.
EXCLUSIVE TO EXHIBITORS AT AMCIS 2022

AIS is offering the ad retargeting program to Exhibitors ONLY!

You will have 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 AMCIS 2022 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 AMCIS 2022, please contact Lise Fitzpatrick at lise@aisnet.org.