



Sponsorship Opportunities

The 22nd Americas Conference
on Information Systems

Sheraton San Diego Hotel and
Marina, San Diego

August 11 - 13, 2016

On behalf of the AMCIS 2016 Conference Committee and the Association for Information Systems (AIS), we invite you to partner with us for the 2016 Americas Conference on Information Systems, which will be held at the Sheraton San Diego Hotel and Marina.

AMCIS 2016 is one of the leading conferences on information systems. Your participation in AMCIS 2016 will ensure that your organization receives maximum exposure to more than 900 attendees as well as the additional 3,500+ AIS members worldwide.

The conference provides an excellent opportunity for your organization to reach this select group of IS academics, thought leaders, and doctoral students. The attendees annually inform hundreds of thousands of students.

Both AIS and AMCIS greatly value the support of our sponsors. Please take a moment to review the available sponsorship and exhibiting opportunities and let us know how we can help you reach your marketing goals and objectives. We look forward to partnering with you.

AMCIS 2016 Conference CoChairs

Bongsik Shin
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Systems
San Diego State University
bshin@mail.sdsu.edu

Robert Nickerson
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Information Systems
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Ramesh Sharda
Vice Dean, Watson Gradu-
ate School of Management
Watson/ConocoPhillips
Chair and Regents
Professor of Management
Science and Information
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AMCIS 2016 Sponsorship Chair

Ashish Gupta
Director of Big Data and Analytics Research Center
Associate Professor of Analytics & IS
University of Tennessee Chattanooga
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Sponsorship Opportunities

Sponsorship Benefits	Platinum Sponsor \$15,000+	Gold Sponsor \$8,000	Silver Sponsor \$5,000	Bronze Sponsor \$3,000	Academic Sponsor* \$3,000
Conference Registrations	5	3	2	1	2
Exhibit Booth	Double	Single	Single	-	-
Discount on additional sponsorship opportunities	20%	15%	10%	-	-
Logo in Program Guide	Yes	Yes	Yes	Yes	Yes
Logo/Link on Conference website	Yes	Yes	Yes	Yes	Yes
Logo on Conference Meter Boards and Presentations	Yes	Yes	Yes	Yes	Yes
Invitation to the private AIS Thank You Reception	Yes	Yes	Yes	Yes	Yes

*Academic Sponsorships are available to colleges and universities only. All other sponsorships are available to everyone including academic institutions.

Additional Sponsorship Opportunities*

Keynote Sponsor (Limit 1) - \$9,950

- Signage and recognition at the Keynote Session
- Special introduction at the Keynote Session
- 3 conference registrations
- Invitation to a private AIS Thank You Reception

Conference Bag Sponsor (Limit 1) - \$5,000

- Your logo on the conference bags that are handed out to each of the attendees
- Invitation to a private AIS Thank You Reception

Lanyard Sponsor (Limit 1) - \$2,950

- Your logo on the name tag lanyards that are handed out to each of the attendees
- Invitation to a private AIS Thank You Reception

MIS Camp Sponsor (Limit 1) - \$2,950

- Signage and recognition at the MIS Camp Consortium
- Opportunity to have up to 5 minutes to address the attendees.
- Invitation to a private AIS Thank You Reception

Track Sponsor (Limit 2 per track) - \$1,950

- Signage and recognition at the room where a track's sessions are held
- Opportunity to have up to 5 minutes to address the attendees in one track session.
- Invitation to a Private AIS Thank You Reception

Doctoral Consortium Sponsor

**Exclusive Sponsor (Limit 1) \$7,500

Partner Sponsor (Limit 3) - \$2,950

- Signage and recognition at the Doctoral Consortium
- Opportunity to have up to 5 minutes to address the attendees (exclusive sponsor only).
- Invitation to a private AIS Thank You Reception
- One conference registration (exclusive sponsor only)

Welcome Reception Sponsor

** Exclusive Sponsor (Limit 1) - \$42,000

Partner Sponsor (Limit 5)-\$3,500

- Recognition as a Platinum sponsor (exclusive only)
- Platinum sponsor benefits (exclusive only)
- Signage and recognition at Welcome Reception for helping to support the event.
- Invitation to a private AIS Thank You Reception
- 2-3 minute Slide Loop on monitors throughout all conference meeting space

Refreshment Break (Coffee & Tea) Sponsor (Limited # available) - \$3,000

- Sole sponsor with signage and recognition as helping to support a refreshment break during a morning or afternoon of the conference.
- Invitation to a private AIS Thank You Reception

Signage Sponsor - \$1,950

- Put your logo and any tag line or text you would like at the bottom of 5 directional signs that will be used to help inform and direct attendees to the various conference functions.
- Invitation to a private AIS Thank You Reception

Lunch Sponsor

** Exclusive Sponsor (Limit 1 per day) - \$45,000

Partner Sponsor (Limit 5 per lunch)-\$4,000

- Signage and recognition as helping to support lunch during one day of the conference
- Invitation to a private AIS Thank You Reception
- Recognition as a Platinum sponsor (exclusive only)
- Platinum sponsor benefits (exclusive only)
- 2-3 minute video/slide Loop on monitors throughout all conference meeting space (exclusive only)

Breakfast Sponsor

****Exclusive Sponsor (Limit 1) \$20,000**

Partner Sponsor (Limit 5) - \$2,950

- Recognition as a Platinum sponsor (exclusive only)
- Platinum sponsor benefits (exclusive only)
- Sponsor with signage and recognition as helping to support breakfast during one day of the conference.
- 2-3 minute video/slide Loop on monitors throughout all conference meeting space
- Invitation to a private AIS Thank You Reception

Friends of AMCIS - \$1,000 (For individuals only)

- Invitation to a private AIS Thank You Reception
- Your name will be listed on the AMCIS 2015 web site as a friend and supporter of the Conference.
- Your name will also be listed in the Conference Program as a “Friend of AMCIS” supporter.
- Invitation to a private AIS Thank You Reception

E-Mail Message (Limited # available) - \$495

- Send us your marketing piece and we will e-mail it out for you to either the AIS membership or the conference attendees.
- Sponsors will be able to select the week they would like their message to go out however only two marketing e-mails will be sent per week. E-mail slots will be allocated on a first come basis.

Charging Station Sponsor

****Exclusive Sponsor (3 Units) \$4,850**

Partnered Sponsor-One tower per sponsor (Limited to 3) - \$1750 per

- Multiple device (Apple, Android, etc.) charging station
- Chairs will be placed nearby to allow attendees to network while their device charges. This will increase the likelihood that your marketing will make an even larger impression!
- Marketing image depends on type of charging station.
- Invitation to a private AIS Thank You Reception

Mobile App Sponsorship

BEST Package: \$3,000 (1 Available)

- 2 rotating banner ads (linkable)
- 3 pre-scheduled alerts sent to all attendees while on-site (one/day)
- 1 Home screen banner placement (Exclusive and linkable)
- A new image each day to keep your presence fresh.
- 1 map page logo placement (exclusive)
- Invitation to a private AIS Thank You Reception

BETTER Package: \$1,500 (1 Available)

- 2 rotating banner ads (linkable)
- 2 pre-scheduled alerts sent to all attendees while on-site (one/day)
- Invitation to a private AIS Thank You Reception

GOOD Package: \$750 (2 Available)

- 1 rotating banner ad (linkable)
- 1 pre-scheduled alerts sent to all attendees while on-site

Mobile App a la carte add on:

- Daily email highlight banner ad sponsor (3 total) \$350/day
 - An email goes out daily to the attendees highlighting activities for the day)
- Sponsored Survey (1 available) \$500 (Link sent to all attendees, in app, to take a survey)

Program Advertiser

- Full Page B/W - \$3,000
- Half Page B/W - \$1,500
- Quarter Page B/W - \$750
- Inside Front Cover (4 color)- \$5,000
- Inside Back Cover (4 color) - \$3,500
- Back Cover (4 color)-\$6,000
- Bag Insert- \$1,000

*The additional sponsorship opportunities listed may be purchased as standalone items however they ONLY include those benefits listed in their descriptions. For full visibility as an AMICS Sponsor please view our sponsorship packages on page 3.

****Exclusive vs. Partner Sponsorships**

In several of the sponsorship categories listed above we are offering sponsors the opportunity to be either the exclusive donor or a partner. In situations where a partner sponsor steps forward first and then an exclusive sponsor steps forward, we will give the partner sponsor the first right of refusal and allow them to up their sponsorship to the exclusive level. If you choose not to increase your sponsorship, we will work with you to find a different sponsorship opportunity.

Additional opportunities may be added and we are happy to work with you to create a unique sponsorship and branding opportunity.

Please contact Patrick Dockins at sponsorship@aisnet.org to discuss further ideas and opportunities.

Opportunity to Exhibit

Conference Exhibitor - \$2,500

- 10' x 10' Exhibit Booth
 - 8' background drape and 3' side drape
 - (1) 8' x 3' skirted table
 - (2) Side chairs
 - (1) Waste basket
 - (1) 7" x 44" identification sign
- A complimentary exhibitor conference registration (includes access to the exhibit hall, evening events, and meals)
- Additional exhibitor registrations are available for \$250 each
- Listing as an exhibitor on the conference website with logo and hyperlink
- Listing as an exhibitor in the conference program guide
- Invitation to a private AIS Thank You Reception
- Opportunity to participate in two pre-conference e-mails promoting the conference exhibitors.

Workshop Sponsorship Packages

Full Day Workshop Sponsorship Package - \$10,000

- Full Day Workshop
 - Recognition outside the presentation room
 - Recognition in the program on the workshop listing
- 3 Full Conference Registrations
- Recognition as a Gold Sponsor which includes:
 - Logo / Link on the Conference Website
 - Logo in the Conference Program as a Sponsor
 - Logo on Conference Meter Boards and Presentation Templates
 - Invitation to a private AIS Thank You Reception
- 20% Discount on any Additional Sponsorship Opportunities

Half Day Workshop Sponsorship Package - \$6,500

- Half Day Workshop
 - Recognition outside the presentation room
 - Recognition in the program on the workshop listing
- 2 Full Conference Registrations
- Recognition as a Silver Sponsor which includes:
 - Logo / Link on the Conference Website
 - Logo in the Conference Program as a Sponsor
 - Logo on Conference Meter Boards and Presentation Templates
 - Invitation to a private AIS Thank You Reception
- 10% Discount on any Additional Sponsorship Opportunities

Industry Track Workshop Sponsorship Package - \$4,000

- Industry Track Workshop (1hr 30min)
 - Recognition outside the presentation room
 - Recognition in the program on the workshop listing
- 1 Full Conference Registration
- Recognition as a Bronze Sponsor which includes:
 - Logo / Link on the Conference Website
 - Logo in the Conference Program as a Sponsor
 - Logo on Conference Meter Boards and Presentation Templates
 - Invitation to a private AIS Thank You Reception

Sponsorship Agreement for AMCIS 2016

Sponsorship Options

- | | |
|--|----------|
| <input type="checkbox"/> Platinum Sponsor | \$15,000 |
| <input type="checkbox"/> Gold Sponsor | \$8,000 |
| <input type="checkbox"/> Silver Sponsor | \$5,000 |
| <input type="checkbox"/> Bronze Sponsor | \$3,000 |
| <input type="checkbox"/> Academic Sponsor | \$3,000 |
| <input type="checkbox"/> Exhibitor | \$2,500 |
| <input type="checkbox"/> Full Day Workshop | \$10,000 |
| <input type="checkbox"/> Half Day Workshop | \$6,500 |
| <input type="checkbox"/> Industry Track Workshop | \$4,000 |

ADDITIONAL OPPORTUNITIES

Company/University

Address

City State Country Zip/Postal Code

Key Contact Name Contact Title

Contact Email

Telephone Fax



Association for Information Systems
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