



AMCIS 2024

SALT LAKE CITY • UTAH

August 15-17

Academic Sponsorship Opportunities



CELEBRATING
YEARS OF
SERVING SOCIETY **30**

Join us in Salt Lake City!

August 15 - 17, 2024

On behalf of the 2024 AMCIS Committee and the Association for Information Systems, we invite you to partner with us as we present:

ELEVATING LIFE THROUGH DIGITAL SOCIAL ENTREPRENEURSHIP

The Americas Conference on Information Systems (AMCIS) is the leading conference for presenting the broadest variety of research done by and for IS/IT academicians. AMCIS 2024 provides an inclusive experience which represents more than 800 academic leaders and doctoral students from around the globe. These scholars will connect to share research ideas, network with others, celebrate accomplishments and more.

We value you as a sponsor and partner and are dedicated to making your support for our world-class scholarly association a rewarding and impactful promotional event. Please consider partnering with us in this unique opportunity. For more information on sponsorship opportunities contact Lise Fitzpatrick at lise@aisnet.org

Thank you and we look forward to seeing you in Salt Lake City!
AMCIS 2024 Conference Co-Chairs



Michele Carter
University of Manchester



Kelly Fadel
Utah State University



Tom Meservy
Brigham Young University

Academic Sponsorship Packages

	Platinum	Gold	Silver	Bronze
	\$15,000	\$10,000	\$5,500	\$3,000
Complimentary In-Person Academic Registrations	4	3	2	1
Exhibit Booth	Yes	Yes		
Logo with link on homepage of conference website	Yes	Yes		
Sponsor level recognition on conference website	Yes	Yes	Yes	Yes
Mobile App Marketing/Media Space	Yes	Yes	Yes	Yes
Mobile App Social Feed notifications	6	4	2	1
Track Sponsorship	1	1	1	1
Logo branding on conference signage	Yes	Yes	Yes	Yes
Pre-Conference email logo recognition	Yes	Yes	Yes	Yes
Social media posts (Facebook and Twitter)	Yes	Yes	Yes	Yes
Invitation to AIS Appreciation Reception	4	3	2	1

4,900+ members from across the globe, including 3,200+ academics and 1,600+ doctoral students.



Access to more than 800 conference attendees from more than 62 countries.



25+ conference tracks related to the field of IS.



About AMCIS

Academic Sponsorship Packages



Platinum Sponsor

\$15,000

- 4 complimentary in-person academic registrations.
- Exhibit Booth
- Logo on homepage of conference website.
- Logo placed on conference website's sponsorship page with sponsor-level recognition.
- Logo, sponsor-level recognition, and description, including links in mobile app.
- 6 push notifications with sponsor message sent directly to all conference attendees.
- Sponsor 1 track with logo presence in mobile app and on conference signage.
- 2 pre-conference emails shared with other sponsors to all conference attendees.
- Up to 2 sponsor-specific emails not shared with other sponsors. Content provided by sponsor.
- LinkedIn, Facebook, and Twitter post to all followers of AIS social media.
- 4 invitations to AIS appreciation reception



Gold Sponsor

\$10,000

- 3 complimentary in-person academic registrations.
- Exhibit Booth
- Logo on homepage of conference website.
- Logo placed on conference website's sponsorship page with sponsor-level recognition.
- Logo, sponsor-level recognition, and description, including links in mobile app.
- 4 push notifications with sponsor message sent directly to all conference attendees.
- Sponsor 1 track with logo presence in mobile app and on conference signage.
- 2 pre-conference emails shared with other sponsors to all conference attendees.
- 1 sponsor-specific email not shared with other sponsors. Content provided by sponsor.
- LinkedIn, Facebook, and Twitter post to all followers of AIS social media.
- 3 invitations to AIS in-person appreciation reception.

**For more information on AMCIS 2024
sponsorship opportunities, please contact
Lise Fitzpatrick at lise@aisnet.org.**

Academic Sponsorship Packages



Silver Sponsor

\$5,500

- 2 complimentary in-person academic registrations.
- Logo placed on conference website's sponsorship page with sponsor-level recognition.
- Logo on homepage of conference website.
- Logo, sponsor-level recognition, and description, including links in mobile app.
- Sponsor 1 track with logo presence in mobile app and on conference signage.
- 2 pre-conference emails shared with other sponsors to all conference attendees.
- LinkedIn, Facebook, and Twitter post to all followers of AIS social media.
- 2 invitations to AIS in-person appreciation reception



Bronze Sponsor

\$3,000

- 1 complimentary in-person academic registration.
- Logo placed on conference website's sponsorship page with sponsor-level recognition.
- Logo on homepage of conference website.
- Logo, sponsor-level recognition, and description, including links in mobile app.
- Sponsor 1 track with logo presence in mobile app and on conference signage.
- 2 pre-conference emails shared with other sponsors to all conference attendees.
- LinkedIn, Facebook, and Twitter post to all followers of AIS social media.
- 1 invitation to AIS in-person appreciation reception.

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Additional Sponsorship Packages

Item	Amount	Description
Keynote Speaker	\$10,000	<p>Exclusive Sponsorship</p> <ul style="list-style-type: none">• This is a distinctive one-time event offering promotional opportunity with high-visibility recognition• Introduction at Keynote Session followed by a 5 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 - 3
Doctoral Consortium	\$5000/each	<p>Two packages available, each includes:</p> <ul style="list-style-type: none">• 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 - 2

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Additional Sponsorship Packages

Item	Amount	Description
Signage Sponsor	\$5,000	Exclusive Sponsorship Logo and tag line on directional conference signage Invitation to AIS Appreciation Reception - 2
Conference Bag	\$10,000	Exclusive Sponsorship
Conference Lanyards	\$8000	Exclusive Sponsorship SOLD OUT
Registration Kiosks	\$3500	<ul style="list-style-type: none">• 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

For more information on **AMCIS 2024** sponsorship opportunities, please contact **Lise Fitzpatrick** at lise@aisnet.org.



Sponsorship 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.

June 2024

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

July 2024

AIS staff will request all content and media. All marketing benefits collateral will be provided by the sponsor, including email messaging, links to websites, push notifications, sponsor-specific emails where applicable, social media messages where applicable

Mid-July

AIS staff will contact sponsors to make track selections

August 2024

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 mobile app to ensure beneficial networking opportunities

Throughout the Conference

AIS Staff will check in with sponsors periodically throughout the conference to ensure all obligations are being fulfilled in an appropriate and timely manner.

September 2024

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

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