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.

**About AIS**

The Association for Information Systems (AIS) serves society through the advancement of knowledge and the promotion of excellence in the practice and study of information systems. AIS is the premier professional association for individuals and organizations who lead the research, teaching, practices, and study of information systems worldwide.

- **4,700 members** globally including academics, students, and professionals.
- **38 special interest groups** focused on an array of topics within IS.
- **46 regional chapters** for additional networking with colleagues near you.
- Direct access to unique, relevant, and timely research via the eLibrary.
Join us in Austin!

On behalf of the 2021 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 the first hybrid ICIS in our 40+ year history, “Building Sustainability and Resilience with IS: A Call for Action”.

ICIS 2021 provides an inclusive venue which represents over 1,200+ thought-leaders and doctoral students from around the globe. These scholars will connect for the first time in ICIS 42-year history both virtually and in Austin, Texas.

Please take a moment to review the sponsorship opportunities. We value your sponsorship and are dedicated to helping your organization make an impact to our community, while also realizing your marketing objectives and goals.

Thank you for considering partnering in this unique opportunity. Please do reach out with any questions.

ICIS 2021 Conference Co-Chairs
Ryan Wright       Anitesh Barua
rtw2n@comm.virginia.edu     aniteshb@gmail.com
### Sponsorship Levels At-a-Glance

<table>
<thead>
<tr>
<th>Feature</th>
<th>Platinum $15,000</th>
<th>Gold $10,000</th>
<th>Silver $5,500</th>
<th>Bronze $3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Academic Registrations</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Complimentary Student Registrations</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Exhibit Booth</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
</tr>
<tr>
<td>Logo with link on homepage of conference website</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>-</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>Marketing/Media Space on Mobile Event Hub</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Mobile Event Hub Social Feed notifications</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</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>-</td>
<td>-</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>Ad Retargeted Marketing</td>
<td>20,000 clicks</td>
<td>15,000 clicks</td>
<td>10,000 clicks</td>
<td>-</td>
</tr>
<tr>
<td>Invitation to AIS Appreciation Reception</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
# Sponsorship Descriptions

## Platinum
**$15,000**
- Complimentary registrations for academic members - 4.
- Complimentary registrations for doctoral student members - 2.
- 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 (see page 6).
- Four push notifications with sponsor message sent directly to all conference attendees.
- Sponsor 1 track with logo presence on event hub (see page 6).
- Two pre-Conference emails shared with other sponsors to all conference attendees.
- Logo on daily emails to all conference attendees.
- Up to two sponsor-specific emails not shared with other sponsors. Content provided by sponsor.
- Two Facebook and two Twitter posts to all followers of AIS social media (see page 7).
- Logo placement throughout event hub (see page 7).
- Retargeted marketing ad campaigns allow your ads to follow visitors to www.aisnet.org (1 month/20,000 clicks) (see page 7).

## Gold
**$10,000**
- Complimentary registrations for academic members - 2.
- Complimentary registrations for doctoral student members - 1.
- 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 (see page 6).
- Two push notifications with sponsor message sent directly to all conference attendees.
- Sponsor 1 track with logo presence on event hub (see page 6).
- Two pre-Conference emails shared with other sponsors to all conference attendees.
- Logo on daily emails to all conference attendees.
- One Facebook and one Twitter posts to all followers of AIS social media (see page 7).
- Logo placement throughout event hub (see page 7).
- Retargeted marketing ad campaigns allow your ads to follow visitors to www.aisnet.org (1 month/15,000 clicks) (see page 7).

## Silver
**$5,500**
- Complimentary registrations for academic members - 1.
- Complimentary registrations for doctoral student members - 1.
- 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 (see page 6).
- One push notification with sponsor message sent directly to all conference attendees.
- Sponsor 1 track with logo presence on event hub (see page 6).
- Two pre-Conference emails shared with other sponsors to all conference attendees.
- Logo on daily emails to all conference attendees.
- One Facebook and one Twitter posts to all followers of AIS social media (see page 7).
- Logo placement throughout event hub (see page 7).
- Retargeted marketing ad campaigns allow your ads to follow visitors to www.aisnet.org (1 month/10,000 clicks) (see page 7).

## Bronze
**$3,000**
- Complimentary registrations for academic members - 1.
- 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 (see page 6).
- One push notification with sponsor message sent directly to all conference attendees.
- Sponsor 1 track with logo presence on event hub (see page 6).
- Two pre-Conference emails shared with other sponsors to all conference attendees.
- Logo on daily emails to all conference attendees.
- One Facebook and one Twitter posts to all followers of AIS social media (see page 7).
- Logo placement throughout event hub (see page 7).
- Retargeted marketing ad campaigns allow your ads to follow visitors to www.aisnet.org (1 month/10,000 clicks) (see page 7).
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 2021:
Retargeted marketing, while available until January 25, 2021, is recommended to be utilize prior to the conference between October and December. AIS staff will connect sponsors with the marketing third party vendor to work with individuals on developing retargeted marketing campaigns.

October 2021:
Sponsors will be provided with complimentary registration codes to be given to those identified to represent their organizations.

October 2021:
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 2021:
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.

Mid-November 2021:
AIS staff will contact sponsors to make track selections for those who serve as track sponsors.

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 2022:
Staff will follow up with all sponsors to provide usage statistics and an overall fulfillment report.
How will my organization be promoted on the ICIS website?
All sponsors will be featured on the ICIS 2021 website, on the homepage via a sliding bar, and on the Current Sponsors page, which will include a link to each sponsor’s own content (examples below from ICIS 2020).

How will my organization be promoted on the ICIS Event Hub?
The ICIS 2021 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 left). Additionally, tracks sponsored by organizations will be displayed on each session within the track (see example right). Final track selections will be available in mid-November.

What will social media posts include?
When AIS posts on your behalf, you provide the imagery and content before, during or after the conference based on your preference. Following the conference, you will be provided with engagement metrics (see example below).

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. Using your own ads, visitors to the AIS website will then see your information in other areas of their internet browsing.
## Additional Opportunities

<table>
<thead>
<tr>
<th>Amount</th>
<th>In Person Use</th>
</tr>
</thead>
</table>
| **Doctoral Consortium** | $10,000 • Exclusive sponsorship  
• A highly visible and presigious conference event, notable by more than just the doctoral students and faculty in attendance  
• Complimentary registration - 2  
• 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 |
| **Keynote Speaker** | $15,000 • Exclusive Sponsorship  
• 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 - 2  
• Sponsor level recognition on conference website sponsor/exhibitor page  
• Logo branding on conference signage  
• Invitation to AIS appreciation Reception - 2 |
| **Conference Bags** | $6,000 Exclusive |
| **Conference Lanyards** | $4,000 Exclusive |
| **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 Contact us for more details |
| **AIS Women’s Network** | $1,000 Contact us for more details |