

A circular graphic with a teal background. At the top, the text 'ICIS 2022' is written in a bold, dark blue font. Below the text, there are stylized silhouettes of a suspension bridge, two wind turbines, and a modern building. In the foreground, there are several colorful houses in shades of red, orange, yellow, and grey. The entire graphic is set against a background of a grey, textured pattern resembling a stone or brick wall.

# ICIS 2022

**December 9 - 14  
Copenhagen, Denmark**

## **You are invited to sponsor ICIS 2022!**

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.



## Academic Sponsorship Opportunities

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

# Sponsorship Opportunities In-Depth

## 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 app/virtual program platform (see page 6).
- Six push notifications with sponsor message sent directly to all conference attendees.
- Sponsor one track with logo presence on app/virtual 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 7).
- Four invitations 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 app/virtual program platform (see page 6).
- Four push notifications with sponsor message sent directly to all conference attendees.
- Sponsor one track with logo presence on app/virtual platform (see page 6).
- Two pre-Conference emails shared with other sponsors to all conference attendees.
- One 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 7).
- Three 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 app/virtual program platform (see page 6).
- Two push notifications with sponsor message sent directly to all conference attendees.
- Sponsor one track with logo presence on app/virtual 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 7).
- 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).
- One push notification with sponsor message sent directly to all conference attendees. Logo, sponsor-level recognition, and description, including links on app/virtual program platform (see page 6).
- Sponsor one track with logo presence on app/virtual 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 7).
- One invitation to AIS in-person appreciation reception.

# 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 2022:**

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

## **October 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-November 2022:**

AIS staff will contact sponsors to make track selections for those who serve as track sponsors.

## **November 2022:**

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.

## **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 2023:**

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

## ICIS 2022 Features:

High quality in-person  
networking opportunities.

High quality research that is  
engaging, thought provoking,  
and pushes the boundaries  
of the field.

Opportunities for professional  
development for attendees  
regardless of seniority level.

# Promoting Your Organization

## How will my organization be promoted on the ICIS website?

All sponsors will be featured on the ICIS 2022 website, on the Current Sponsors page, which will include a link to each sponsor's own content (examples below from AMCIS 2021).



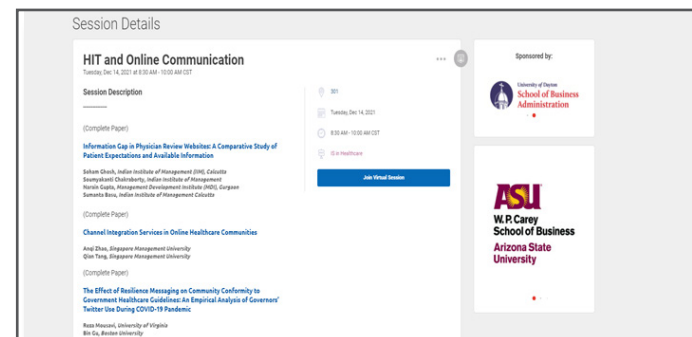
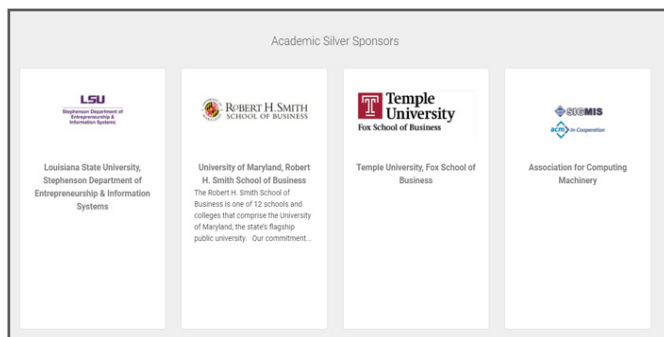
## What will social media posts include?

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 ICIS Event Hub?

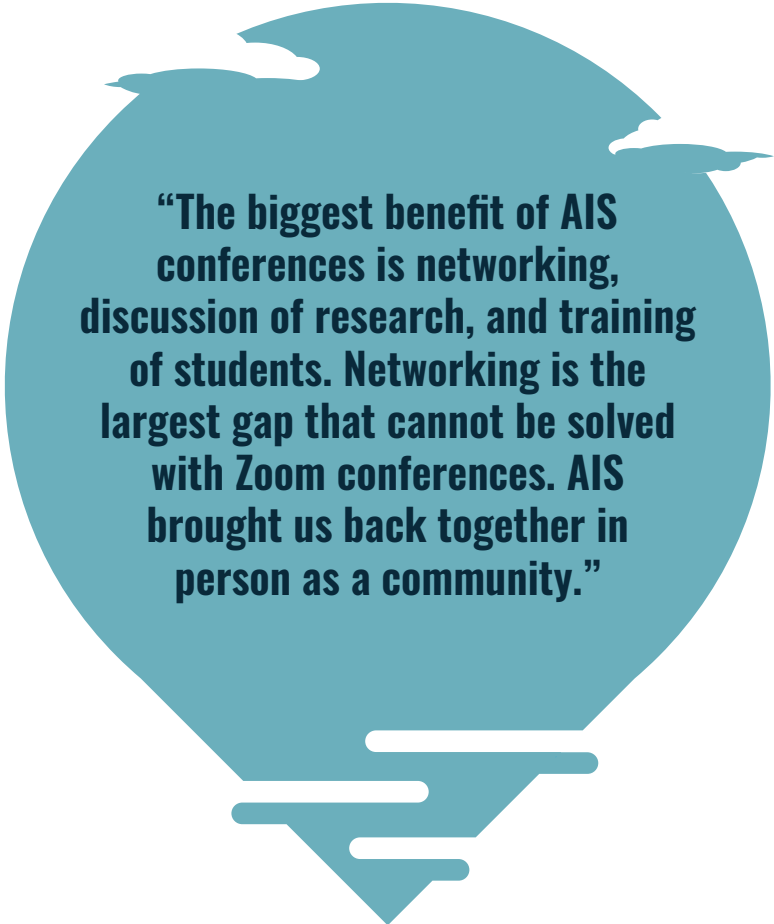
The ICIS 2022 Event Hub provides multiple opportunities for recognition. Through banner ads and sponsor listings, each organization will be displayed with logo, content and links to their own websites (see example below left). Additionally, tracks sponsored by organizations will be displayed on each session within the track (see example below right). Final track selections will be available in mid-November.



# Additional Opportunities

Item	Amount	Includes
Conference Bag	\$12,000	Exclusive Sponsorship
Conference Badge Lanyards	\$8,000	Exclusive Sponsorship
Registration Kiosks	\$3,000	Exclusive Sponsorship <ul style="list-style-type: none"><li>• Place your logo and message on the registration check-in screens.</li><li>• Every attendee registering for the conference to receive their credentials will see your logo and message.</li></ul>
Doctoral Student Corner	\$1,000	Minimum sponsorship amount
AIS Women's Network	\$1,000	Minimum sponsorship amount

For other sponsorship opportunities, please contact  
Lise Fitzpatrick [lise@aisnet.org](mailto:lise@aisnet.org).



**“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.”**