



# ICIS 2020 Virtual Sponsorship Opportunities



	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$5,500	Bronze Sponsor \$3,000
Complimentary Academic Registrations	8	6	4	2
Complimentary Student Registrations	3	2	1	N
Logo with link on Homepage of Conference Website	Y	Y	N	N
Sponsor level recognition on conference website page	Y	Y	Y	Y
Mobile App push notifications	6	4	1	0
Pre-Conference marketing with other sponsors, including two emails and logo on daily emails to be sent to all conference attendees	Y	Y	Y	Y
Logo on conference app	Y	Y	Y	Y
Banner on conference app	Y	Y	Y	Y
Logo on pre-session slides	4 Tracks	3 Tracks	2 Tracks	1 Track
Sponsor-specific emails-SPONSOR PROVIDES CONTENT	2	1	0	0
Social media posts (Facebook and Twitter)	3	2	0	0
Dedicated Networking table throughout conference (ICIS Café powered by Remo)	Y	Y	Y	Y
PUT YOUR ADS TO ACTION Re-targeted ad marketing post-ICIS (See below for more details)	1 month 30,000 clicks	1 month 20,000 clicks	1 month 10,000 clicks	N

For more information on packages and benefits, contact Lise Fitzpatrick at [lise@aisnet.org](mailto:lise@aisnet.org) or 310.977.3894.

# Marketing outreach with Feathr

Leverage the power of the AIS audience well beyond ICIS 2020 and its attendees with Feathr! AIS members and website visitors are spending more time online than ever before. This is your opportunity to reach AIS web traffic Retargeting is a digital advertising tool that can help extend the reach of your ads and keep your brand in front of AIS website audiences long after they've left our site. With this powerful branding and conversion optimization tool, we will track who browses our website and then deliver your ads to these website visitors again as they browse other websites. The AIS Feathr Concierge Team will work with you directly, every step of the way from design to execution to reporting.

## How it works:

1. Potential customers visit our website and we capture data on our visitors.

2. Potential customers leave our website and then browse other websites and ads displaying your product or service are seen by them.



3. Potential customers recognize your brand and click on your ad, directing them to your website to become your next customer.

## Details:

### Web Banners (in pixels)

300x250

160x600

728x90

180x150

### Mobile Banners (in pixels)

20x100

320x50

# Additional Sponsorships Opportunities

## Panel Sponsorships - \$1,000 per panel

Choose from 5 panel session scheduled during ICIS. Dates and times to be determined.

Benefits include:

- Logo attached to all marketing materials promoting panel sessions
- Logo on PRE AND POST session waiting room slides
- Recognition on the event page in the conference app. Eg: PANEL SESSION SPONSORED BY XXXXX

Panels include:

- Seeking Ethical use of Algorithms: Challenges and Mitigations
- IS 2020: Developing an ACM/AIS Information Systems Model Curriculum for Undergraduate Programs
- Business school deans and institutional leader perspectives on the impacts and implications of the COVID-19 pandemic for the IS field and academic community
- IS Faculty perspectives on the impacts and implications of the COVID-19 pandemic for IS Teaching and Research
- The Industry Perspective on COVID-19

