## ICIS 2020 Virtual Exhibitor Opportunities

<table>
<thead>
<tr>
<th>Exhibitor Price - $3,000</th>
<th>Benefit Descriptions:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Booth</td>
<td>The virtual booth will be available on the Remo Platform and home of the ICIS Café during the conference. The Virtual Booth capacity is 6 people at one time. Logo banners and website links available.</td>
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<tr>
<td>Complimentary Registration</td>
<td>3</td>
</tr>
<tr>
<td>Mobile App push notifications</td>
<td>4</td>
</tr>
<tr>
<td>Logo Placement on conference app</td>
<td>YES</td>
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<tr>
<td>Logo Placement on the conference website</td>
<td>YES</td>
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<tr>
<td>Logo on pre and post session slides</td>
<td>1 track</td>
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<tr>
<td>Logo placement on all pre-conference emails</td>
<td>YES</td>
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<tr>
<td>Social media posts (Facebook and Twitter)</td>
<td>4</td>
</tr>
<tr>
<td>AIS Website homepage logo placement</td>
<td>YES</td>
</tr>
<tr>
<td>eCards</td>
<td>YES</td>
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</tbody>
</table>

For more information on packages and benefits, contact Lise Fitzpatrick at lise@aisnet.org or 310.977.3894.
Break Sponsorships with eCards

Included in your package is $100 worth of eCards. There are hundreds of choices, including international companies as well. Your cards will be customized with your logo and messaging. Links for these cards will be provided to you before the conference so that you can distribute them as you wish. Minimum of $10 per card. And if you would like to buy more, just let us know. We are happy to manage this process for an administration fee of $250 flat, no matter how many you order.

How it works:

AIS will work with you on branding, messaging and selection of the eCards.

Once you have shared an eCard link with an attendee they will receive a customized message from you.

There are hundreds of eCards to choose from and you can provide several options for recipients to choose from.

Recipients will also have the option of selecting which currency they would like to receive their eCard.

Easy 5 step process for attendees to enjoy the incentives you have provided!
Leverage the power of the AIS audience well beyond ICIS 2020 and its attendees! 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.

Re-Targeted Marketing with Feathr

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.

Options:
- **Package 1**
  - 10,000 impressions - $1,000
- **Package 2**
  - 20,000 impressions - $2,000
- **Package 3**
  - 30,000 impressions - $3,000

Details:
- **Web Banners (in pixels)**
  - 300x250
  - 160x600
  - 728x90
  - 180x150
- **Mobile Banners (in pixels)**
  - 20x100
  - 320x50
Exhibitor Branding with Remo

The Remo Platform will be used for all networking activities during the conference and called the ICIS Café. By serving as an ICIS exhibitor, this is your place to go to network and interact with IS thought leaders from around the world. You will be given a dedicated networking table, branded to your specifications, that will serve as your home-base throughout the conference.

How it works:

- When entering the Café, the system places the attendee at the first open seat.
- The attendee can then move from table to table, floor to floor by double clicking on a given table or use the chat to find a friend/colleague.

- Clicking on your logo brings up the middle box.
- Clicking on the call to action button will either take them to a website or start a video.
- Everyone who clicks on the call-to-action button is added to the ‘guest list’ which is exported after the conference and sent to you.