



EXHIBITOR OPPORTUNITY

ABOUT AMCIS



The annual Americas Conference on Information Systems (AMCIS) is viewed as one of the leading conferences for presenting the broadest variety of research done by and for IS/IT academicians. Every year its papers and panel presentations are selected from more than 700 submissions, and the AMCIS proceedings are in the permanent collections of libraries throughout the world.

AMCIS 2021 Features:

- ✓ High quality networking opportunities.
- ✓ High quality research presented throughout the conference that is engaging, thought provoking, and pushes the boundaries of our field.
- ✓ Opportunities for SIGs to play a critical role in the development of the pre-AMCIS workshop experience as well as the programmatic elements of the conference.
- ✓ Opportunities for professional development for attendees regardless of their current level of seniority.

THE VALUE OF AMCIS



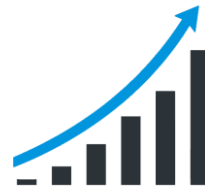
Access to more than
3,000 Academics,
1,500 Students, 200
Professionals



73+
countries
represented
by attendees



1,500+
Virtual
attendees at
AMCIS 2020



30+
ancillary
meetings,
sessions &
events DAILY






Extensive branding &
marketing, before,
during and after the
conference





NEW CONFERENCE HUB





**AMCIS 2021**
Digital Innovation and Entrepreneurship


 **Lise Fitzpatrick**


**Profiles**

**Speakers**

**Meetings**

**Agenda**

**Sponsors**

**Exhibitors**

BYU MARRIOTT
SCHOOL OF BUSINESS
Information Systems

Your Profile


Your profile is 27% complete
To better engage with other attendees,
complete your profile with information
about yourself and your interests.

[Complete Profile](#)

Welcome to AMCIS 2021, a members only networking application for the participants of the AMCIS 2021.

This powerful app brings the event to your mobile device and allows you to:

- Create and maintain a public profile
- Request meetings with other attendees
- Manage a personalised schedule of event sessions and meetings
- Send private in-app messages to other members
- Receive important updates and announcements from the event team
- Upload photos, videos and other relevant documents (press releases, white papers, etc.)
- Access presentations and slides
- Download the Conference mobile app to take advantage of all of the above benefits while you are on the go
- Continue networking after the event



NEW CONFERENCE HUB




AMCIS 2021
Digital Innovation and Entrepreneurship

Home > Exhibitors

Exhibitors

Filter By:

 Association for Information Systems

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 ...


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AMCIS 2021
Digital Innovation and Entrepreneurship

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Exhibitor Details

[About](#) [Attendees](#) [Notes](#)

 Association for Information Systems

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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, practice, and study of information systems worldwide.

Company Name: Association For Information Systems

Social Media: [Connect with us](#)

[Visit Our Website](#)

Documents

No documents found

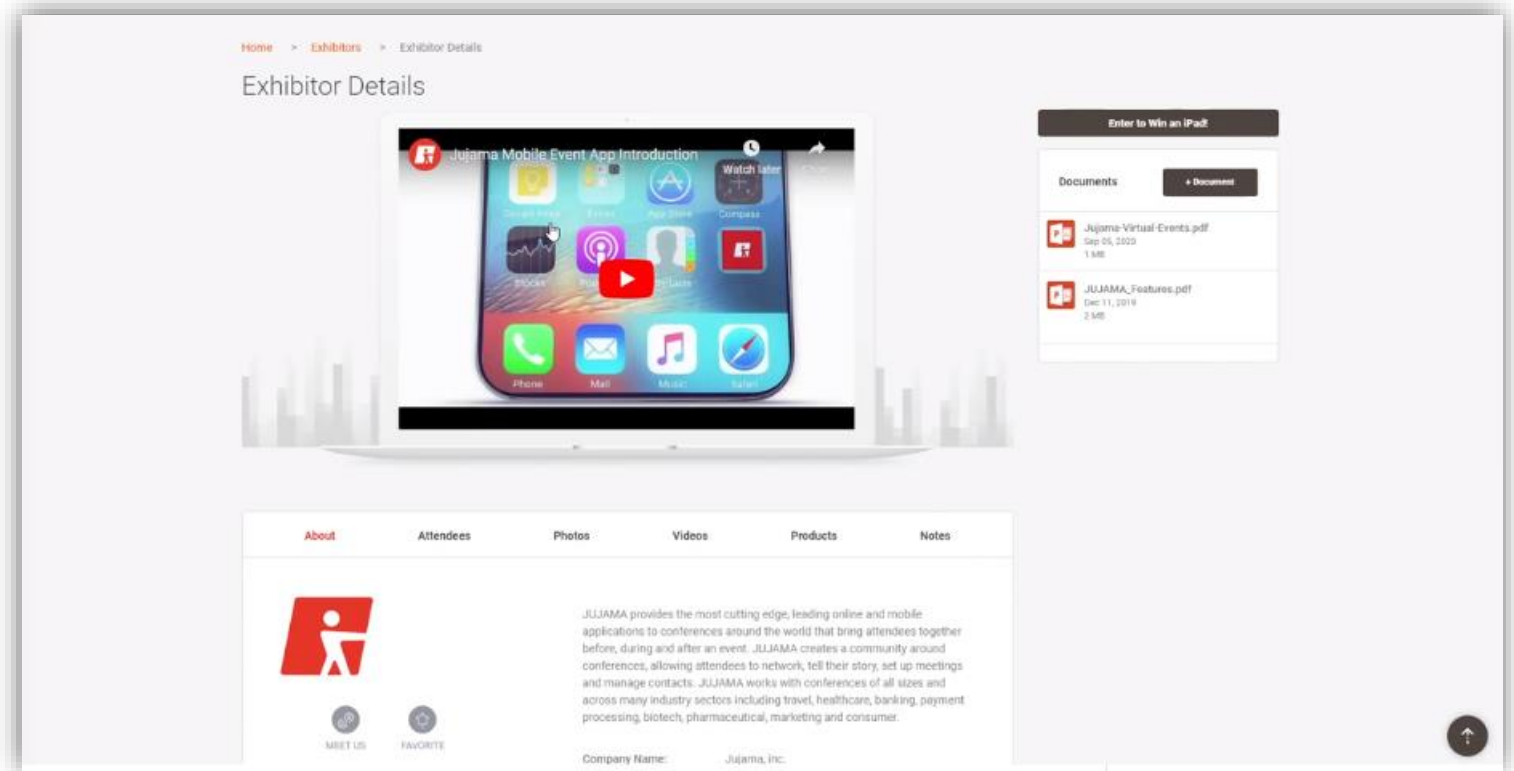
The new conference hub allows for more robust marketing opportunities and engagement with attendees.

NEW CONFERENCE HUB

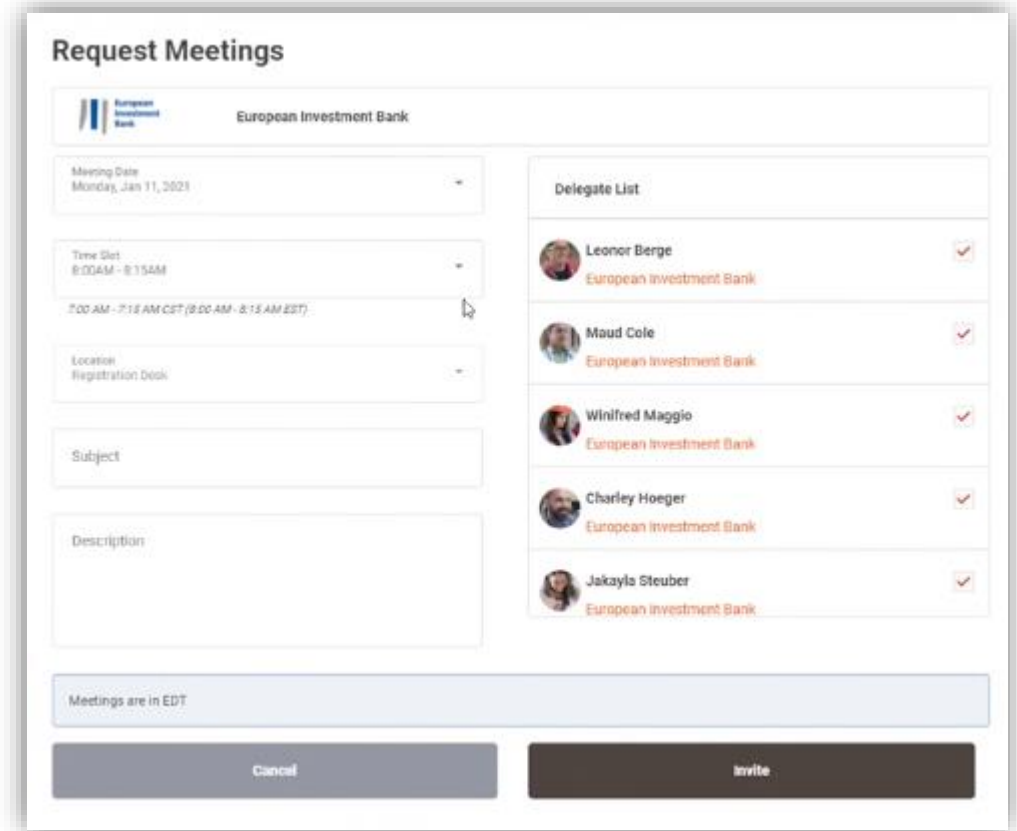
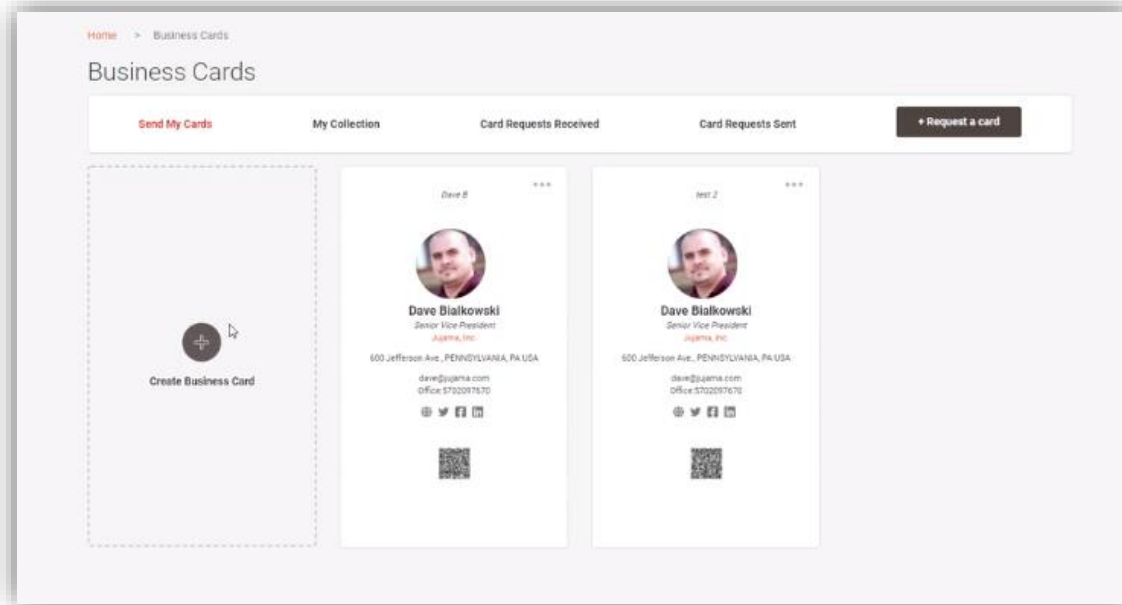


Within Exhibitor Details:

- Ad placement area. This can be either a logo or video
- Option to add a contest feature within your booth on the conference hub
- Embed documents
- System captures every click and can be exported at any time
- Include a schedule of events that are taking place in your virtual booth in Remo



NEW CONFERENCE HUB



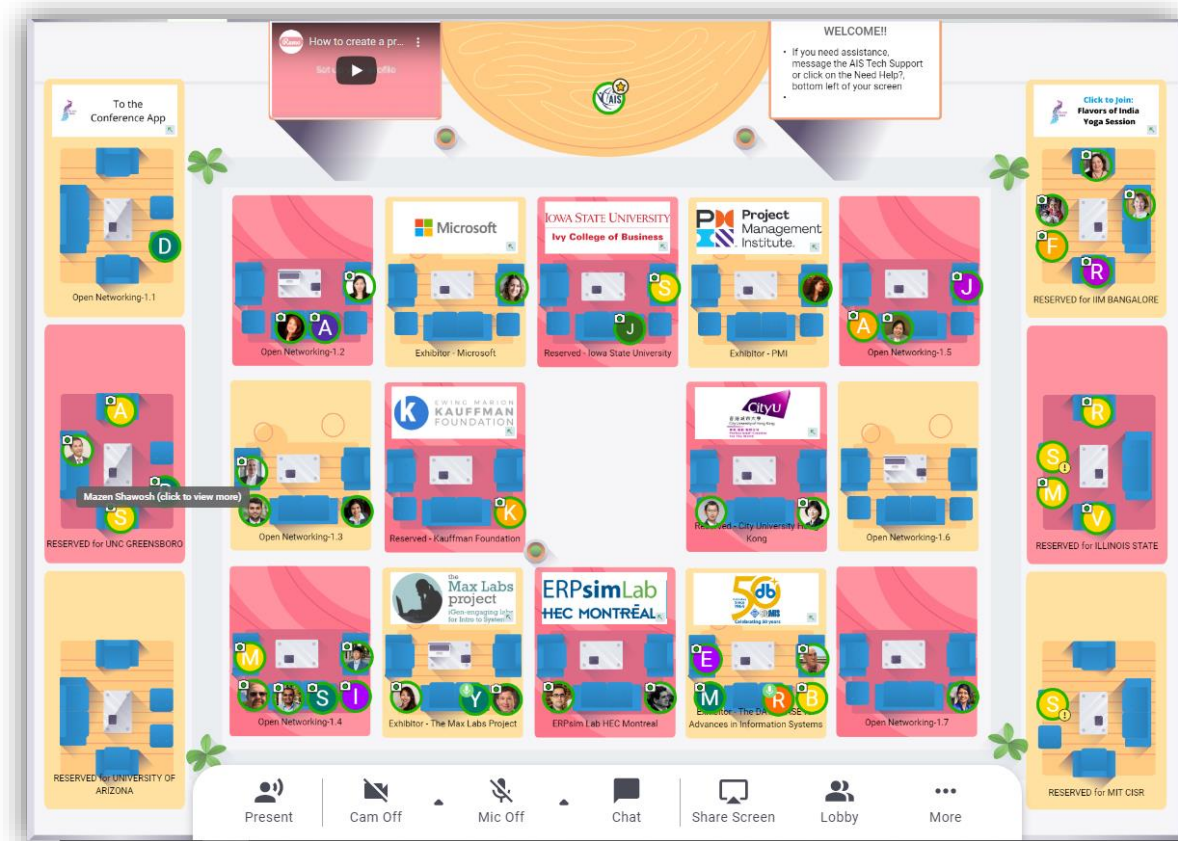
Business Cards can be created by anyone and shared with any & all.
From your booth in the Conference Hub,
attendees can request a meeting.

[Click here for video overview of the sponsor and exhibitor area in the new conference hub](#)

VIRTUAL EXHIBIT BOOTH



- We will use Remo as the networking area during the conference.
- Each exhibitor will be assigned a dedicated booth with logo/video branding
- Social events and breaks are scheduled each day.
- The AMCIS Café will be remain open all day



RETARGETED MARKETING



For the first time, AIS is offering Exhibitors access to ALL members through this retargeting program.

You will work directly with our contact at Feathr to build your marketing campaign.

Campaign can begin as soon as you confirm your AMCIS 2021 opportunity.



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 even if they haven't attended a conference or visited your own website. Using your own ads, visitors to the AIS website will then see your information in other areas of their internet browsing.

EXHIBITOR OPPORTUNITY BENEFITS

BENEFIT		BENEFIT DESCRIPTION
Virtual Booth	1	The virtual booth will be available on the Remo Platform and home of the AMCIS Café during the conference.
Complimentary Registrations	3	Complimentary Registrations apply to all 3 conferences (AMCIS, ECIS and PACIS) in the AIS Virtual Conference Series.
Logo with link on homepage of conference website	YES	Your Logo with a link to a web-page of your choice will be displayed on the conference website pre, during and post conference
Logo placement on conference website sponsor/exhibitor page	YES	
Logo placement on the AIS website homepage	YES	Your logo will be displayed on the AIS Website home-page reaching an audience of more than 4000 viewers per week
Exhibitor Space and rotating logo banner in conference Hub	YES	
Mobile app push notifications (before, during or after the conference)	5	Notifications with exhibitor-provided content delivered via the Conference Hub. Available pre, during and post conference.
Track Branding	1 track	Select from over 20 tracks and your logo will be placed within each session of this track listed in the Conference Hub
Logo placement on all pre-conference emails	YES	Approximately four to five emails total.
Social media posts (Facebook and Twitter)	YES	These posts can be provided pre or post conference reaching an audience of more than 2000 viewers
Ad Retargeting	YES	10,000 clicks or until September 20, 2021

EXHIBITOR OPPORTUNITY - \$3000

THANK YOU!

We value you as an exhibitor and a partner, and are dedicated to making your support for our world-class scholarly association a rewarding and impactful promotional event for your company and its marketing interests. We will work with you every step of the way to make this a successful opportunity for you business.

For more information and/or to secure your virtual booth at AMCIS 2021, please contact Lise Fitzpatrick at lise@aisnet.org

