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
NEW CONFERENCE HUB

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.
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

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

**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