



**RESHAPING SOCIETY THROUGH INFORMATION SYSTEMS DESIGN**  
**INTERNATIONAL CONFERENCE ON INFORMATION SYSTEMS**  
DECEMBER 15 - 18, 2013 - UNIVERSITÀ BOCCONI, MILAN - ITALY



In collaboration with



Università Commerciale  
Luigi Bocconi



Greetings,

On behalf of the 2013 International Conference on Information Systems (ICIS) Conference Committee and the Association for Information Systems (AIS), we invite you to partner with us as we present, ICIS 2013 – *Reshaping Society Through Information Systems Design*.

ICIS is the premier conference conducted by AIS, the leading professional society for IS academics, and is the most prestigious international gathering of academic information systems professionals in the world.

ICIS provides an excellent opportunity for your organization to reach this select group of 1,200 IS academics, thought-leaders and doctoral students. Please take a moment to review the available sponsorship and branding opportunities and let us know how we can help you reach your marketing goals and objectives.

We look forward to partnering with you.

Ferdinando Pennarola  
*Bocconi University, Italy*

Jörg Becker  
*Münster University, Germany*

**ICIS 2013 Conference Co-Chairs**

Severino Meregalli  
*Bocconi University, Italy*

Vincenzo Morabito  
*Bocconi University, Italy*

Aurelio Ravarini  
*Liuc University, Italy*

**ICIS 2013 Sponsor Co-Chairs**



## ICIS Corporate and Academic Sponsorship Opportunities

### Platinum Sponsor, starting from \$25,000

- › ICIS Registrations – 4
- › Exhibit Booths – 2
- › Logo in Program Guide
- › Logo/Link on ICIS Website
- › Logo on Conference Signs
- › Full Page Ad in Program Guide
- › Conference Packet or Bag Inserts -2
- › Invitation to Private
- › AIS Leaders Reception
- › Recognition in Conference Proceedings
- › Pre-conference Session Time Slot (one day or two half-day sessions)

### Silver, starting from \$5,000

- › ICIS Registration – 1
- › Exhibit Booth – 1
- › Logo in Program Guide
- › Logo/Link on ICIS Website
- › Logo on Conference Signs
- › Program Guide Ad – 1/4 page
- › Recognition in Conference Proceedings
- › Invitation to Private AIS Leaders Reception

### Gold Sponsor, starting from \$10,000

- › ICIS Registrations – 2
- › Exhibit Booth – 2
- › Logo in Program Guide
- › Logo/Link on ICIS Website
- › Logo on Conference Signs
- › Program Guide Ad - 1/2 page
- › Conference Packet or Bag Insert – 1
- › Invitation to Private AIS Leaders Reception
- › Recognition in Conference Proceedings

### Bronze, starting from \$3,000

- › ICIS Registration – 1
- › Logo in Program Guide
- › Logo/Link on ICIS Website
- › Logo on Conference Signs
- › Recognition in Conference Proceedings
- › Invitation to Private AIS Leaders Reception



## ICIS Academic Content Sponsorships

### Track Sponsor, starting from \$1,000 per track

- › Logo on Session Room Signage for each Session in Sponsored Track
- › Logo and Mention with Session Description in Program Guide for each Session in the Sponsored Track
- › Recognition in Conference Proceedings

### Session Sponsor, starting from \$250 per session

- › Logo on Session Room Signage
- › Logo and Mention with Session Description in Program Guide

## Additional Sponsor and Branding Opportunities

Other opportunities to consider are listed below.

We would be happy to work with you to create a unique sponsorship and branding opportunity as well. Please contact [sponsorship@aisnet.org](mailto:sponsorship@aisnet.org) and/or anyone of our Conference Sponsor Co-Chairs to discuss further ideas and opportunities.

For example:

- › Women in IS Event
- › AM/PM Breaks
- › Evening Social Event
- › Conference Bag sponsorship



# ICIS 2013 Sponsorship Agreement

For information regarding sponsor contracts, benefit fulfillment, registration or exhibit logistics, please contact [sponsorship@aisnet.org](mailto:sponsorship@aisnet.org)

## Sponsorship Options

(select one)

- Platinum Sponsor starting from \$25,000
- Gold Sponsor starting from \$10,000
- Silver Sponsor starting from \$5,000
- Bronze Sponsor starting from \$3,000
- Track Sponsor starting from \$1,000 per Track
- Session Sponsor starting from \$250 per Session
- Other \_\_\_\_\_  
Amount \_\_\_\_\_

## Company/University Information

Company/University \_\_\_\_\_

Street: \_\_\_\_\_ Suite: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_

Country: \_\_\_\_\_ Zip/ Postal Code: \_\_\_\_\_

Telephone: ( \_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_ ) \_\_\_\_\_

Key Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

## Payment Information (Payment due October 1, 2013)

**Check:**  
Check #: \_\_\_\_\_ (Make checks payable to "Association for Information Systems")

**Credit Card:**  
 Amex     Mastercard     Visa

Authorized Amount \$ \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

## Billing Address (if different from above)

Street: \_\_\_\_\_ Suite: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Country: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

## Sponsorship Terms

In the event ICIS 2013 cancels the conference for any reason, a full refund will be issued, or at the company's option, this sponsorship fee may be transferred to another event. Other than the sponsorship fee herein, ICIS 2013 is not responsible for any and all costs the company may incur whether directly or indirectly related to this conference. Upon receipt of this agreement signed by the company representative, the company will be responsible for 100% of the contracted amount. No cancellations will be accepted. Acceptance of this application by ICIS 2013 constitutes a contract.

Name (please print): \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_