



 ACADEMY OF
Management

SPECIALIZED
CONFERENCE

Big Data and Managing in a Digital Economy
Surrey 2018

Sponsorship Opportunities

University of Surrey

Guildford, Surrey, UK
April 18-20, 2018

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ABOUT AOM

The Academy of Management is the preeminent professional association for management and organization scholars.

Our worldwide members are professors and Ph.D. students in business schools at universities, academics in related social science and other fields, and practitioners who value knowledge creation and application. Founded in 1936, our global community today is nearly 20,000 strong, spanning more than 120 countries.

OUR VISION

To inspire and enable a better world through our scholarship and teaching about management and organizations.

OUR MISSION

To build a vibrant and supportive community of scholars by markedly expanding opportunities to connect and explore ideas.

20,000

Members

6%

Executives

68%

Academics

24%

Students

ABOUT THE CONFERENCE

Big Data and Managing in a Digital Economy

April 18-20, 2018

Hosted by the University of Surrey, in collaboration with the following Divisions and Interest Groups of the Academy of Management: Business Policy & Strategy (BPS), Human Resources (HR), Management Consulting (MC), Organizational Behavior (OB), Organizational Communication & Information Systems (OCIS), Organization & Management Theory (OMT), Organizations & the Natural Environment (ONE), Social Issues in Management (SIM), Technology & Innovation Management (TIM).

In an increasingly digital economy, opportunities dazzle, threats loom large, and management challenges abound. Pervasively connected and powered by digital technologies, to which extent will modern organizations require or invent new forms of management?

Big Data, digital businesses, platforms, innovation ecosystems, but also algorithmic organization, network effects, winner-take-all: far from being simply a purely technological phenomenon, digitization affects individuals, organizations, industries, markets, and regions. It alters individual and team behaviors, practices, organizational processes, industry dynamics, and influences outcomes at several levels of analysis. The digital phenomenon is multifaceted and affects how we work and how we organize. It changes the way organizations compete and innovate. It threatens long-lasting business models, and opens up new ways of creating and capturing value. As such, it is not only clearly relevant for management practitioners, but also centrally important for management scholars.

IMPORTANT DATES

January 10, 2018	Advertising materials for program due
January 18, 2018	Second deposit due (40%)
February 1, 2018	Deadline to be listed in program as a sponsor
March 5, 2018	Balance due
March 22, 2018	Deadline for reserving a sponsor table
April 18, 2018	Check in and set up of sponsor tables begins
April 18-20, 2018	Sponsor tables open to all attendees
April 20, 2018	Sponsor tables close and are dismantled for check out

*See below for more detailed instructions for shipping.

CONFERENCE SCHEDULE AT-A-GLANCE

Wednesday, April 18, 2018	Thursday, April 19, 2018	Friday, April 20, 2018
9:00am-1:00pm – Sessions	9:00am-1:00pm – Sessions	9:00am-1:00pm – Keynote
1:15pm-2:15pm – Lunch	1:15pm-2:15pm – Lunch	1:15pm-2:15pm – Lunch
2:30pm-5:45pm – Sessions	2:30pm-5:45pm – Sessions	2:30pm-4:00pm – Sessions
6:00pm-7:00pm – Reception	6:00pm-9:00pm – Gala/Keynote	

SPONSORSHIP OPPORTUNITIES

Listed below are types of sponsorships available. Each sponsorship will be further explained in the following pages

HOST

CONTRIBUTOR

SUPPORTER

GENERAL BENEFITS OF SPONSORSHIP

- In-person networking with Management Academics
- Exposure for your organization and its products
- Acknowledgement as a sponsor of an AOM specialized conference

SPONSORSHIP OPPORTUNITY DETAILS

HOST-The host sponsor contributes in kind to support the infrastructure of the conference by providing things like meeting space, audio visual equipment and other resources. **University of Surrey**

CONTRIBUTOR-Contributor sponsors contribute by purchasing a tangible conference item that is branded with your university or organization logo. See below for more information

SUPPORTER- This option is great for Institutions or divisions of the AOM to get involved on a small scale and help support the AOM on this exciting and meaningful new conference initiative. <\$1,000

CONTRIBUTOR SPONSORSHIP OPPORTUNITIES

**Enhance your organizations/university's marketing strategy by increasing your visibility as an official Sponsor
AOM's first Thematic Conference!**

Opportunity	HOST SPONSOR	Investment
OVERALL CONFERENCE SPONSOR: Your name/logo co-branded with AOM on all conference signage and marketing collateral as the sponsor of AOM's first Thematic Conference		University of Surrey

Opportunity	DIAMOND	Investment
GALA DINNER: Your name/logo on signage and branded on beverage napkins for the gala dinner that all attendees are invited to attend - SOLD		\$10,000

Opportunity	RUBY	Investment
HOTEL KEY CARDS: Your name/logo on the key cards that hundreds of attendees will receive upon check in. Keep your company information in the hands of attendees during the entire event		\$4,800
ID NAME BADGE LANYARD: Lanyard to display the conference nametag – Your name/logo along with the AOM logo included on the lanyards that all attendees receive		\$4,800
CONFERENCE TOTE BAGS: Your name/logo along with the AOM logo on the conference tote bags that get handed out at registration and the self-check-in kiosks		\$4,800
PHONE POCKETS: Your name/logo on the phone pockets given to all attendees at registration that can be stuck to any smartphone and offers visibility during and AFTER the meeting		\$4,800

Opportunity	EMERALD	Investment
ATTENDEE COMMUNITY-RESOURCE LIBRARY: Give attendees access to the resource library on the conference website for pre & post meeting. Attendees will be sent a special invitation branded with your name/logo with access instructions		\$2,400
PENS: your name/logo on pens handed out at conference registration		\$2,400

Opportunity	SAPPHIRE	Investment
ON-LINE MEETING REGISTRATION: Your name/logo on the “on-line” registration pages- <i>Deadline to reserve is September 15, 2017 - SOLD</i>		\$1,200
SPONSOR TABLE: Set up a table in the conference common space to set up materials and interact with attendees during the length of the conference. <i>See below for more information</i>		\$1,200

*ALL SPONSORSHIP OPPORTUNITIES ALSO INCLUDE BENEFITS LISTED BELOW

BENEFITS BY SPONSOR LEVEL

Benefits	Host	Contributor Diamond \$10,000	Contributor Ruby \$4,800	Contributor Emerald \$2,400	Contributor Sapphire \$1,200	Supporter \$250- \$1,000
Description in the Program and on the Sponsorship page of meeting website	450 words	300 words	300 words	150 words	150 words	
Complimentary Meeting registration/s	Two	Two	Two	One	One	
Table in the conference common space (see below for more information)	X	X	X	X	X	
Acknowledgement on sponsor banner near Registration area	X	X	X	X	X	X
30 Second video about your organization in the Dynamic Edition of the Program (sponsor provides)	X	X	X	X	X	
Name/logo on the Meeting Website Home page	X	X	X			
Digital ad on AOM website-3 months (excludes home & about us pages)	X	X	X			
Complimentary ad in one of AOM's publications during the calendar year from the sponsorship contract date	Full page	Full page	Full page	½ page	½ page	
Seat/s at sponsor table at the Gala Dinner	Three	Two	Two	One	One	

ADDITIONAL INFORMATION

Security and Liability:

There is campus security on-site 4 hours a day, 7 days a week. They will be roaming but have a permanent office in Senate House (the main University Administration building). Although there is security, we ask that you DO NOT leave any valuables on your table when it is not attended.

Sponsor Tables:

Each sponsor is entitled to have a table in the conference common space to set up materials and interact with attendees during the length of the conference. We ask that if a sponsor chooses to have a table that someone be present at the table during the hours of the conference (listed above). Materials include marketing collateral and/or any materials that can fit on the table. One vertical pop up banner or table top banners are allowed however, banners that needs to be rigged or hung are not permitted.

Each table includes:

- Access to electric
- Wireless internet access
- 2 chairs

Hotel Accommodations:

Sponsors are responsible for making their reservations. Visit the conference website for updated hotel information.

Shipping:

Please ship any materials you need for the sponsor table to the following address beginning up to three weeks prior to the conference:

36 MS 02

Rik Medlik Building

Stag Hill campus

University of Surrey

GU2 7XH

Upon your arrival, items can be retrieved at the Rik Medlik building.

AOM Division ListSerts and Communities:

A popular means by which the AOM divisions engage members in academic discussion and community building.

Please [click here](#) for a full list of listSerts and communities hosted by the Academy of Management.

Payment Policy:

Amount	Due Date	Notes
30% deposit	Due at time of contract	Non-refundable
40% deposit	*Due 90 days before meeting start date	Non-refundable
Balance	*Due 45 days before meeting start date	Non-refundable

*See above “important dates”

Cancellation Policy:

Cancellations must be made in writing to mjohnson@aom.org prior to March 5, 2018. Any cancellations after this date are 100% non-refundable