

ACADEMY OF MARKETING SCIENCE 2020 ANNUAL CONFERENCE EXHIBITOR PARTNERSHIP AGREEMENT

Conference: 2020 Academy of Marketing Science Annual Conference Dates: May 20-22, 2020
 Location: Biltmore Hotel Coral Gables; 1200 Anastasia Blvd.; Coral Gables, FL 32134 Main Tel: (305) 445-1926
 -Members are Professors and doctoral students of marketing and related fields-key influencers/thought leaders throughout the United States and international locations

DIAMOND \$6,000

- One session, up to 90-minutes, for vendor instructional program presentation *(see page 2 for restrictions and details)*
- Four conference registrations
- Two exhibit tables
- Sponsorship of one (1) coffee break
- 1/2- page ad in the AMS Conference Program
- 1/4- page ad in AMS Quarterly
- Pre-conference e-mail to pre-registered attendees via the AMS office*
- Purchase deadline: February 1, 2020

PLATINUM \$3,000

- Three conference registrations
- Two exhibit tables
- Sponsorship of two (2) coffee breaks
- 1/2- page ad in the AMS Conference Program
- 1/4- page ad in AMS Quarterly
- Pre-conference e-mail to pre-registered attendees via the AMS office*
- Purchase deadline: April 1, 2020

GOLD..... \$2,500

- Two conference registrations
- One exhibit table
- Sponsorship of two (2) coffee breaks
- 1/2 page ad in the AMS Conference Program
- 1/4 page ad in AMS Quarterly
- Purchase deadline: April, 1, 2020

SILVER\$1,500

- One conference registration
- One exhibit table
- Sponsorship of one (1) coffee break
- 1/2- page ad in Conference Program
- Purchase deadline: April 1, 2020

ADD-ONS (for vendors purchasing any package listed above)

- Additional Conference Registration \$ 500
- Sponsor an additional Coffee Break \$ 500
- Sponsor an Evening Reception \$ 1,800
- Print Flyer and place in Conference Bags (price per page side) \$ 4

ADVERTISING OPTIONS (if not purchasing a package or in addition to package offer)

Purchase deadline: April 1, 2020 Artwork deadline: 4/15/2020 First-come, first-serve basis.

- AMS Quarterly Newsletter
 - Full page ad..... \$ 500
 - Half (1/2) page ad \$ 350
 - Qtr (1/4) page ad \$ 200
- AMS Conference Program ad** (outside back cover) \$ 400
 - (inside back cover) \$ 300
 - (inside 1/2 page) \$ 200

TOTAL AMOUNT _____

Diamond Package

Restrictions and Details

- 1) One session (no longer than 90 minutes) whereby the vendor can present an instructional program detailing how faculty will benefit from their product (software/publication/resources/etc.). Session times will be determined by AMS, take place during the normal run of sessions, and will not be plenary. Attendance (number of attendees) cannot be guaranteed. No two Diamond vendors will present at the same time. Conference programs typically run from Wednesday at 8:30 until Friday at 5:00 PM. Sessions are only possible within this time-frame. All speakers must be registered with the conference.
- 2) Vendor sessions will be publicized in pre-conference announcements and in the official AMS program, time allowing.
- 3) Time will be scheduled based on availability after all papers, special sessions, and workshops have been scheduled. Time slots are solely based on availability and specific scheduling requests cannot be accommodated.
- 4) Standard session AV equipment provided by AMS and in addition, one Wi-Fi login for the presenter during the session. Standard AV includes a projector and computer as well as a screen package. Any additional AV or networking resources will be the financial responsibility of the vendor. No food or drinks will be provided in the session by AMS nor will AMS coordinate these items on behalf of the vendor. All hotel policies must be followed including any food and beverage requirements.
- 5) Purchase Deadline (Diamond Package only): February 1, 2020

*Terms of use: sponsor can choose a post-conference email in lieu of a pre-conference email. An opt-out option link must be provided within the content of the email.

**For ad purchase: Camera-ready ad (full size conference program measures 9" x 4") must be provided by 4/15/2020. Ad orders and placement will be first-come, first serve basis.

Exhibitors will be responsible for contracting with hotel any additional charges including but not limited to electrical power, audiovisual rentals, and drayage fees. AMS will not coordinate incoming or outgoing shipment of materials nor be responsible for any related shipping charges. A cancellation fee of \$150.00 will be imposed for cancellations received from April 14 through May 12, 2020. No refunds after May 12, 2020.

The authorized personnel and signature below hereby accept this agreement as outlined in the details above.

Signature _____

Print Name _____

Title _____

Company _____

Address: _____

City _____ State _____ Zip Code _____

Email _____ Phone _____

Name(s) of Conference Attendee(s): 1) _____

2) _____ 3) _____ 4) _____

For **Diamond Package**: Please return this completed form by **February 1, 2020**; or for **all other items** by **April 1, 2020**, to:

ACADEMY OF MARKETING SCIENCE

Louisiana Tech University
P.O. Box 3072
Ruston, LA 71272

E-mail: ams@latech.edu
Phone: 318-257-2612
Fax: 318-257-2473

Once form is received by AMS, an invoice will be forwarded to the provided email with payment instructions.

Contact the [AMS office](#) or VP for Development- Janna Parker (parke4jm@jmu.edu) for inquiries.