# ACADEMY OF MARKETING SCIENCE

## ANNUAL CONFERENCE EXHIBITOR PARTNERSHIP AGREEMENT

**Conference:** 2022 Academy of Marketing Science Virtual Annual Conference  
**Date:** May 25-27, 2022  
**Location:** Portola Hotel & Spa, 2 Portola Plaza, Monterey Bay, CA  
**Audience:** 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 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 and 1/4- page ad in AMS Quarterly  
Pre-conference e-mail to pre-registered attendees via the AMS office*  
**Purchase deadline:** *February 1, 2022*

### PLATINUM ................................................................................................................................. $3,000
Three conference registrations  
Two exhibit tables  
Sponsorship of two (2) coffee breaks  
1/2- page ad in the AMS Conference Program and 1/4- page ad in AMS Quarterly  
Pre-conference e-mail to pre-registered attendees via the AMS office*  
**Purchase deadline:** *April 1, 2022*

### GOLD ....................................................................................................................................... $2,500
Two conference registrations  
One exhibit table  
Sponsorship of two (2) coffee breaks  
1/2 page ad in the AMS Conference Program and 1/4 page ad in AMS Quarterly  
**Purchase deadline:** *April 1, 2022*

### SILVER ..................................................................................................................................... $1,500
One conference registration  
One exhibit table  
Sponsorship of one (1) coffee break  
1/2- page ad in the AMS Conference Program  
**Purchase deadline:** *April 1, 2022*

### 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  
- Sponsor of Conference Treat to be send to attendees (costs plus shipping).................. $500  
- 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 – *First come, first-serve basis*)
**Purchase deadline:** *April 1, 2022*; **Artwork deadline:** *April 15, 2022*
- 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 time will be determined by AMS and take place during the normal run of sessions, and it 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 AM through Friday at 5:00 PM. Sessions are only possible within this time frame. All speakers must be registered for the conference ahead of time.

2) Vendor sessions will be publicized in pre-conference announcements and in the 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 including a projector, computer, and screen package. Additional AV or network resources beyond one Wi-Fi login for the presenter during the session will be the financial responsibility of the vendor. No food or drinks will be provided during the session by AMS nor will AMS coordinate these items on behalf of the vendor. All hotel policies must be followed including any food/beverages requirements.

5) Purchase Deadline (Diamond Package only): February 1, 2022

*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”x4”) must be provided by 4/15/2022. Ad orders and placement will be first-come, first serve basis.

Exhibitors will be responsible for contracting with the hotel for any additional charges including but not limited to electrical power, audiovisual rentals, and drayage fees. AMS will not coordinate incoming or outgoing material shipments nor be responsible for related shipping charges. A $150 cancellation fee will be imposed for cancellations received until May 12, 2022. No refunds after May 12, 2022.

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: ________________

Social media: __________________________________________

Name(s) of Conference Attendee(s): 1) ___________________________ 2) ___________________________
3) ___________________________ 4) ___________________________

For Diamond Package- please return OR scan and email this completed form by February 1, 2022. All other forms need to be submitted by April 1, 2022 to:

ACADEMY OF MARKETING SCIENCE
Louisiana Tech University
P.O. Box 3072
Ruston, LA 71272

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

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

For any questions, please contact the AMS Office (ams@latech.edu).