

ISMS Marketing Science Conference 2024

SPONSORSHIP PROSPECTUS



UNSW
SYDNEY

ISMS Marketing Science Conference 2024

SPONSORSHIP BENEFITS & OPPORTUNITIES

June 27-29 (Thursday-Saturday), 2024 | International Convention Centre (ICC), Sydney

The 46th INFORMS Society for Marketing Science (ISMS) Marketing Science Conference is a unique opportunity to connect and network with close to 1,000 leading marketing scholars, practitioners, and policymakers with a shared interest in rigorous scientific research on marketing problems.

Sponsors receive all the below-listed package benefits and opportunities.

SPONSORSHIP OPTION	PLATINUM (AU\$20,000)	GOLD (AU\$15,000)	SILVER (AU\$7,500)	BRONZE (AU\$5,000)	MASS- Blue (AU\$5,000)
Acknowledged as sponsor in conference program (logo and profile placement)	✓	✓	✓	✓	
Promotional acknowledgement in pre-event email to delegates	✓	✓	✓	✓	
Social media mention in the lead up to the conference	✓	✓			
Full Conference Registration(s)	4	3	2	1	
Recognition during Plenary Award Ceremony (including logo in title slide)	✓	✓	✓	✓	

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SPONSORSHIP BENEFITS & OPPORTUNITIES (CONTINUED)

SPONSORSHIP OPTION	PLATINUM (AU\$20,000)	GOLD (AU\$15,000)	SILVER (AU\$7,500)	BRONZE (AU\$5,000)	MASS- Blue (AU\$5,000)
Opportunity to display banner in Pymont Theatre (P) or Registration Desk (R)	✓ P	✓ R	✓ R		
Opportunity to provide promotional material to conference attendees in welcome packet	2 Pages	1 Page	0.5 Page		
Exclusive opportunity to attend the Executive Marketing Analytics Breakfast *	1	1			
Women in Marketing Science Lunch* naming right (including 3-min presentation at the start)	✓				
MASS* naming right for its Keynote, Fireside Chat or Panel Discussion and 5 MASS tickets					✓

* See the details of these events in the next 3 pages.

Please visit <https://www.unsw.edu.au/business/our-schools/marketing/news-events/isms-marketing-science-conference-2024> for the most current sponsorship opportunities, as package availability and timing are subject to change.

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SESSION SPONSORSHIP BENEFITS & OPPORTUNITIES

About the Executive Marketing Analytics Breakfast:

Our Executive Marketing Analytics Breakfast is a specially designed forum where industry leaders, government representatives, and world-leading academics come together to share problems and best practice in the realm of marketing analytics. Building on the success of events like The Marketing Analytics Symposium Sydney (MASS) and the Marketing Science Practice Prize, this specialized breakfast session will further knowledge exchange and networking opportunities among esteemed professionals and academics from around the world.

As a platinum or gold sponsor, you will have the exclusive right to participate in this breakfast. Participating in the Executive Marketing Analytics Breakfast offers you privileged networking opportunities with Australian marketing leaders and globally recognized marketing academics associated with premier business schools worldwide. Engage with the forefront of industry intellect and expertise by joining us at the Executive Marketing Analytics Breakfast, where innovation meets collaboration.

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WOMEN IN MARKETING SCIENCE SPONSHORSHIP BENEFITS & OPPORTUNITIES

About the Women in Marketing Science Lunch:

The Women in Marketing Science Lunch is a highlight within the annual ISMS Marketing Science Conference, dedicated to celebrating and promoting the invaluable contributions of women in the realm of marketing science. This tradition began at Rice University in 2011, setting the stage for an ongoing platform that unites women researchers and experts in marketing. Here, they can connect, share their insights, and engage in conversations on the latest trends, challenges, and opportunities within the field of marketing science.

With a core mission of empowerment and support, this event champions diversity and inclusion, striving to inspire and guide future generations of women towards rewarding careers in marketing science. On Friday 28 June 2024, this exceptional event will unfold at the 355-seat Cockle Bay Room within the ICC. Attendance to the Women in Marketing Science Lunch is expected to be 200+ participants.

As a Platinum sponsor, you have the privilege of not only securing the naming rights for this all-encompassing event but also delivering a 3-minute opening address. This address provides you with an invaluable opportunity to showcase your brand and express your core values to the prominent female academics associated with the world's foremost business schools.

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MASS SPONSORSHIP BENEFITS & OPPORTUNITIES

About the Marketing Analytics Symposium Sydney (MASS):

The Marketing Analytics Symposium – Sydney (MASS) is an annual symposium that provides a unique opportunity for leading marketing executives and academics from around the world to exchange views and research on cutting-edge marketing analytics. It has been successfully held in 2020, 2022, and 2023.

In 2024, it will be a special session in the ISMS Marketing Science Conference 2024, during the morning of Thursday 27 June 2024. The session will include keynote speeches by leading marketing executives and professors, a fireside chat, and a panel discussion. This exceptional event will unfold at the 1000-seat Pymont Theater within the ICC. Attendance to the MASS special track is expected to be 150+ participants.

As part of the sponsorship deal, your included 5 MASS tickets allow complementary entry to MASS. You are also entitled to naming rights for one of the components of MASS: a keynote speech, the fireside chat, or the panel discussion.

MASS is a unique platform to communicate your brand to leading-edge Australian marketing professionals and top international marketing academics affiliated with the world's leading business schools.



ISMS Doctoral Consortium 2024

SPONSORSHIP BENEFITS & OPPORTUNITIES

June 26 (Wednesday), 2024 | UNSW Campus

The consortium is an annual event for doctoral students from universities around the world and focuses on the fellows' intellectual and professional development by offering a program that features both plenary and breakout sessions as well as various opportunities for both professional dialogue and social interaction. Sessions will run throughout the day.

Sponsors receive all the listed package benefits.

SPONSORSHIP OPTION	DOCTORAL CONSORTIUM (AU\$5,000)
Acknowledged as sponsor in Consortium program (logo and profile placement)	✓
Acknowledged by Consortium Chairs at opening and closing (including logo in presentation)	✓
Recognition during consortium (including logo in title slide)	✓
Opportunity to display banner at the consortium	✓

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SPONSORSHIP OPTIONS

OPTIONS	INVESTMENT
PLATINUM	AU\$ 20,000
GOLD	AU\$ 15,000
SILVER	AU\$ 7,500
BRONZE	AU\$ 5,000
MASS-BLUE	AU\$ 5,000
DOCTORAL CONSORTIUM	AU\$ 5,000

For question about the sponsorship, please email marketingscience2024@unsw.edu.au