



SMS 39th Annual Conference in Minneapolis: Sponsorship Guide

October 19 – 22, 2019
Hilton Minneapolis
Minneapolis, MN, USA

Information on Sponsoring Opportunities

The annual conference of the Strategic Management Society (SMS) brings together international thought leaders from academe, business, and consultancy interested in strategic management. There will be 1000-1200 attendees traveling to Minneapolis to attend keynote speeches, practitioner panels, sessions with scholars presenting their cutting edge research, workshops, as well as a variety of networking events.

The SMS is seeking corporate or institutional sponsors who may be interested in this type of international visibility through sponsorship of various parts of the conference.

Conference Material

Attendees of the SMS Conference receive a conference program booklet and customized conference materials. We seek sponsors to help offset the expenses of these items. Sponsor levels range from US\$ 3,500-8,000. SMS can provide the following in recognition for the sponsor:

- ◆ One page of advertising in the conference program booklet
- ◆ Sponsor name and link displayed on the SMS Conference Web site

Products & Services

A possible contribution is to provide a product or service. The sponsor levels range from US\$ 5,000-10,000. In recent years such support ranged from providing funding for the gala dinner, wine for a cocktail reception or security for the exhibit hall. SMS will provide the following as recognition:

- ◆ Sponsorship prominently displayed at the event or location
- ◆ One page of advertising in the conference program booklet
- ◆ Name and link displayed on the SMS Conference Website

Corporate or Institutional Conference Sponsors

A sponsoring company or institution may choose to make a contribution to help offset the operational expenses of the conference. The opportunities for sponsorship and recognition are categorized into a variety of areas.

Bronze Sponsor - US\$ 10,000

The sponsor company or institution will receive:

- ◆ Two (2) complimentary conference registrations
- ◆ One page of advertising in the conference program booklet
- ◆ Name and link displayed on the SMS Conference Website

Silver Sponsor - US\$ 20,000

The sponsoring company or institution will receive:

- ◆ Five (5) complimentary conference registrations
- ◆ One page of advertising in the conference program booklet
- ◆ Name and link displayed on the SMS Conference Website

Gold Sponsor - US\$ 50,000

The sponsoring company or institution will receive:

- ◆ Name, sponsor description, and link display on the SMS Conference Website
- ◆ Complimentary exhibit space in the conference exhibit area
- ◆ Ten (10) complimentary conference registrations
- ◆ Two pages of advertising in the conference program booklet
- ◆ Sponsor brochure/collateral included in the onsite conference package

Platinum Sponsor - US\$ 100,000

The sponsoring company or institution will receive:

- ◆ Name, sponsor description, and link display on the SMS Conference Website
- ◆ Complimentary exhibit space in the conference exhibit area
- ◆ Fifteen (15) complimentary conference registrations
- ◆ Three pages of advertising in the conference program booklet
- ◆ Sponsor brochure/collateral included in the onsite conference package
- ◆ Named as Co-Sponsor on Call for Proposal, website and all printed material
- ◆ Participation in development and design of conference plenary program



Social Event Sponsors

Our conference has multiple high-caliber social events and functions included within the registration fees. They are an integral part of the conference, very well attended by conference attendees and an excellent way to showcase a sponsoring company or institution.

Coffee Break Sponsor - US\$ 5,000-7,500

The sponsoring company or institution will receive:

- ◆ One (1) complimentary conference registration
- ◆ Sponsorship displayed in the event title
- ◆ Name, logo, description, and link displayed on the SMS Conference Website

Cocktail Reception Sponsor - US\$ 10,000-15,000

The sponsoring company or institution will receive:

- ◆ Three (3) complimentary conference registrations
- ◆ Sponsorship displayed in the event title
- ◆ Sponsor's collateral included in the onsite conference materials
- ◆ One page of advertising in the conference program booklet
- ◆ Name, logo, description, and link displayed on the SMS Conference Website

Luncheon Sponsor - US\$ 15,000-25,000

The sponsoring company or institution will receive:

- ◆ Five (5) complimentary conference registrations
- ◆ Public acknowledgment at the event
- ◆ Sponsorship displayed in the event title
- ◆ Name listed in the onsite conference materials in conjunction with the event
- ◆ One page of advertising in the conference program booklet
- ◆ Name, logo, description, and link displayed on the SMS Conference Website
- ◆ Sponsor's collateral included in the onsite conference materials

Opening Reception Sponsor - US\$ 35,000-50,000

The sponsoring company or institution will receive:

- ◆ Ten (10) complimentary conference registrations
- ◆ Public acknowledgment at the event
- ◆ Sponsorship displayed in the event title
- ◆ Name listed in the onsite conference materials in conjunction with the event
- ◆ One page of advertising in the conference program booklet
- ◆ Name, logo, description, and link displayed on the SMS Conference Website
- ◆ Sponsor's collateral included in the onsite conference materials



Monday Evening Celebration Sponsor - US\$ 50,000-75,000

This is our major off-site event for conference attendees to get a taste of the hosting city. The sponsoring company or institution will receive:

- ◆ Fifteen (15) complimentary conference registrations
- ◆ Sponsorship prominently displayed at the event & in event title
- ◆ Name listed in the onsite conference materials in conjunction with the event
- ◆ Two pages of advertising in the conference program booklet
- ◆ Name, logo, description, and link displayed on the SMS Conference Website
- ◆ Public acknowledgment at the event
- ◆ Sponsor's collateral included in the onsite conference materials

We appreciate your interest in exploring sponsorship opportunities for our Annual Conference and would welcome the start of a conversation. For more information, please contact **Elizabeth Ziola** at eziola@strategicmanagement.net in the SMS Executive Office.

a professional society for the advancement of strategic management

The Strategic Management Society (SMS) is unique in bringing together the worlds of reflective practice and thoughtful scholarship. The Society consists of over 3,000 members representing more than 80 different countries. Membership, composed of academics, business practitioners, and consultants, focuses its attention on the development and dissemination of insights on the strategic management process, as well as fostering contacts and interchange around the world.

The Society is probably best known through the Strategic Management Journal (SMJ) published by John Wiley & Sons. This Class A journal has become the leading scholarly publication in the field of Strategic Management and is consistently rated one of the top publications in the management area. In 2007 the Society launched the Strategic Entrepreneurship Journal (SEJ) and in 2010 the Global Strategy Journal (GSJ). The intent is for these quarterly publications to become Class A journals and to promote the development and dissemination of advances in the field by maintaining the highest standards of intellectual thought combined with practical relevance, just as their sister publication SMJ has done for many years.



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