

GITMA 2018 Sponsorship Opportunities

On behalf of the GITMA 2018 Conference Committee, we invite you to become a sponsor for the 18th Global Information Technology Management Association (GITMA) conference to be held in Mexico City, Mexico on July 8-10, 2018. GITMA is a worldwide organization of academics, researchers, industry leaders, and students who collaborate and share knowledge on all aspects of information systems and technology.

Past conferences have been held in locations such as Kuala Lumpur, Malaysia; Bangalore, India; Washington, D.C., Las Vegas, NV; Calgary, Canada, Naples, Italy; and other locations worldwide. Attendance is typically 125 to 150 academics, researchers, and practitioners. About 60% of our attendees are from overseas and travel specifically for the conference.

Sponsorships provide an excellent opportunity to promote your organization. We believe our conference offers a compelling value proposition. In a world of escalating pricing for conference sponsorships (typically ranging from \$5000 to \$10,000), we believe you will find our pricing model **very affordable**. We want to provide you the best possible value for your budget and will do our very best to create a customized package that fits your needs. Please take a moment to review the available sponsorship and exhibiting opportunities and let us know how we can help you reach your marketing goals and objectives.

Why become a corporate sponsor? Three big reasons!

1. **Continue your learning!** Get exposed to cutting-edge IS research on a wide variety of IS topics. Conferences like this provide you with time to renew and reflect.
2. **Expand your network!** Interact with IS researchers from around the world as well as with our industry keynote speakers and executive panelists.
3. **Promote your organization!** This is a valuable opportunity to educate faculty members attending the conference on your particular business solution. They are likely to include your solution in their publications as well as educate the next generation of business decision-makers.

GITMA is frequently described as a “family”. We invite you now to join our family and meet us in Mexico City!

Sincerely,

Prashant Palvia

Conference Chair for GITMA 2018

The University of North Carolina at Greensboro, USA

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More info at: www.gitma.org

GITMA 2018 Sponsorship Pricing

Platinum sponsorship (\$2500) includes the following benefits:

- A table in the exhibit area
- Three registrations for attending the conference including official meals
- Opportunity to host panel or workshop
- Organization logo on front cover of conference program
- Organization logo on conference web site with hyperlink to corporate site
- Seat at head table for keynote ceremony
- Listing in program as sponsor of keynote session
- Official award plaque
- Organization name included in all promotional emails
- Full page ad in conference program
- Opportunity to participate in two pre-conference promotional e-mails
- Opportunity to add bag inserts

Gold sponsorship (\$1500) includes the following benefits:

- A table in the exhibit area
- Two registrations for attending the conference including official meals
- Organization logo inside the conference program
- Organization logo on conference web site with hyperlink to corporate site
- Official certificate of sponsorship
- Half page ad in conference program
- Opportunity to add bag inserts

Silver sponsorship (\$750) includes the following benefits:

- One registration for attending the conference including official meals
- Organization literature at an unmanned table in the exhibit area
- Organization logo inside the conference program
- Organization logo on conference web site with hyperlink to corporate site
- Quarter page ad in conference program

Please note: If you do not see an option that fits your particular needs, please inquire about the ability to customize an option for your organization. We appreciate your support!