The Southern Management Association (SMA) annual meeting will be held October 24-28, 2022 in St. Pete, FL. This premier event offers more than 100 educational sessions, a variety of networking events, professional development opportunities, and student consortia for those who are interested in the study of management.

SMA is an affiliate of the Academy of Management and the membership of SMA consists of more than 450 members, representing more than 400 colleges, universities, and business firms from approximately 15 countries.

Sponsorship opportunities are available for you to increase visibility, attain marketing goals, and provide financial support for this important event. The deadline for sponsorship application is Friday, September 8th, 2023. For information, contact:

-SMA Director of Sponsorship, Gabby Swab at rswab@georgiasouthern.edu OR
-SMA Executive Director, David Nershi at dnershi@southernmanagement.org
**Premiere Conference Sponsorships**

**Conference Bag Sponsor - $6,000 - Exclusive**
Logo on conference bags.

**Lanyard & Name badge Holder Sponsor - $5,000 - Exclusive**
Logo on attendee lanyard and name badge holder.

**Gold Sponsor Benefits**
- 1 registration bag insert
- 1 branded pop-up banner
- optional exhibitor table
- ad in Whova app
- invitation to and recognition at Wednesday lunch
- recognition: online, onscreen, and in social media

**Silver Sponsor Benefits**
- 1 registration bag insert
- optional exhibitor table
- ad in Whova app
- invitation to and recognition at Wednesday lunch
- recognition: online, onscreen, and in social media

**$3,000 - Multiple Sponsors**
Cumulative sponsorship option purchases between $3,000 to $4,999.
Event Sponsorships

Reception & Break Sponsorships

All event sponsorships include:
- branding at event (sign, digital sign, or projected)
- recognition tied to event (Whova, online)

Consortia/Pre-conference Welcome Reception (Tue) - $1,800 - Multiple Sponsors
- Invitation to give short speech at event
- Table card with name and basic info about the sponsor
- Option to provide informational brochures to be placed on a table at the door

Welcome Reception (Wed) - $2,800 - Multiple Sponsors **Prominent recognition at kickoff event**
- Welcome banner (which remains in place throughout the conference)
- Invitation to give short speech at event
- Table card with name and basic info about the sponsor
- Option to provide informational brochures to be placed on a table at the door

SMA Presidential and Hunt/SOSA Award Reception (Thu) - $2,800 - Multiple Sponsors
- Pop-up banner
- 1 registration bag insert
- Invitation to give a short speech at event
- Table card with name and basic info about the sponsor
- Option to provide informational brochures to be placed on a table at the door

Cafe SMA - $1,000 each day (Thu, Fri, Sat) - Exclusive each day **Popular beverage & snack attraction**
- Pop-up banner
- 500 branded napkins

Networking Snack Break - $500 per break - Multiple Sponsors **Help attendees enjoy their networking**
- Signage
- You may provide up to 144 branded coffee mugs as a giveaway (or other optional giveaways - flash drives, pens, etc.)
Event Sponsorships

All event sponsorships include:
- branding at event (sign, digital sign, or projected)
- recognition tied to event (Whova, online)

Consortia Sponsorships

Pre-Doctoral Consortium  -  $1,500  -  Exclusive
Early Doctoral Consortium - $1,500 - Exclusive
Late Doctoral Consortium  -  $1,500  -  Exclusive
Faculty Consortium        -  $1,500  -  Exclusive
Consortia Breakfast       - $1,000  -  Multiple

Recognition with consortium sponsorship:
– Whova app
– Onscreen/projected
– Recognition in business meeting
– Option to provide info brochures about institution at the door of the event
– Invitation to give a short speech at the sponsored consortium

Other Events

TRIVIA
Food/Snacks at Trivia Night - $1,250 - Exclusive
Provide refreshments for the participants of this highly successful event.

DEBATE
Food/Snacks at Debate - $800 - Multiple

IMPROV
Food/Snacks at Improv - $800 - Multiple
James G. Hunt SMA Sustained Outstanding Service Award  $2,500
*the sponsor of this award will be recognized during the Thursday night reception

SMA Best Overall Paper    $2,500

SMA Best Overall Student Paper    $1,500

**Awards per Track**

<table>
<thead>
<tr>
<th>Track</th>
<th>Best Paper</th>
<th>Best Doc Paper</th>
<th>Best Reviewer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurship/Family Business/Innovation</td>
<td>$750</td>
<td>$250</td>
<td>$250</td>
</tr>
<tr>
<td>Health Care/Hospitality Mgmt./Public Admin</td>
<td>$750</td>
<td>$250</td>
<td>$250</td>
</tr>
<tr>
<td>Org. Theory/International Mgmt./Mgmt. History</td>
<td>$750</td>
<td>$250</td>
<td>$250</td>
</tr>
<tr>
<td>Careers/Social Issues/Diversity Issues/Ethics</td>
<td>$750</td>
<td>$250</td>
<td>$250</td>
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<tr>
<td>Organizational Behavior</td>
<td>$750</td>
<td>$250</td>
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<tr>
<td>Strategic Mgmt.</td>
<td>$750</td>
<td>$250</td>
<td>$250</td>
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<tr>
<td>Innovative Teaching/Mgmt. Education</td>
<td>$750</td>
<td>$250</td>
<td>$250</td>
</tr>
</tbody>
</table>

Award sponsor recognition includes:
- recognition at the awards ceremony
- recognition online
Other Sponsorship Opportunities

T-shirts - In Kind - Exclusive
You print and provide the conference t-shirt and hundreds of members become “brand ambassadors.” (design subject to approval)

Registration bag fliers/promotional items
$100 per printed item; $25 for promotional items (provided by sponsor); fliers and other items will only be available in bag (not the registration desk); items are subject to approval

Family Care Sponsorship - $1,000 (multiple sponsors)
As a new SMA initiative, onsite childcare will be available during the conference for the low rate of $15 per hour (per child)! This sponsorship assists in offsetting some of the setup costs to SMA! Please contact Gabby for additional details on this sponsorship.

Exhibitors
$500 per table! - Limit of 6 exhibitors
Take this opportunity to talk about your organization and share your materials in a high-traffic area! We will provide the skirted table and chairs.

Exhibitor recognition includes:
- Whova ad and app based recognition
- 1 complimentary registration
- Inclusion in a “Meet the Exhibitors” flier in registration bag
Thank you in advance for your support of SMA and this important conference!

** SMA welcomes customized sponsorships **

If you do not see an option you are interested in, or need additional assistance, please contact the SMA Sponsorship chair - Gabby Swab at rswab@georgiasouthern.edu - or the SMA Executive Director - Dave Nershi at dnershi@southernmanagement.org

HOW TO PLACE YOUR ORDER

1. Go to the SMA sponsorship order site at https://smgmt.org/sponsorship/
2. Upon approval of the sponsorship, you will receive an email from SMA.
3. Specs for graphics to be made available upon request.

Again, please contact Gabby or Dave with any questions!