

SMA 2021

Rue D'Orléans
Orleans



Southern Management Association
2021 Annual Meeting - New Orleans, LA - Nov. 2-6, 2021

SPONSORSHIP & EXHIBITION

The Southern Management Association (SMA) annual meeting will be held **November 2-6, 2021**, in **NEW ORLEANS, LA**. 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.

The Southern Management Association is an affiliate of the Academy of Management. SMA membership consists of more than 1,100 members representing more than 350 colleges, universities, and business firms in 48 states and 30 countries.

S·M·A
SOUTHERN MANAGEMENT ASSOCIATION



SPONSORSHIP OPPORTUNITIES

Diverse sponsorship opportunities are available for you to increase visibility, attain marketing goals, and provide financial support for this important event. The deadline for sponsorship applications is Friday, **September 17, 2021**. For information, contact:

- SMA Director of Sponsorship, Bart Debicki at bdebicki@towson.edu, or
- SMA Executive Director, David Nershi at dnershi@southernmanagement.org.

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*** PREMIERE CONFERENCE SPONSORSHIPS ***

GOLD

Conference Bag Sponsor — \$6,000 — Exclusive

- ◆ Logo on conference bags.

Lanyard & Namebadge Holder Sponsor — \$6,000 — Exclusive

- ◆ Logo on attendee lanyard and namebadge holder.

Gold Sponsor Benefits

- ◆ 1 registration bag insert
- ◆ 1 branded pop-up banner
- ◆ optional exhibitor table
- ◆ ad in *WhoVa* app and full-page ad in pdf conference program
- ◆ invitation to and recognition at Wednesday lunch
- ◆ receipt of plaque at the business meeting
- ◆ recognition:
 - ◇ online
 - ◇ on-screen
 - ◇ in social media

SILVER

\$3,000 — Multiple sponsors

- ◆ Cumulative sponsorship option purchases between \$3,000 and \$5,999.

Silver Sponsor Benefits

- ◆ 1 registration bag insert
- ◆ optional exhibitor table
- ◆ ad in *WhoVa* app and half-page ad in pdf conference program
- ◆ invitation to and recognition at Wednesday lunch
- ◆ recognition during the business meeting
- ◆ recognition:
 - ◇ online
 - ◇ on-screen
 - ◇ in social media

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EVENT SPONSORSHIPS

All event sponsorships include:

- ◆ branding at event (sign, digital sign, or projected)
- ◆ recognition tied to event (*WhoVa*, online)

Reception and Break Sponsorships

Consortia/Pre-conference Welcome Reception (Tue) — \$1,500 — Multiple Sponsors

- ◆ Invitation to give a short speech at the event
- ◆ Placards on tables with name and basic info about the sponsor
- ◆ You may also provide informational brochures about your institution, which will be placed on a table at the door during the event

Welcome Reception (Wed) — \$2,000 — Multiple Sponsors

Prominent recognition as the SMA meeting kicks off!

- ◆ Welcome banner (*banner remains in place throughout the conference*)
- ◆ Placards on tables with name and basic info about the sponsor
- ◆ Invitation to give a short speech at the event
- ◆ You may also provide informational brochures about your institution, which will be placed on a table at the door during the event

SMA Presidential and Hunt/SOSA Award Reception (Thurs) — \$2,000 — Multiple Sponsors

- ◆ Pop-up banner
- ◆ 1 registration bag insert
- ◆ Placards on tables with name and basic info about the sponsor
- ◆ Invitation to give a short speech at the event
- ◆ You may also provide informational brochures about your institution, which will be placed on a table at the door during the event

Café SMA — \$1,000 each day (Thurs, Fri, Sat) — Exclusive each day

Keep attendees going with this popular beverage and snack attraction!

- ◆ Pop up banner
- ◆ 1,000 branded napkins

Networking Snack Break — \$400 per break — Multiple Sponsors

Help attendees enjoy their networking time!

- ◆ Signage
- ◆ You may also provide up to 144 branded coffee mugs for giveaways (**other giveaways can be substituted such as flash drives or pens*)

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EVENT SPONSORSHIPS

*** Showcase Workshops ***

Showcase Teaching Workshop — \$1,000 — Multiple

Showcase Career Workshop — \$1,000 — Multiple

- ◆ Your sponsorship will support these new exclusive events led by invited teaching/career experts.

All event sponsorships include:

- ◆ branding at event (sign, digital sign, or projected)
- ◆ recognition tied to event (*Whova*, online)

Recognition:

- ◆ Whova app
- ◆ On-screen/projected
- ◆ Recognition in business meeting
- ◆ Sponsor may provide info brochures about their institution to be displayed at the door at the event.
- ◆ Series of PDI promotional emails to more than 1,000 SMA members

Consortia Sponsorship

Pre-Doctoral Consortium — \$1,500 — Exclusive

Early Doctoral Consortium — \$1,500 — Exclusive

Late Doctoral Consortium — \$1,500 — Exclusive

Faculty Consortium — \$1,500 — Exclusive

Career Path Symposium — \$1,500 — Exclusive

Consortia Breakfast — \$1,000 — Multiple

Recognition:

- ◆ Whova app
- ◆ On-screen/projected
- ◆ Recognition in business meeting
- ◆ Sponsor may provide info brochures about their institution to be displayed at the door at the event
- ◆ Invitation to give a short speech at the sponsored consortium

Other Events

Professional Development Institute (PDI) — \$1,000 each — Exclusive for each PDI

- ◆ In addition to standard event sponsorship recognition, your sponsorship will be included in a series of PDI promotional emails to more than 1,000 SMA members.

Fellows Session — \$750 — Multiple Sponsors

- ◆ Support this event that focuses on research from SMA's top scholars.

*** Trivia Night ***

Food/snacks at the Trivia Night — \$1,250 — Exclusive

- ◆ Provide snacks and refreshments for the participants of this highly successful event hosted by the Editor of the *Journal of Management*!!!

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AWARD SPONSORSHIPS

AWARD SPONSORS RECOGNITION:

- ◆ recognition at the awards session/business meeting
- ◆ Invitation to present the award to the winner during the awards ceremony/business meeting
- ◆ recognition online

Award Sponsorships	Sponsorship Amount
James G. (Jerry) Hunt SMA Sustained Outstanding Service Award <i>***the sponsor of this prestigious award will be recognized during the Thursday night reception</i>	\$2,500
SMA Best Overall Paper	\$2,500
SMA Best Overall Doctoral Student Paper	\$1,500

Awards per Track	Best Paper in Track	Best Doctoral Student Paper in Track	Best Reviewer in Track
Entrepreneurship/Family Business/Technology/Innovation	\$750	\$250	\$250
Health Care/Hospitality Management/Public Administration	\$750	\$250	\$250
Org. Theory/International Management/Management History	\$750	\$250	\$250
Human Resources/Research Methods	\$750	\$250	\$250
Careers/Social Issues/Diversity Issues/Ethics	\$750	\$250	\$250
Organizational Behavior	\$750	\$250	\$250
Strategic Management	\$750	\$250	\$250
Innovative Teaching/Management Education	\$750	\$250	\$250

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OTHER SPONSORSHIP OPPORTUNITIES

*** Individual Donations ***

- ◆ We have created a system where every SMA member is now able to make an individual donation at their preferred amount! Donors will be acknowledged on the SMA website and receive a name-badge ribbon!
- ◆ To find out more about this exciting new way of giving back to SMA or to make a tax-deductible donation, please go to the following website:

www.southernmanagement.org/donations/

Exhibitors

\$500 per exhibit table — Limit of 6 exhibitors

Take this ideal opportunity to talk about your organization and share your materials. Situated in a high-traffic area. We will provide a skirted table and chairs.

Recognition:

- ◆ Whova app (*including Whova-based networking features)
- ◆ On-screen/projected
- ◆ 1 complementary registration
- ◆ Inclusion in a "Meet the Exhibitors" flier in registration bag.

Whova App Ads — \$250 each

- ◆ Ad displayed as circulating **clickable** on-screen banners in the *Whova* app (downloadable by all conference attendees) where conference program and information are located.

Other Sponsorship Opportunities

T-Shirts — In-Kind — Exclusive

- ◆ You print and provide the conference T-shirt (design subject to approval) and hundreds of members become "brand ambassadors."

Registration bag fliers/promotional items — \$100 per printed item, \$25 for promotional items (provided by sponsor)

- ◆ Reduced fee (\$25) for giveaway items (swag).
- ◆ Fliers and other items will only be available in bag (not displayed at registration).
- ◆ Items subject to prior approval.

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*** SMA welcomes customized sponsorships ***

If you require assistance or would like more information in case you do not see a sponsorship option you are interested in, please contact the SMA Sponsorship Chair - Bart Debicki (bdebicki@towson.edu) - or the SMA Executive Director - Dave Nershi (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 available upon request.

For information, contact Sponsorship Chair **Bart Debicki** at bdebicki@towson.edu or Executive Director **Dave Nershi** at dnershi@southernmanagement.org.

COVID-19

SMA monitors the COVID-19 developments, observes all federal and local safety guidelines, and takes additional steps to ensure that the SMA 2021 meeting is a safe event.

In case of the COVID-19 situation worsening and restrictions reinstated, and thus the SMA 2021 meeting being moved online or the format of the conference being changed in any other way, all sponsors will have the opportunity to renegotiate and adjust their sponsorship contracts.

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Thank You!

Thank you in advance for your support of SMA and this important conference.

New Orleans 2021