

Southern Management Association

2022 Annual Meeting - Little Rock, Arkansas - Oct. 18-22

SPONSORSHIP & EXHIBITION

The Southern Management Association (SMA) annual meeting will be held **October 18-22, 2022** in **Little Rock, AR**. 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 1,100 members, representing more than 350 colleges, universities, and business firms in 48 states and 30 countries.



Sponsorship Opportunities

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 9th, 2022**. 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.



GOLD

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 and full page ad in pdf conference program
- invitation to and recognition at Wednesday lunch
- receipt of plaque at the business meeting
- recognition: online, onscreen, and in social media

\$3,000 - Multiple Sponsors

Cumulative sponsorship option purchases
between \$3,000 to \$4,999.



SILVER

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
- receipt of plaque at the business meeting
- recognition: online, onscreen, and in social media



Event Sponsorships

All event sponsorships include:

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

Reception & Break Sponsorships

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

- Invitation to give short speech at event
- Placards on tables 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) - \$2,500 - Multiple Sponsors **Prominent recognition at kickoff event!**

- Welcome banner (which remains in place throughout the conference)
- Invitation to give short speech at event
- Placards on tables 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) - \$2,500 - Multiple Sponsors

- Pop-up banner
- 1 registration bag insert
- Invitation to give a short speech at event
- Placard on tables 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
- 1,000 branded napkins

Networking Snack Break - \$400 per break - Multiple Sponsors **Help attendees enjoy their networking!**

- Signage
- You may provide up to 144 branded coffee mugs as a giveaway (optional other 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 Sponsorship

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 consortia 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 hosted by the Editor of Journal of Management!!!

****Debate****

Food/Snacks at Debate - \$750 - Multiple

****Improv****

Food/Snacks at Improv - \$750 - Multiple



Award Sponsorships

Award Sponsors Recognition:

- recognition at the awards ceremony
- invitation to present the award to the winner during the awards ceremony
- recognition online

Awards Sponsorships

Sponsorship Amount

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 Doctoral Student Paper

\$1,500

Awards Per Track

	Best Paper	Best Doc Paper	Best Reviewer
Entrepreneurship/Family Business/Tech/Innovation	\$750	\$250	\$250
Health Care/Hospitality Management/Public Admin	\$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



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)

- Fliers and other items will only be available in bag (not displayed at registration). Items subject to approval.

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.

Exhibitor Recognition:

- Whova app and app-based networking features
- On-screen projection
- 1 complimentary registration
- Inclusion in a "Meet the Exhibitors" flier in registration bag.

Whova App Ads -

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



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

**** 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 - Gabby Swab (rswab@georgiasouthern.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 more information, please contact the Sponsorship Chair - Gabby Swab (rswab@georgiasouthern.edu) or the SMA Executive Director - Dave Nershi (dnershi@southernmanagement.org)

