

*2024 Annual Meeting – San Antonio, TX  
October 29 – November 2, 2024*

**SPONSORSHIP & EXHIBITION OPPORTUNITIES**

The Southern Management Association (SMA) annual meeting will be held **October 29 – November 2, 2024** in **San Antonio, Texas**. This premier event offers more than 100 educational sessions, a variety of networking events, professional development opportunities, and student, faculty, and administrator consortia for those in the field of management.

SMA is an affiliate of the Academy of Management and the membership of SMA consists of approximately 900 members, representing more than 400 colleges, universities, and business firms from approximately 15 countries.

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

For more Information or to Register as a  
Sponsor/Exhibitor

Visit: <https://smgmt.org/sponsorship>

Contact:

SMA Sponsorship Chair:  
Frank Butler  
Frank-Butler@utc.edu

SMA Executive Director:  
Micki Kacmar  
Mkacmar@southernmanagement.org

## *Exclusive Gold Sponsorships*

### *\$6,000*

#### **Options:**

- **Conference Bag Sponsor**
- **Lanyard & Name Badge Holder Sponsor**
- ~~T-shirt Sponsor~~ **SOLD**

#### **Includes:**

- 1 registration bag insert
- Branded pop-up banner
- Optional exhibitor table
- Ad in Whova app
- Invitation to and recognition at Wednesday lunch
- Recognition: online, onscreen, and on social media

## *Silver Sponsorship*

### *\$4,000*

#### **Options:**

- **Early Arrival Reception Tuesday**
- **Welcome Reception Wednesday**
- **Presidential Reception Thursday**
- **Closing Event Friday**

#### **Includes:**

- 1 registration bag insert
- Optional exhibitor table
- Ad in Whova app
- Recognition at sponsored event
- Recognition: online, onscreen, and on social media

## *Bronze Sponsorship*

### *\$2,000*

#### **Options:**

- **Opening Consortium Breakfast**
- **Pre-doctoral Consortium**
- **Early Doctoral Consortium**
- **Late Doctoral Consortium**
- **Faculty Consortium**
- **Administrator's Consortium**
- **Hunt Award**
- **Best Overall Paper**
- **Best Doctoral Student Paper**

#### **Includes:**

- Informational brochures from the sponsor passed out at the event
- Recognition at sponsored event
- Recognition: online, onscreen, and on social media

## Exclusive Award Sponsorships \$1,250

Each option covers (1) Best Paper in Track, (2) Best Doctoral Student Paper in Track, and (3) Best Reviewer in Track

### Tracks:

1. Entrepreneurship, Family Business, Technology & Innovation
2. Health Care Management, Hospitality Management, & Public Administration
3. Organizational Theory, International Management, & Management History
4. ~~Human Resources & Research Methods~~ **SOLD**
5. Careers, Social Issues, Diversity Issues, & Ethics
6. Organizational Behavior
7. Strategic Management
8. Innovative Teaching & Management Education
9. Professional Development Institute (PDI) & Symposium

### Includes:

- recognition at awards ceremony
- recognition: online, onscreen, and in social media

## Other Opportunities

### Options:

- Trivia - \$1,250
- Cafe SMA - \$1,000
- Improv - \$800
- Networking break - \$500
- Registration bag insert (sponsor supplies insert) - \$50

### Includes:

- Recognition signage

## Exhibitors - \$500

### Includes:

Whoova ad and app-based recognition  
1 complimentary registration  
Inclusion in a "Meet the Exhibitors" flier in registration bag

**\*\* 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