



**EASTERN ACADEMY  
of MANAGEMENT**

# **61ST ANNUAL MEETING**

**Providence, RI - May 14-17, 2024**



## **SPONSORSHIP PROSPECTUS**

EAM is an affiliate of the Academy of Management, and consists of over 500 members. The conference offers a variety of networking events, professional development opportunities, over 200 educational sessions, and student and faculty consortia for those academics and professionals interested in the study of management. To make this a successful event, we need your help!



## Reasons to Sponsor the 2024 EAM Annual Meeting

- **Visibility and Branding:** Increase your school and organization's visibility within our community, enhancing brand recognition among scholars and professionals. EAM consists of more than 500 members, representing more than 200+ colleges, universities, and business firms!
- **Networking and Relationship Building:** Network and build relationships with key decision-makers, academics, and professionals in various fields of business. The Annual Conference and Meeting will be held May 13-17 in Providence, Rhode Island at The Graduate. This premier event offers more than 200 educational sessions with over 130 in-person attendees!
- **Recruitment Opportunities:** EAM provides platforms for your organizations to engage with potential talent, recruit students or professionals, and provides your organization access to showcase career opportunities. In fact, we have amped up our student engagement from graduate and undergraduate students!
- **Access to Research and Innovation:** Want to stay "in-the-know"? Get your pass to access cutting-edge research, innovations, and trends in business.
- **Corporate Social Responsibility (CSR):** Do you care about what we care about? Sponsorship with EAM demonstrates your organization's commitment to education, research, and the advancement of knowledge. We have a variety of opportunities for you to specially contribute where it means the most, to your organization.
- **Marketing and Promotion:** We have a variety of promotional opportunities that are flexible to your needs and budget, allowing your organization to market your products, services, or initiatives to a targeted audience.
- **Supporting Education and Development:** EAM's motto has long been "Where Scholarship and Collegiality Meet." It truly reflects the principles upon which EAM was built – combining scholarship with a supportive and collegial atmosphere. Sponsoring EAM contributes to our educational initiatives, scholarships, and professional development programs, reflecting a commitment to advancing learning and education.





# Sponsorship Opportunities for the 2024 EAM Annual Meeting

## Gold Sponsorship!

1. Reception Sponsor - \$7000 – Exclusive Keynote Presentation
2. Conference Bag Sponsor - \$6,000 – Exclusive Logo on conference bags.
3. Lanyard & Name badge Holder Sponsor - \$5,000 – Exclusive

### Gold Sponsor Benefits

- 1 registration bag insert, 1 branded pop-up banner, optional exhibitor table, invitation to and recognition at event breakfasts/luncheons, recognition: online, onscreen, and in social media

## Silver Sponsorship!

\$3,000 - Multiple Sponsors cumulative sponsorship option purchases between \$3,000 to \$4,999.

### Silver Sponsor Benefits

- 1 registration bag insert, optional exhibitor table, invitation to and recognition at luncheon, recognition: online, onscreen, and in social media

## Consortia Sponsorships!

1. Doctoral Consortium - \$1,500 – Exclusive
2. Jr Faculty Consortium - \$1,500 – Exclusive
3. Sr Faculty Consortium - \$1,500 – Exclusive

### Consortia Sponsor Benefits

- recognition: onscreen/projected, 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

## In-kind Sponsorships!

-T-shirts - In Kind – Exclusive

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

- Other promotional items

- Donating items from your school or organization for the registration bags counts as sponsorship! Please follow-up with the committee on this! (think water bottles, pens, notebooks, etc., subject to approval)



## Sponsorship Opportunities Continued

### **Additional Event Sponsorships!**

- Award Ceremony Sponsor - \$2,000 includes recognition at the ceremony and during conference)
- Break Sponsorships \$1800: Table card with name and basic info about the sponsor, recognition: online, onscreen, and in social media
- Undergraduate Student/Graduate Student Research Pitch Competition: \$600, two available. recognition: online, onscreen, and on social media

### **Other Sponsorship Opportunities!**

- Step & Repeat banner (8x10 which remains in place throughout the conference with EAM logo and sponsor logo) \$3000; recognition: online, onscreen, and on social media
- Welcome Banner (4x8) displayed at registration table \$1000; recognition: online, onscreen, and on social media
- Reel play during conference breaks \$800: (3 minutes max) recognition: online, onscreen, and on social media
- Registration bag fliers/promotional items: \$200 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. recognition: online, onscreen, and on social media
- Open-ended Sponsor -\$500+ --If these specifics are not in your budget and you would like to just be recognized as a general sponsor, this may be an option for you!

### **Become an Exhibitor!**

Exhibitor: \$750 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 1 complimentary registration and inclusion in a "Meet the Exhibitors" flier in the registration bag.

Premium Exhibitor: \$1000 per table. All the above, PLUS a complimentary session in the program.





## Sponsorship Opportunity FAQs

### **I am sold, how do I sign up to be a sponsor?**

- Please contact President-Elect and head of sponsorships for the 2024 meeting - Vishal Gupta (vkgupta@cba.ua.edu), regarding finalizing your sponsorships. Following that process, you will receive an invoice from EAM Treasurer, Felix Fan (felixfan1988@gmail.com).

### **I want to be a sponsor, but I do not see an option that works best for my organization. What should I do?**

- EAM sponsorships are designed to foster mutually beneficial relationships. We understand you have unique needs. We want the opportunity to explore your needs and how we can find a sponsorship opportunity that is mutually beneficial. Please contact Vishal Gupta to explore your options (see contact above).

### **In my sponsorship package, my company will get recognition online, onscreen, and in social media. What do you need from me?**

- For all sponsorship packages, your organization must provide a high-resolution company logo. All payments and logo's must be provided by April 1st, 2024 to be guaranteed in conference printed materials.

