

Can we find our way?



Pouvons-nous trouver notre chemin?

**Toronto
Metropolitan
University**

**Ted Rogers
School of
Management**

June 3 - 6, 2023

In person and online

3 - 6 juin 2023

En personne et en ligne

Sponsorship package

Forfait de parrainage



Why sponsor ASAC?

The ASAC conference is an important forum that brings business and management scholars together to discuss and develop research, opportunities for further lines of inquiry and ultimately, grow and develop the community. By sponsoring the conference, you can establish your place within this community and position your institution as a cornerstone of Canadian business and management research and education.

During the conference, we will connect sponsors with conference attendees in both in-person and virtual spaces. We are building our conference program to allow full sessions within the program for sponsors and exhibitors to host and connect with potential new hires. Over the past few years, our sponsors have successfully recruited new

Put your institution's name on the map.

As an ASAC sponsor, you will have access to opportunities to tell your audience what makes your institution stand out. Promote your brand, raise your profile, tell the story of your school and show your audience what makes your institution unique.

Support faculty and research development.

By sponsoring ASAC, you are helping grow faculty research, connections and excellence throughout the academic communities in Canada and beyond our borders.

Expand your school's network.

Our delegates are high-calibre business faculty and students from across Canada and around the world looking to develop their networks, research and careers.

About ASAC

ASAC is a professional society of those interested in the scholarship, teaching and practice of management. Our members are based in business and related faculties at Canadian and international post-secondary institutions as well as private and public sector organizations. ASAC provides a stimulating and collegial community for sharing perspectives and building relationships across disciplines and industries.

About the conference

Date: June 3 to 6, 2023 (in-person) *We are planning a virtual day, which will likely occur before the in-person dates.

Location: Ted Rogers School of Management at Toronto Metropolitan University

Demographics

About 500 business academics, researchers, practitioners and students from across Canada and around the world are expected to attend this event.

Conference Promotion

A comprehensive communications plan to promote the conference includes:

- Call for Papers inviting paper, work-in-progress, case, and symposium submissions
- Regular communication to members and social media promoting the conference
- A website and mobile app for the conference program
- Promotion of sponsors, exhibitors and partners throughout conference materials to maximize exposure.

Doctoral Consortium

The ASAC Doctoral Consortium is a great opportunity for students at all stages of their doctoral research to share ideas, get feedback and be inspired by guest speakers, discussants and fellow students. The consortium is a collegial forum to help students improve the efficiency and quality of their studies and will include opportunities for top to connect with students during the consortium.

Work-in-progress submissions

ASAC accepts work-in-progress submissions to offer researchers and students a forum for new ideas and concepts. Work at all stages of development are welcome and will receive constructive support and feedback at the conference. This initiative supports ASAC's objective to stimulate research development and to build a collaborative and collegial community for sharing perspectives and building relationships.

Conference-wide sessions

ASAC offers a number of unique sessions available to all attendees including professional development workshops, symposia, panels and guest speakers. Each year, these sessions are organized in conjunction with the host institution and the conference theme meant to initiate substantive discussion and offer a local perspective on conference programming.

Divisional submissions

ASAC welcomes submissions on the theme or any topic relevant to one of the following divisions:

- | | |
|-------------------------------------|------------------------------------|
| Accounting | Management Education |
| Business History | Management Science |
| Case Studies | Marketing |
| Entrepreneurship/Family Business | Organizational Behaviour |
| Finance | Organizational Studies |
| Gender & Diversity in Organizations | Production Operations Management |
| Health Care Management | Social Responsibility |
| Human Resource Management | Strategy |
| Information Systems | Technology & Innovation Management |
| International Business | Tourism & Sport Management |



Sponsorship Opportunities

Below are a few ways you can sponsor ASAC and the associated sponsor benefits. However, we want to offer the best solution that works for you. We are open to discussing these opportunities and benefits outlined below to customize a package that suits your objectives.

Sponsorship benefits	Platinum	Gold	Silver	Doctoral Consortium (x1)	Bronze	Friend
	\$10,000	\$7,500	\$5,000	\$4,000	\$3,500	\$2,500
Complimentary tickets (including membership)	4	2	1	1	1	-
Bring greetings at conference-wide opening reception or conference keynote	Yes	-	-	-	-	-
Branded conference-wide virtual and/or physical meeting/networking space or lounge	Yes	-	-	-	-	-
Recognition in communications w/ASAC stakeholders and verbal recognition at conference-wide events	Yes	-	-	-	-	-
Opportunity to host your own session during the conference	Yes	Yes	-	-	-	-
Logo displayed prominently on conference materials	Yes	Yes	-	-	-	-
Bring greetings and introduce a divisional keynote (first choice of speaker based on sponsorship level)	Yes	Yes	Yes	-	-	-
Ad in conference program	Yes	Yes	Yes	-	-	-
Opportunity to bring greetings and distribute promotional materials at the doctoral consortium.	-	-	-	Yes	-	-
Opportunity to host roundtable session at doctoral consortium	Yes	Yes	-	Yes	-	-
Branded divisional session presentation space (first choice of division by level of sponsorship)	Yes	Yes	Yes	Yes (DC space)	Yes	-
Logo included on conference materials	Yes	Yes	Yes	Yes	Yes	Yes

Activating sponsors

The opportunities above are great ways to get your school's name in front of our community — but we want to take it a step further. If you are interested in sponsoring divisional or special events throughout the conference, please let us know. We will give preference to confirmed sponsors when opportunities arise for add-on sponsor opportunities.

Contact us!

Contact ASAC conference manager Rory O'Neill by email at rory.oneill@asac.ca.