



# **Proposal of Sponsored Cooperation for Pacific Asia Conference on Information Systems 2019**

**April 2019**

**【Conference Background】**

Pacific Asia Conference on Information Systems (PACIS) is the annual conference for scholars and professionals in information systems and information technology. It is the most important information system academic conference of the Association of Information Systems (AIS) in the Asia-Pacific region. The primary purpose of PACIS is to facilitate the exchange of research ideas and outcomes related to information technology among regional and international researchers and practitioners in the field of information systems to maximize opportunities for information exchange.

PACIS is considered as the premier information systems activity in the Asia Pacific region, which provides a platform for panel discussions and peer-reviewed papers related to information systems research. The conference will attract hundreds of papers each year, and the selected conference papers will be included in the "PACIS Proceedings". The first PACIS meeting was held in 1993 at the Sun Yat-Sen University in Kaohsiung, Taiwan. The conference was held every two years since 1993. Until 2000, the PACIS was updated to be held annually in different cities in the Asia Pacific region. At present, the PACIS conference has attracted more and more registered representatives, from the previous 150-200 people, gradually expanded to 400-600 people in recent years.

In 2016, the School of Management of Xi'an Jiaotong University successfully won the right to host PACIS2019 through fierce competition with famous universities such as Tianjin University, New Zealand and Indonesia, which made PACIS being re-established in universities in mainland China. The theme of PACIS2019 is "Secure ICT Platform for the 4th Industrial Revolution." The conference includes a doctoral consortium and a number of academic sub-conferences. The conference papers are divided into different sessions and themes. There are 25 topics in this conference, including IT innovation, acceptance and diffusion, e-commerce and e-government, data analysis and artificial intelligence, digital platform, service science and information system. Scholars from various countries will express their views on conference papers in their own research fields. At that time, the organizing committee will invite important leaders in Xi'an Jiaotong University, Xi'an city and Shaanxi province; meanwhile, Zhou Hongyi, president of Qihoo 360, Zhu Guang, vice president of Baidu, and other industry elites, as well as top scholars in the field of information systems will also be cordially invited.

The gathering of heavyweight guests from politics, business and academia will not only have outstanding significance for the academic and practical development of Chinese information

system, but also greatly enhance the internationalization research in the field of information systems in China. In sum, this high-level international academic event will strengthen the contact and exchange between experts and scholars in the field of information systems in China and foreign academic institutions and experts, and will truly help the academic research in the field of information systems to be in line with international standards, which is the active response to the vivid manifestation of the call for the development strategy of informatization in the new era of China.

### **【Conference Expectations】**

The conference aims to strengthen the contact and exchanges between experts and scholars in the field of information systems in China other areas of the world, aiming at assisting the academic research and international integration of information systems. The Asia-Pacific Information System International Conference is an annual conference of experts, scholars and industry insiders in the field of information systems and information technology. It is the highest academic level information system conference in the Asia-Pacific region. It is of great significance to the academic research and practical development in the field of information systems in China, which would greatly enhance the internationalization process in the field of information systems in China.

### **【Conference Theme】**

The theme of the conference was “Secure ICT Platform for the 4th Industrial Revolution”. The conference was chaired by Kwok Kee Wei of the National University of Singapore, and Huang Wei and Jae Kyu Lee of Xi'an Jiaotong University. Well-known scholars from invited Israel, India, Pakistan, Singapore, New Zealand, Japan, Australia, the United States, Finland, the United Kingdom, Vietnam, South Korea, Malaysia, etc. would be invited to participate in and discuss issues on IT innovation acceptance and diffusion, digital platform, data analysis and artificial intelligence, service science and information system, e-commerce and e-government and so on.

### **【Support organization】**

Sponsor: Association of Information Systems

Organizer: Xi'an Jiaotong University, Northwestern Polytechnical University

Co-Sponsor: IBM

Other proposed partners: Xinhua News Agency, Shaanxi Daily, Shaanxi TV, Sina.com, Sohu.com, Phoenix.com, China Daily, Science and Technology Daily, China Social Science News

**The gathering of elites attracts people's attention, which is a grand gathering of the elites in the field of global information industry and academia. It will be an unprecedented event and has far-reaching significance. It is the best opportunity for enterprises to display their images! Sponsoring the annual event could greatly spread the brand of your company. Cooperating with well-known media will make your business gain strong communication and influence!**

**Let us work together to make your business shine with the most influential conference in the global information field!**

## **Instructions of Business Sponsorship**

Welcome to be the sponsor of 2019 Pacific Asia Conference on Information Systems (PACIS2019) !

The event will fully show the entrepreneurs' own image, help the company to enhance corporate image, expand visibility, promote the brand and develop the business! We are now looking for honorary sponsors, full-time partners, title sponsor of welcome dinner, full-time designated sponsors, special sponsors, designated product sponsors, alumni sponsorship and other forms of sponsorship.

### **I. Honorary sponsors    Amount: RMB 400,000    The number:1**

Interests for Honorary Sponsors:

#### **■ Special return**

1. Offer the sponsor an opportunity to deliver an opening guest speech (10 minutes) (content should be related to the theme of the event);
2. Provide the sponsor with a keynote speech (40 minutes) (content should be related to the theme of the event);
3. Provide sponsors with a parallel session of entrepreneurs with the theme of sponsored corporate interested in;
4. Special research teams will be set up for sponsors, and bundled consulting services will be provided to the sponsors for a period of one year. Experts and professors can be recommended to participate in corporate training;
5. Xi'an Jiaotong University will serve as a talent management and delivery base, recommending outstanding graduates or students to sponsors every year to improve the veracity and validity of the recruitment.

#### **■ Honor return**

1. The sponsor can obtain the title of "Honorary organizer of PACIS 2019" and be listed in the whole public materials of the meeting;

2. The person in charge of the sponsor (two) could attend the meeting as a guest and be provided with full board and lodging;
3. The person in charge of the sponsor unit can award for the winners as a guest at the awarding session of welcome dinner;
4. The person in charge of the sponsor can enjoy the meal at the same table with the top leaders of the participating parties;
5. Sponsors' participants have the priority for private meetings with important guests during the forum;
6. The honorary certificate is issued by the organizer to the sponsors;

■ **On-site return**

1. Event official website: the official website of the conference publicizes the sponsor Banner advertisement, links to the corporate website, as well as acknowledges the sponsored company with LOGO display;
  2. Corporate promotional materials are included in the conference kit;
  3. Corporate promotional materials and gifts can be placed in the rooms where all guests lived in at the annual meeting;
  4. The venue will arrange a star booth for the sponsored company as the product display area, and the enterprise products can be promoted with the identity of "PACIS2019";
  5. Various publicity advertisements (Luqi, Yi Labao, guide cards, mobile flow reminders in the room, etc.) will reflect the name or logo of the sponsored company;
  6. During the annual meeting, the sponsoring company's promotional video will be played during the sections of conference check-in, the coffee break, and the opening of the welcome dinner;
  7. Background board of the main conference: background board is specially designed with the LOGO of sponsored company;
  8. Background board of Sub-forum: background boards are specially designed with the LOGO of sponsored company;
  9. Background board of Round table: background boards are specially designed with the LOGO of sponsored company;
  10. Background board of accommodation hotel reception: background boards are specially designed with the LOGO of sponsored company;
  11. Background board of welcome dinner event: background boards are specially designed with the LOGO of sponsored company;
  12. Host oral publicity: each activity host orally publicizes the sponsors;
- Note:** Special rewards can be tailored to the needs of the company.

## II. Full-time partners    Amount: RMB 250,000    The number: 2

Having absolute promotional opportunities, gathering all media resources and venue resources, as well as having the highest exposure and the greatest impact

Interests of full-time partners:

### ■ **Honor return**

1. The sponsor can obtain the title of “Full-time Partner of PACIS2019” and be listed in the whole publicity materials of the meeting;
2. The person in charge of the sponsoring unit (two) could attend the meeting as a guest and be provided with full board and lodging;
3. The person in charge of the sponsor unit can award for the winners as a guest at the awarding session of the welcome dinner;
4. The person in charge of the sponsor unit can enjoy the meal at the same table with the top leaders of the participating parties;
5. The main person in charge of the sponsor unit may give a speech during the meeting during the forum (content should be related to the theme of the event);
6. Sponsors' participants can enjoy priority for private meetings with important guests during the forum;
7. The honorary certificate is issued by the organizer to the sponsors;

### ■ **On-site return**

1. Event official website: the official website of the conference publicizes the sponsor Banner advertisement, links to the corporate website, as well as acknowledges the sponsored company with LOGO display;
2. Corporate promotional materials are included in the conference kit;
3. Corporate promotional materials and gifts can be placed in the rooms where all guests lived in at the annual meeting;
4. The venue will arrange a star booth for the sponsored company as the product display area, and the enterprise products can be promoted with the identity of the full-time partner of “PACIS 2019”.
5. Various publicity advertisements (Luqi, Yi Labao, guide cards, mobile flow reminders in the room, etc.) will reflect the name or logo of the sponsored company;
6. During the annual meeting, the sponsoring company's promotional video will be broadcast during the sections of conference check-in, the coffee break, and the opening of the welcome dinner;
7. Background board of the main conference: background board is specially designed with the LOGO of sponsored company;
8. Background board of Sub-forum: background boards are specially designed with the LOGO of sponsored company;

9. Background board of Round table: background boards are specially designed with the LOGO of sponsored company;
  10. Background board of accommodation hotel reception: background boards are specially designed with the LOGO of sponsored company;
  11. Background board of welcome dinner event: background boards with are specially designed with the LOGO of sponsored company;
  12. Host oral publicity: each activity host orally publicizes the sponsors;
- Note:** Special rewards can be tailored to the needs of the company.

III. Title sponsor of welcome dinner Amount: RMB 150,000 The number: 1

**【Introduction of Welcome Dinner 】**

Activity time: July 9, 2019 (Tuesday 18:00-20:00)

Venue: Xi'an Shaanxi Hotel

Form of activity: Welcome dinner at the conference

Number of participants: about 600 people

**【Interests of Welcome dinner title sponsor】**

Increasing exposure, being highlighted as the leader in the industry, and winning more respect and more customers for the company.

**■ Honor return**

1. The sponsor can obtain the title of “Title sponsor of welcome dinner of PACIS2019” and be listed in the whole publicity materials of the meeting;
2. The principal person in charge of the sponsor unit (two) could attend the meeting as a guest;
3. The person in charge of the sponsor unit can award for the winners as a guest at the awarding session of the forum welcome dinner;
4. The person in charge of the sponsor unit can enjoy the meal at the same table with the top leaders of the participating parties;
5. Sponsors' participants can enjoy priority for private meetings with important guests during the forum;
6. The honorary certificate is issued by the organizer to the sponsors;

**■ On-site Return**

1. Event official website: the official website of the conference publicizes the sponsor Banner advertisement, links to the corporate website, as well as acknowledges the sponsoring company with LOGO display;
2. Corporate promotional materials are included in the conference kit;

3. Corporate promotional materials and gifts can be placed in the rooms where all guests lived in at the annual meeting;
  4. The venue will arrange a star booth for the sponsored company as the product display area, and the enterprise products can be promoted with the identity of the full-time partner of “PACIS 2019”.
  5. Various publicity advertisements (Luqi, Yi Labao, guide cards, mobile flow reminders in the room, etc.) will reflect the name or logo of the sponsored company;
  6. During the annual meeting, the sponsoring company's promotional video will be broadcast during the sections of conference check-in, the coffee break, and the opening of the welcome dinner;
  7. Background board of the main conference: background board is specially designed with the LOGO of sponsored company;
  8. Background board of Sub-forum: background boards are specially designed with the LOGO of sponsored company;
  9. Background board of Round table: background boards are specially designed with the LOGO of sponsored company;
  10. Background board of accommodation hotel reception: background boards are specially designed with the LOGO of sponsored company;
  11. Background board of welcome dinner event: background boards with are specially designed with the LOGO of sponsored company;
  12. Host oral publicity: each activity host orally publicizes the sponsors;
- Note:** Special rewards can be tailored to the needs of the company.

**IV. Amount of Cultural visits: 120,000RMB 1 Cultural visits,**  
**Amount: RMB 120,000**

Extensive exposure rate, highlight the leading position in the industry for enterprises to win more customers.

Whole-process designated sponsor rights:

■ **Honor return**

1. The sponsor can obtain the title of "full-course designated sponsor" by PACIS2019 and be listed in all promotional materials of the conference;
2. Main principals of sponsors (two) attend the meeting as guests;
3. The sponsor leaders can grant the award to the winners as a guest at the welcome dinner;
4. The sponsor leaders will be invited to dine at the same table with the top leaders and guests attending the conference;
5. Sponsor participants can enjoy the priority of private meeting with important guests.
6. certificate of honor issued by the organizer;

■ **On-site return**

1. Official website of the activity: official website has Banner advertisements with sponsors on the homepage, links to the corporate website, acknowledgement of the sponsors on the homepage, and displays the LOGO



2. Corporate promotional materials are pre-loaded in the conference materials bag;
  3. Corporate promotional materials and gifts can be placed in the rooms of all guests;
  4. A star booth for the sponsor enterprises as the product exhibition area;
  5. The name or LOGO of the sponsoring company will be reflected in all kinds of advertising space (road banner, yilabao, guide board, room flow tips, etc.) of the annual meeting;
  6. During the annual meeting, a promotional video of the sponsor will be played during the meeting attendance, tea break, the opening of the dinner, etc.;
  7. Background board of the main event: the background board is displayed with the LOGO of the sponsor;
  8. Parallel session activity background board: is displayed with the LOGO of the sponsor;
  9. Background board of roundtable: the background board is displayed with the LOGO of the sponsor;
  10. The background board of the reception desk of the hotel: the background board is displayed with the LOGO of the sponsor;
  11. Welcome dinner activity background board: the background board is displayed with the LOGO of the sponsor;
  12. Host's oral acknowledgement: the host of each activity verbally thanks the sponsor
- Note:** special return plan can be made according to the needs of the enterprise.

**V. The designated sponsor of the whole process, Amount: RMB 100,000**  
**The number: 5**

Having strong exposure, being highlighted the industry's leading position, and winning more respect and more customers for the company.

Interests of the designated sponsor of the whole process:

■ **Honor return**

1. The sponsor can obtain the title of “The designated sponsor of the whole process of PACIS 2019” and be listed in the whole publicity materials of the meeting;
2. The person in charge of the sponsoring unit (two) could attend the meeting as a guest and be provided with full board and lodging;
3. The person in charge of the sponsor unit can award for the winners as a guest at the awarding session of the forum welcome dinner;
4. The person in charge of the sponsor unit can enjoy the meal at the same table with the top leaders of the participating parties;
5. Sponsors' participants can enjoy priority for private meetings with important guests during the forum;
6. The honorary certificate is issued by the organizer to the sponsors;

■ **On-site return**

1. Event official website: the official website of the conference publicizes the sponsor Banner advertisement, links to the corporate website, as well as acknowledges the sponsoring company with LOGO display;
  2. Corporate promotional materials are included in the conference kit;
  3. Corporate promotional materials and gifts can be placed in the rooms where all guests lived in at the annual meeting;
  4. The venue will arrange a star booth for the sponsored company as the product display area, and the enterprise products can be promoted with the identity of the full-time partner of “PACIS 2019”.
  5. Various publicity advertisements (Luqi, Yi Labao, guide cards, mobile flow reminders in the room, etc.) will reflect the name or logo of the sponsored company;
  6. During the annual meeting, the sponsoring company's promotional video will be broadcast during the sections of conference check-in, the coffee break, and the opening of the welcome dinner;
  7. Background board of the main conference: background board is specially designed with the LOGO of sponsored company;
  8. Background board of Sub-forum: background boards are specially designed with the LOGO of sponsored company;
  9. Background board of Round table: background boards are specially designed with the LOGO of sponsored company;
  10. Background board of accommodation hotel reception: background boards are specially designed with the LOGO of sponsored company;
  11. Background board of welcome dinner event: background boards with are specially designed with the LOGO of sponsored company;
  12. Host oral publicity: each activity host orally publicizes the sponsors;
- Note:** Special rewards can be tailored to the needs of the company.

**VI. Special sponsors, Amount: RMB 50,000 Unlimited**

The full exposure at the conference shows the extraordinary image of the industry and wins more attention for the company.

Interests of Special Sponsor:

■ **Honor return**

1. The sponsor can obtain the title of “Special Sponsor of PACIS2019” and be listed in the whole publicity materials of the meeting;
2. The main person in charge of the sponsor unit (1 person) could attend the meeting as a guest;
3. The person in charge of the sponsor unit can enjoy the meal at the same table with the top leaders of the participating parties;
4. Sponsors' participants can enjoy priority for private meetings with important guests during the forum;
5. The honorary certificate is issued by the organizer to the sponsors;

■ **On-site return**

1. The annual publicity advertisements (Yilabao, guide cards, mobile flow reminders in the room, etc.) will reflect the name of the sponsoring company or LOGO;
2. Background board of the main conference: background board is specially designed with the LOGO of sponsored company;
3. Background board of accommodation hotel reception: background boards are specially designed with sponsored company LOGO;
4. Background board of welcome dinner event: background boards are specially designed with sponsored company LOGO;
5. Host oral publicity: each activity host orally publicizes the sponsors;

**Note:** Special rewards can be tailored to the needs of the company.

**VII. Designated product sponsors, Amount: RMB 30,000, only 1 for each category**

The designated products of the conference and the forum are the most direct forms of advertising.

Wanted the following sponsors:

- ✧ Airline: providing business services for forum guests
- ✧ 4S shop: 10 cars should be provided to pick-up guests during the forum
- ✧ Small office setting supplies, USB flash drives, backpacks, commemorative pens, etc.: as a souvenir for all guests of the forum
- ✧ Meeting T-Shirt: As the clothing for all guests of the forum
- ✧ High-quality red wine/white wine: as the designated celebration wine during the forum
- ✧ Beverage, drinking water: designated drinking water, designated beverage during the forum

(Sponsored products include but are not limited to the above examples)

Form of sponsorship: In-kind or cash sponsorship + in-kind sponsorship.

Interests of Special Sponsor:

■ **Honor return**

1. The sponsor can obtain the title of “Designated product sponsors of PACIS2019” and be listed in the whole publicity materials of the meeting;
2. The person in charge of the sponsoring unit (one person) could attend the meeting as a guest and be provided with full board and lodging;
3. The person in charge of the sponsor unit can enjoy the meal at the same table with the top leaders of the participating parties;
4. Sponsors' participants can enjoy priority for private meetings with important guests during the forum;
5. The honorary certificate is issued by the organizer;

■ **On-site return**

1. Event official website: The official website of the conference publicizes the sponsor Banner advertisement, links to the corporate website, as well as acknowledges the sponsoring company with LOGO display;
  2. The annual publicity advertisements (Yilabao, guide cards, mobile flow reminders in the room, etc.) will reflect the name of the sponsoring company or LOGO;
  3. Background board of the main conference: background board is specially designed with the LOGO of sponsored company;
  4. Background board of accommodation hotel reception: background boards are specially designed with sponsored company LOGO;
  5. Background board of welcome dinner event: background boards are specially designed with sponsored company LOGO;
  6. Host oral publicity: each activity host orally publicizes the sponsors;
- Note:** Special rewards can be tailored to the needs of the company.

## VIII. Alumni sponsorship Unlimited

Alumni are welcome to participate in this event and contribute positively to the university's successful holding of this event. The organizers will give thanks in various ways according to the specific situation.

## IX. Other forms of sponsorship

### 1. Conference Manual

Printing volume: 700 volumes

Issuing direction: attending guests, Association of Information Systems

Method of issuance: When the guest signs in, they are issued in the resource bag and sent

to the Association of Information Systems.

Price:

Cover: ¥ 30,000

Seal 2: ¥ 25,000

Seal three: ¥ 20,000 yuan

Inside page: ¥ 12,500/P

Internal boast page: ¥ 25,000/P

Alien version or clip gift: Negotiate with the organizing committee

## 2. Promotional materials in the participant's information kit

**Form:** Corporate or product promotional materials are placed in all participating guest information kits

**Quantity:** 700 copies

**Price:** ¥ 30,000

## X. University/enterprise recruitment booth Amount: RMB 3000 / booth

### ■ On-site return

1. Event official website: The official website of the conference publicizes the recruiting companies and their logos
2. Registration site: 2 recruitment exhibition racks for the enterprises would be uniformly produced and 1 booth would be provided.
3. Host oral publicity: each activity host orally publicizes the list of participating recruiters.

**Note:** The investment project and return content include but are not limited to the above content, special needs, please contact the Investment & Promotion Group.

### **Contact Information of PACIS2019 Organizing Committee Investment & Promotion Group:**

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**PACIS 2019 Organizing Committee**

**8 April, 2019**