



39th EMAC Conference 2010 in Copenhagen “The Six Senses - The Essentials of Marketing”

01 – 04 June 2010 Copenhagen Business School, Denmark



www.emac2010.org



sponsorship prospectus

WELCOME

We are delighted to invite you to participate in the 39th EMAC conference: “The Six senses – The Essentials of Marketing”. The conference takes place 01 – 04 June 2010 at Copenhagen Business School (CBS) as the host university and is organized by the Department of Marketing.

CONFERENCE THEME

The 2010 EMAC conference theme “**The Six senses – The Essentials of Marketing**” is dedicated to the exploration of the core stimuli of marketing and the impact of the marketing mix, appealing to all the senses, on the transmission of products and services from the firm to its customers. This annual EMAC conference provides a platform for educators, marketing researchers and practitioners to share their expertise and to connect professionally and socially to make an invaluable contribution for the development of marketing.

35th ANNIVERSARY OF THE EMAC FOUNDATION

At the EMAC conference in 2010 the delegates will celebrate the 35th anniversary of founding EMAC in 1975 in Copenhagen. The European Marketing Academy can look back on a successful history in the area of marketing research and its steadily growing membership during the last years. The new award “EMAC Distinguished Marketing Scholar” will be presented for the first time, while CBS’s professor band and an exhibition about 35 years EMAC will entertain the delegates during the night.

CONFERENCE TRACKS

- Advertising, Promotion and Marketing Communication
- Business-to-Business Marketing and Networks
- Consumer Behaviour
- Innovation and New Product Development
- International and Cross-Cultural Marketing
- Marketing in Emerging and Transition Economics
- Marketing of Public and Non-Profit Organizations
- Marketing Research and Research Methodology
- Marketing Strategy and Leadership
- Marketing Theory
- Modelling and Forecasting
- New Technologies and E-Marketing
- Pricing and Financial Issues in Marketing
- Product and Brand Management
- Relationship Marketing
- Retailing, Channel Management and Logistics
- Sales Management and Personal Selling
- Service Marketing
- Social Responsibility, Ethics and Consumer Protection
- Tourism Marketing
- Special Interest Groups Track

DOCTORAL COLLOQUIUM

The European Institute for Advanced Studies in Management (EIASM) and the European Marketing Academy (EMAC) in collaboration with Copenhagen Business School, are organising the 23rd Colloquium for doctoral students in marketing. The colloquium will be held in Copenhagen, Denmark from Sunday, 30



39th EMAC Conference in Copenhagen 2010

May to Tuesday, 01 June 2010, prior to the EMAC Conference 2010.

CONFERENCE VENUE

Venue: Copenhagen Business School, Solbjerg Plads 3 and Kilevej 14 A/B, 2000 Frederiksberg, Denmark.

The CBS campus covers several modern buildings, two of which will serve as conference location for EMAC 2010. The business school is located in the city of Frederiksberg, an enclave within Copenhagen. The town offers an exciting blend of culture, modern architecture, open spaces and excellent shopping facilities and is well connected with the centre of Copenhagen by metro and busses.

WHY YOU SHOULD SPONSOR

As a sponsor of the 39th EMAC conference you have the opportunity to increase the awareness of your company, shape the profile of your company, attract new customers and expand your networks.

Concrete benefits included:

- Unique branding opportunities before and during this annual event
- Direct contact with approx. 800 delegates from all over the world
- Targeted marketing opportunities through conference sessions, events and exhibition placement

DELEGATE DEMOGRAPHICS

More than 800 professional delegates are expected to attend the conference. The majority comes from universities and business schools in Europe, USA, Australia and New Zealand, since membership is distributed over 57 countries.

MARKETING PLAN

The promotion of the conference is specified in a marketing plan, which includes:

- **Website** – the main information platform for delegates, doctoral colloquium, conference partners, sponsors and exhibitors, professional associations, and journals
- **Print material** – including flyers, brochures, media releases and conference programs to promote the cornerstones of the conference

ORGANISING COMMITTEE

- Professor Suzanne C. Beckmann (Conference Chair)
- Professor Thomas Ritter (Programme Chair)
- Professor Lars Grønholdt
- Professor Torben Hansen
- Associate Professor Richard Jones
- Associate Professor Tore Kristensen
- Associate Professor Anne Martensen
- Associate Professor Thyra Uth Thomsen
- Associate Professor Ricky Wilke
- Assistant Professor Lars Bech Christensen
- Associate Professor Mogens Bjerre

SPONSORSHIP & EXHIBITION CONTACT

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SPONSORSHIP BENEFITS – GENERAL

	Platinum (DKK 120.000)	Gold (DKK 75.000)	Silver (DKK 45.000)	Bronze (DKK 15.000)
USB pen	x			
Proceedings	x	x		
Programme booklet	x	x		
Roll-up	x	x		
Company case	x	x		
Attendance Conference	x (2)	x (2)	x (1)	
Attendance Dinner	x (4)	x (4)	x (2)	
Website	x	x	x	x
Gift in conference bag	x	x	x	x
Print insert in conference bag	x	x	x	x

Platinum: Become the main sponsor of the conference and ensure high visibility of your company through various touchpoints during and after the conference. There will only be selected one platinum sponsor.

Gold: A gold sponsorship creates a unique platform to increase awareness of your company. Use the opportunity to get recognized by Europe's marketing professionals, researchers, and students.

Silver: A silver sponsorship provides extensive attention to your company during conference days

Bronze: With the bronze sponsorship your company is ensured several exposures on main conference sites and media.

SPONSORSHIP BENEFITS – SPECIFIC:

	Track DKK 25.000	Special Interest Group DKK 20.000	Conference Dinner DKK 25.000	Lunch*/Coffee** breaks DKK 8.000	35. Anniversary DKK 25.000
Acknowledgement	by track chair	by track chair	by conference chair		by conference chair
Logo on title slide	x	x			
Logo on door signage	x	x			
Attend track sessions	x (2)	x (2)			
Website	x	x	x	x	x
Proceedings	x	x	x		x
Logo on menue			x	x*	x
Branded gifts			x		
Attend event			x (2)		x (2)
Signage at table				x**	

	Doctoral Colloquium DKK 20.000	T-Shirts DKK 20.000	Water DKK 10.000
Logo on door signage	x		
Logo on t-shirt		x	
Proceedings		x	x
Website	x	x	x
Product placement			x



SPONSORSHIP OPTIONS – SPECIFIC



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TRACKS – 25.000 DKK

As a track sponsor you have the following benefits: acknowledgement by track chair, inclusion of company logo on title slides within session room, company logo included on the door signage for the track sessions, acknowledged as sponsor in conference programme and on conference website, opportunity to engage in track session discussion and to come in close contact with the delegates (the participation in the sponsored track session is reserved for two company representatives). A maximum of two sponsors per track applies.

SPECIAL INTEREST GROUP SESSIONS – 20.000 DKK

The SIG sessions aim at providing some time and space for groups of scholars to discuss their specific research interests which may not fit into the established Tracks list. As SIG session sponsor you have the following benefits: acknowledgement by SIG session chair, inclusion of company logo on title slides within session room, company logo included on the door signage for the SIG sessions, acknowledged as sponsor in conference programme and on conference website, opportunity to engage in track session discussion and to come in close contact with the delegates (the participation in the sponsored SIG session is reserved for two company representatives). A maximum of two sponsors per SIG session applies.

CONFERENCE DINNER – 25.000 DKK

The conference dinner will take place Friday evening 4 June 2010 at "Øksnehallen", in Copenhagen. Sponsorship includes: Opportunity to provide each dinner guest with a branded gift bag, display of company logo on the table menus, acknowledgement by the conference chair at the dinner, acknowledged as sponsor in conference programme and on conference website with link to company website, and two tickets for the conference dinner.

DOCTORAL COLLOQUIUM – 20.000 DKK

The 23rd colloquium will be held from Sunday, 30 May to Tuesday, 01 June 2010, prior to the EMAC

Conference 2010. The sponsoring of the Doctoral Colloquium offers you the opportunity to create high visibility of your company during the event. Moreover, this specific sponsorship allows you to come in contact with young and skilled doctoral students.

LUNCH BREAK – 5.000 DKK per day

Lunch sponsorship includes: acknowledgement as sponsor on the menu, in conference programme and on conference website.

COFFEE BREAK – 3.000 DKK per day

Sponsorship includes: acknowledgement as sponsor with signage at tables, in the conference programme and on the conference website.

35th ANNIVERSARY – 25.000 DKK

The European Marketing Academy can look back on a successful history in the area of marketing research and its steadily growing membership during the last years. Become a sponsor of this special event and get the following benefits: display of company logo on the table menus, acknowledgement by the conference chair at the event, acknowledged as sponsor in conference programme and on conference website with link to company website, and two tickets for the anniversary event.

T-SHIRTS OF STUDENT ASSISTANTS – 20.000 DKK

Catch the delegates' attention during the registration days by sponsoring the T-shirts of the student assistants. Sponsoring includes: company logo on the T-shirts, acknowledged as bronze sponsor in the conference programme and on conference website. *A maximum of three sponsors applies.*

WATER – 10.000 DKK

Another *single* sponsor opportunity! The sponsor will be responsible for the purchasing and delivering of the water bottles to CBS and will be acknowledged as sponsor in the conference programme and on the conference website.

