



# Asia-Pacific ACR Conference 2024

8-11 July 2024  
Grand Hyatt Bali, Indonesia



SPONSORSHIP PROSPECTUS



# ABOUT THE CONFERENCE

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Singapore Management University, the University of Melbourne, and Virginia Tech (USA), three leading institutions across continents, are coming together to provide a unique experience for enhancing learning and research.

This cross-continental partnership aligns with the Association for Consumer Research's goal of lowering research barriers and enhancing regional knowledge diffusion. This conference aims to expand the ACR's mission to advance consumer research and facilitate the exchange of scholarly information among academia, industry, and government members worldwide.

Consumer researchers from the Asia-Pacific region and beyond will gather in Bali in July 2024 (8-11) to share knowledge and discuss the latest theories and topics of relevance to the field. The conference has an expected attendance of 150-200 scholars.



SPONSORSHIP PROSPECTUS

## PRINCIPAL PARTNERS



# CO-CHAIRS

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There are three co-chairs for the AP-ACR Conference 2024:

**Thomas Allard**  
**(Singapore Management University)**



**Daiane Scaraboto**  
**(University of Melbourne)**

**Shane Wang**  
**(Virginia Tech)**



The co-chairs are engaged, research-active, well-connected consumer researchers with extensive experience organizing conferences and event management.

Together, they represent each of the major disciplines of our field:

- Consumer Behaviour (Allard)
- Consumer Culture Theory (Scaraboto)
- Quantitative Marketing (Wang)

# CONFERENCE SPONSORSHIP PACKAGES

**\$15,000**  
USD

## GOLD SPONSOR

1 opportunity available

### Entitlements

- ✓ Acknowledgement: Opening Address
- ✓ Acknowledgement: Closing Address
- ✓ Acknowledgement & Logo Feature: Conference Program
- ✓ Logo (with hyperlink) on Conference Website
- ✓ Display Banner: Welcome Event
- ✓ Display Banner: Registration
- ✓ Provide Promotional Materials
- ✓ Acknowledgement & Logo Feature: Conference Program
- ✓ 3 x Complimentary Conference Registrations
- ✓ 3 x Complimentary Tickets - Closing Event

# CONFERENCE SPONSORSHIP PACKAGES

## SILVER SPONSOR

2 opportunities available

### Entitlements

- ✓ Acknowledgement: Opening Address
- ✓ Acknowledgement: Closing Address
- ✓ Acknowledgement & Logo Feature: Conference Program
- ✓ Logo (with hyperlink) on Conference Website
- ✓ Display Banner: Registration
- ✓ Provide Promotional Materials
- ✓ Acknowledgement & Logo Feature: Conference Program
- ✓ 2 x Complimentary Conference Registrations
- ✓ 2 x Complimentary Tickets - Closing Event

\$10,000  
USD

## BRONZE SPONSOR

3 opportunities available

### Entitlements

- ✓ Acknowledgement: Opening Address
- ✓ Acknowledgement: Closing Address
- ✓ Acknowledgement & Logo Feature: Conference Program
- ✓ Logo (with hyperlink) on Conference Website
- ✓ Provide Promotional Materials

\$5,000  
USD

# AT A GLANCE

	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
<b>SPONSORSHIP INCLUSIONS</b>	<b>\$15,000 USD</b>	<b>\$10,000 USD</b>	<b>\$5,000 USD</b>
Acknowledgement: Opening Address	✓	✓	✓
Acknowledgement: Closing Address	✓	✓	✓
Acknowledgement & Logo Feature: Conference Program	✓	✓	✓
Logo (with hyperlink): Conference Website	✓	✓	✓
Display Banner: Welcome Event	✓	-	-
Display Banner: Registration	✓	✓	-
Provide Promotional Materials	✓	✓	✓
Acknowledgement & Logo Feature in Conference Program	✓	✓	✓
Complimentary Conference Registrations	3	2	-
Complimentary Tickets - Closing Event	3	2	-

# AP-ACR CONFERENCE 2024

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**Cancellation after XX date will not be refunded.**

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## Contact Us

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