**Guidelines for ISMS Funding Support of Special Conferences**

Purpose:

ISMS funding of special conferences is meant to stimulate research in the areas of marketing science that can benefit from a small, focused conference, which supports the overall objective of fostering the development and dissemination of marketing science.

Eligibility:

[1] The proposed conference demonstrates it is related to some aspect of marketing science that would potentially be of interest to ISMS membership. A simple metric to measure this relevance is to determine if a reasonable outlet for the papers being discussed would be *Marketing Science*.

[2] The conference has open access to ISMS members.

[3] No funding is provided for the following types of conferences:

(3a) Organized by dues paying societies (other than ISMS);

(3b) Organized by Associations that own dues-paying journals.

[4] Current ISMS Board Members may apply. In such cases they are recused from voting and a blind vote will be administered by the VP Meetings. If the VP Meetings applied, the vote is administered by the President.

Application Procedure:

[5] Funding proposals are sent to the VP Meetings. They should include the following:

(5a) Objectives;

(5b) Tentative program if available;

(5c) Budget showing all expected sources of revenue (including breakout of expected attendance and registration rate by category) and expenses;

(5d) How the ISMS funding will be used;

(5e) For conferences in their second offering or later, report the budget surplus amount if any from the prior offering. Normally, it is expected that a conference will deplete its surplus before seeking further ISMS funding.

[6] ISMS will consider funding proposals three times a year. The three deadlines are January 1, May 1 and November 1.

Criteria:

There are two categories of support, Start-up Funds and Sponsorship Funds.

[7] Start-up Funds. These are funds to help new conferences with limited funds of their own gain traction.

(7a) Funding is limited to $5,000 in any one year. No funding beyond the year of the proposal is promised or implied.

(7b) A separate proposal is required each year funding is requested (i.e., no multi-year commitments). Given the objective of providing seed money, no conference may be awarded funding for more than five (5) years total. The total amount a conference can receive is capped at $20,000. If funding is provided for a 4th and 5th year, it is limited to $2,500/year.

[8] Sponsorship Funds. These are funds to help existing conferences with limited funds of their own that attract a critical mass of ISMS members.

(8a) Funding is limited to $2,000 in any one year. No funding beyond the year of the proposal is promised or implied.

(8b) A separate proposal is required each year. The proposal should include a count of the number of ISMS members who attended the prior year.

[9] Priority is given to new conferences and ones that foster participation of PhD students.

[10] The total amount available for funding all conferences in a given year is capped by the ISMS Board. Thus, some meritorious conferences may not be funded in a given year.

Expectations:

[11] The organizers agree to the following:

(11a) Acknowledge ISMS sponsorship (include the ISMS logo) in the call for papers and in all conference materials;

(11b) If requested by ISMS, distribute materials describing ISMS and how to join;

(11c) Facilitate ISMS determining how many ISMS members attended the conference either by collecting this on the registration form, or providing the full list of attendees and their affiliations to ISMS within two weeks after the conference ends.

(11d) Consider differential pricing for ISMS members.

(11e) Should the conference earn a surplus, to return some or all of the ISMS funding.

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