



CHICAGO 2026

**SPONSOR &
EXHIBITOR
OPPORTUNITIES
PACKAGE**

About ACR?



ACR is dedicated to advancing the study and understanding of consumer behavior. We bring together researchers, scholars, and professionals from various disciplines across the world.

ACR 2026 will take place from September 24-27, 2026, in Chicago. We invite you to join us now and show your support by selecting from this prospectus's sponsorship packages. Your support will play a vital role in the success of ACR and our collective goal of understanding consumer behavior.

Our 2026 chairs are:

Katherine Burson, University of Michigan

Ashlee Humphreys, Northwestern University

Grant Packard, York University

ACR 2026 Conference Theme

ACR 2026: Elevation



To lift. How high? Let's fly. This year's ACR is themed around elevation. Let's bring consumer research perspectives to a higher ground by offering a view of the "bigger picture". We invite ideas that help lift the circumstance and spirit of consumers who may be struggling economically, socially, culturally, or politically. ACR 2026 will feature research that soars above the fray of tensions and conflict that make consumer life fraught in ways large and small.

ACR 2026 will take place in Chicago, Illinois. The "City of Big Shoulders" on which midwestern Americans have lifted each other up for almost two centuries. Chicago elevates the human spirit through blues, jazz, and art deco architecture, and literally elevates hundreds of thousands of consumers and marketers every day on the "El (elevated) train." It's the "City that Works", pushing upward and onward.



WHY SPONSOR?

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As a **sponsor or exhibitor**, you'll gain direct access to a vibrant, multidisciplinary audience of scholars, industry leaders, policy makers, and nonprofit professionals—all gathered to explore how consumer behavior informs and transforms the world.



Reach a Targeted,
Engaged Audience



Showcase Your
Organization's Impact



Spark New Collaborations



Premium Location –
Chicago

Who Should Sponsor or Exhibit?



- Research & Insights Firms
- Tech & Behavioral Data Platforms
- Academic Publishers & Journals
- Consumer Brands
- Nonprofit & Advocacy Organizations
- Public Policy Think Tanks
- Health, Sustainability, and Social Impact Innovators
- Business schools, marketing departments, and academic institutions

If your work engages consumers—or influences those who study them—you belong at ACR 2026.

SPONSORSHIP OPPORTUNITIES



SPONSOR LEVELS



Based on the value of your selections, you will be assigned a sponsor level as noted below.

Level	Free Exhibit Display (including 4 exhibitor passes)	Opportunity to Distribute Materials	Multimedia Recognition at the Conference	Sponsor Recognition in E-Newsletters	Wordmark on Conference Website	Logo in Conference Program
Platinum \$10,000+	✓	✓	✓	✓	✓ (hyperlinked)	✓
Gold \$5,000 - \$9,999			✓	✓	✓ (hyperlinked)	✓
Silver \$2,500 - \$4,999			✓		✓	✓
Bronze \$1,000 - \$2,499					✓	✓

SPONSORSHIP OPPORTUNITIES



Get maximum visibility in the conference program and app. Choose from the following options:

- Presidential Address \$15,000*
- Business Meeting/Awards \$15,000*
- Opening Reception \$7,500
- Working Papers Reception \$7,500
- Fellows Address \$5,000*
- ACR-Sheth Foundation Doctoral Symposium \$5,000
- Keith Hunt Newcomer Breakfast \$7,500
- Early-Career Workshop \$5,000*
- Mid-Career Workshop \$5,000*
- Coffee break or breakfast \$5,000
- Wi-Fi Sponsor \$5,000*
- App Sponsor \$4,000*
- Lanyards- \$2,500*+
- Notepads/Pencils/Pens- \$750+

**indicates an opportunity for exclusive sponsorship
+Sponsor to provide items*

For more details and a complete listing of sponsorship entitlements, please refer to the Exhibitor Terms and Conditions.

SPONSOR OUR CLOSING EVENT



We have some unique sponsorship opportunities to sponsor items at this year's closing event.

Sponsor a named drink \$1,000

- Name an existing drink after a person or organization

Sponsor an entertainer \$1,000 plus the cost of swag

- Sponsor the event's "cigarette girls" entertainers
- Branded swag or vintage-style candy carried on trays

Branding of photo booth - \$2500

Branding of historic movie poster \$500 (max of 2)

Entrance branding (max of 1) \$1,000

Sponsor a whiskey connoisseur to be present for whiskey tasting - \$1500

Exclusive sponsorship - \$12,000

- Exclusive sponsorship will include all of these opportunities

HOW TO BECOME A SPONSOR



Should you wish to discuss sponsor opportunities, please contact our Secretariat:

Derek Jardine

Podium Conference Specialists
2661 Queenswood Drive
Victoria, BC
Canada V8N 1X6

Tel: 1.250.472.7644 x 103

Fax: 1.250.472.7644

Email:

derek@podiumconferences.com

Web: <https://acrwebsite.org>

ADVERTISING OPPORTUNITIES

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Premier Ad Package 1: \$3,000 (exclusive)

Includes:

- Inside Front Cover Ad in Digital conference program*
- Two App Push Notifications
- Banner Ad with Landing Page in App

Premier Ad Package 2: \$3,000 (exclusive)

Includes:

- Inside Back Cover Ad in Digital conference program*
- Two App Push Notifications
- Banner Ad with Landing Page in App

Standard Ad Package: \$2,000

Includes:

- Full Page Ad in Digital conference program*
- One App Push Notification

Value Ad Package: \$1,000

Includes:

- ½ Page Ad in Digital conference program*
- One App Push Notification

Basic Ad Package: \$800

Includes:

- ¼ Page Ad in Digital conference program*
- One App Push Notification

Additional Options:

- App Push Notification - \$75

* All advertisements will be included in downloadable PDF

Please note ad measurements:

Full Page - 7.5" x 11"

½ Page - 7.5" x 4.85"

¼ Page - 3.6" x 4.85"

All advertisements must be submitted as JPEG files

To purchase these opportunities
derek@podiumconferences.com

OPENING RECEPTION DRINK PACKAGE



There will be an opportunity to purchase additional drink tickets for the Opening Reception and Working Papers Reception. Invite delegates to visit your booth by distributing drink coupons to redeem during the reception.

We offer various packages. Purchase the 50-ticket package and get a free app push notification to publicize the giveaway and draw more traffic to your booth!

10 ticket package.....	\$220
25 ticket package + 2 additional tickets	\$550
50 ticket package + 1 complimentary App push notification.....	\$1100

The background of the slide is a blurred photograph of a group of people in a meeting. Several individuals are visible, some wearing blue lanyards, suggesting a professional or conference setting. The focus is on the text in the foreground.

EXHIBIT **OPPORTUNITIES**

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8x10 Booth Space **\$2,500 + tax**

- Back and side draped walls (8x10 frontage only permitted)
- One 6ft long skirted table with two chairs
- Two Expo name badges (additional badges available at \$300 each)
- Acknowledgement and exhibitor profile in the conference program & app
- Acknowledgement on Expo sign on-site

****Electrical outlet to be purchased separately***

Tabletop **\$1,500 + tax**

- One 6ft long skirted table with two chairs (no other furniture permitted, 6ft frontage only per tabletop)
- Two Expo name badges (additional badges available at \$300 each)
- Acknowledgement and exhibitor profile in the conference program & app
- Acknowledgment on Expo sign on-site
- Please note pop up banners cannot be placed on either side of table, items may be placed on or behind the tabletop only

****Electrical outlet to be purchased separately***

Non-Profit Tabletop **\$1000 + tax**

- One 6ft long skirted table with two chairs
- Two Expo name badges (additional badges available at \$300 each)
- Acknowledgement and exhibitor profile in the conference program & app
- Acknowledgment on Expo sign on-site
- Please note pop up banners cannot be placed on either side of table, items may be placed on or behind the tabletop only

****Electrical outlet to be purchased separately***

EXHIBIT BOOKING



To book your booth for the **ACR 2026** visit our website at <https://acrwebsite.org> and follow the links to the 2026 Meeting Sponsor/Exhibitor online booking tool.

Our online registration system will ask you for the following information:

- Company and Contact Information
- Expo Booth Representative Information
- Company Description
- Payment information

Space is limited - book early! Exhibit booths are booked on a first come, first served basis. Reservations without payment will not be considered until payment has been received.