Call for Papers

Sport Marketing and Sponsorship Conference

Thursday, March 8th - Saturday, March 10, 2018
San Diego, California

Conference Co-chairs:

Vassilis Dalakas
California State University San Marcos

Colleen Bee
Oregon State University

We invite you to participate in the 2018 Sport Marketing and Sponsorship Conference. The conference has a friendly, international atmosphere and its relatively small size stimulates in-depth discussions. The conference location is in sunny San Diego at The Bahia Resort Hotel in Mission Bay, in the heart of Mission Bay with views of the Pacific Ocean, just steps from the beach and close to superb restaurants.

CONFERENCE INFORMATION

The conference follows the tradition of past Research Conferences in Sport Marketing and Sponsorship (i.e., Portland in 2014 and Salzburg in 2016) with high-quality research in the area of sport consumption and sport marketing. The conference has a strong focus on sponsorship-linked marketing, but also on other forms of alignment marketing. For example, topics from the 2016 Conference were: attention effects; implicit sponsorship effects; sponsorship and fans; sponsorship and employees; sponsorship and celebrity endorsements; event marketing and sponsorship; effects of partnerships on sales; sponsorship activation effects; and social media marketing in sport.

The top papers from the conference submissions will be invited to participate in a special issue in the Journal of Business Research. The authors of selected papers for the special issue will be asked to submit a full paper which will undergo additional blind peer-review and further revision in order to meet the requirements of the journal.

PROGRAM COMMITTEE

Colleen Bee (Oregon State University), T. Bettina Cornwell (University of Oregon), Vassilis Dalakas (California State University San Marcos), Claas Christian Germelmann (University of Bayreuth), Reinhard Grohs (Private University Seeburg Castle), Jesse King (Weber State University), Robert Madrigal (University of Oregon), Elisabeth Wolsteiner (University of Vienna), Björn Walliser (University of Lorraine, Nancy)

DEADLINES

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<tr>
<th>Conference Paper Submission to: <a href="mailto:smsc.2018@oregonstate.edu">smsc.2018@oregonstate.edu</a></th>
<th>October 1, 2017</th>
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<td>Notification of authors</td>
<td>November 15, 2017</td>
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GUIDELINES FOR AUTHORS

Please submit a manuscript that provides reviewers with an introduction/justification, theoretical background, methods, results, and brief discussion on the significance and implications of the results. The body of the manuscript should not exceed 10 pages (single-spaced, Times New Roman 12pt, 1-inch margins). In addition, please also include (not included in the 10-page count) a cover page, short abstract for the inclusion into the conference program (100 words), any tables/figures, and full references. On the cover page, please include the title of the paper, names and affiliations of all authors and complete contact information of the corresponding author (postal mailing address, e-mail address, and phone number). Please submit your paper to: smsc_2018@oregonstate.edu. Acceptance of the paper implies that at least one of the authors will attend the conference and present the paper.

TENTATIVE PRELIMINARY PROGRAM

Thursday, March 8th
6:30pm  Evening Reception (Bahia Resort)

Friday, March 9th
8:00 – 9:00  Breakfast
9:00am – 12:00  Research Sessions
12:00 – 1:30  Lunch
1:30 – 5:00  Research Sessions

Saturday, March 10th
8:00 – 9:00  Breakfast
9:00 – 12:00  Research Sessions
1:00 – 1:30  Lunch
1:00 – 5:00  Afternoon event
5:00 +  Dinner in San Diego

REGISTRATION FEES

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<th>Prior to January 10, 2018</th>
<th>After January 10, 2018</th>
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<tr>
<td>Regular fee</td>
<td>$295.00</td>
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<td>Doctoral student fee</td>
<td>$225.00</td>
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Conference registration fees include the Thursday evening reception, breakfast and lunch on Friday and Saturday, coffee breaks and (short abstract) proceedings.

DETAILED VENUE INFORMATION

Accommodation is available at The Bahia Resort Hotel for $189.00 (+taxes) per night. Conference rate is available March 5 through March 13, 2018.

The Bahia Resort Hotel
998 West Mission Bay Drive
San Diego, CA 92109
858.488.0551
http://www.bahiahotel.com/

CONTACTS

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