

## **9 REASONS WHY YOU SHOULD ATTEND THE 2021 ACME CONFERENCE**

### **ACME is . . .**

- 1) A small international conference with a collegial and intimate atmosphere for networking.
- 2) An unbeatable value! The registration fee is affordable and includes a one-year ACME membership.
- 3) An educator, practitioner, and student friendly conference.
- 4) A great opportunity to present your work and gain valuable feedback from colleagues.
- 5) Three days packed with interesting sessions and fun times with colleagues.

### **ACME gives you the opportunity to . . .**

- 1) Share ideas, find co-authors, and build friendships within academia that go beyond the conference.
- 2) Showcase your work in the *ACME Proceedings*, as a full paper or extended abstract. The published Proceedings are indexed in Google Scholar.
- 3) Earn recognition through various research and teaching awards offered by ACME, including ACME Distinguished Paper Award, Best Paper in Track Awards, ACME AccessCapon Teaching Innovation Competition Awards, and the Lou E. Pelton Award for Early Career Excellence in Marketing.
- 4) Join together in recognizing ACME colleagues at the Annual Awards Ceremony and Virtual Business Meeting.