



7th Annual SMA Conference



October 28-30, 2009

Cleveland, Ohio

ADDRESSING CHALLENGES, PROVIDING SOLUTIONS
Sport Marketing Strategies to Enhance and Advance the Sport Industry

SMA 2009: Paper Guidelines

All papers must be submitted electronically and must be received by May 15, 2009. Papers must be submitted for review in only **one (1)** conference track. Hence, authors should identify the most suitable track relating to the subject matter. SMA 2009 has selected four tracks for paper submission to address the theme of the Conference.

2009 Conference Tracks:

Internal Marketing:

- Product/Service Management, Purchasing/Supply Chain Management, Logistics, Sales Management, Volunteers, Employee Branding, etc.

External Marketing:

- Promotional Mix, Advertising, Sponsorship, Relationship Marketing, Consumer Behavior, Customer Branding, etc.

Marketing Technology:

- New Media, Internet, Communication Management via Digitized, Computerized, and/or Networked Technologies in Marketing, etc.

Market Analysis, Interpretation and Application:

- Marketing Research, Marketing Information Systems, Pedagogy, etc.

Papers may be submitted for one of the following categories:

1. Oral presentation [30 minutes, including questions]
2. Symposium or roundtable [90 minutes]
3. Poster presentation

Papers must conform to the format instructions detailed below. Please keep an exact copy for future reference. Papers will be subjected to blind peer review. Authors will be notified of acceptance, rejection and/or suggested modifications as soon as the review process has been completed. Please see key dates for submission and revision deadlines. It is a condition of acceptance of the paper that at least one of the authors must attend the conference and present the paper. However, no author may present more than two papers at the conference.

Key Dates:

- Paper Submission: May 15, 2009
- Notice of Acceptance: August 15, 2009
- Revision Submission and Confirmation of Attendance: September 15, 2009

The maximum length of a paper is **3000 words** (inclusive of all figures, tables, technical appendices, and references.). For information, please find detailed below instructions on the correct formatting for all papers.

Formatting of Papers:

- Single-spaced throughout
- Times New Roman 12-point font
- 8.5 x 11 inch page formatting
- 1 inch margins on all sides
- Avoid footnotes if possible, otherwise put at the end before references
- Formatting and reference style should conform to the American Psychological Association Guidelines (5th edition) except as noted above.

To assist in the process, a template has been developed that should be used for all submissions.

Content of papers should follow template below:

- Title page (the title should be short, simple, and clearly convey the focus of the paper)
- Abstract (summarize content)
- Body of paper (inclusive of all figures, tables, technical appendices, references, etc.).
- Figures and/or Tables (notations in the document should refer readers to figures and/or tables as appropriate)
- References

Reviewers for SMA 2009 conference will judge all manuscripts on the basis of their contributions to the development of sport marketing science or practice. Papers will be judged on their overall quality and their contribution to the theme of the conference. A SMA VII Best Paper Award will be selected and a plaque presented to the author(s) from submissions.

Papers submitted to the SMA should **not** be concurrently submitted for consideration to another conference or have been previously presented at another conference, and submitted papers should not be of work published or in press prior to May 15, 2009.

File format to submit paper:

- Submissions must be sent using Microsoft Word

When submitting the final version of paper, please be sure to use one line for each institution to name author(s) and university affiliation. Do not include author's title. Where there are two or more authors from the same institution please use one line for the institution.

- An example of a paper using the correct formatting is available from the SMA website.

Submitting files:

Submissions will include two files as noted below. The two files are to be submitted via the online process at the SMA website (URL noted below).

- A single page with author name(s), affiliation, and presentation category (i.e., 1, 2, or 3). The file should be posted using the format,

lastname-firstnameTitle.doc

- Paper

This file is the full paper with the elements noted above. DO NOT include any personal identifiers in this file. The file should be posted using the file name format,

lastname-firstnamePaper.doc

Number of submissions:

There is a limit of **two (2)** possible presentations regardless of co-authorship or type of presentation.

IMPORTANT NOTE:

If you are submitting a second paper, please submit your file as previously indicated but you **MUST** include a “2” after your first name. Example: the file should be labelled and submitted as *lastname-firstname2Paper.doc*. If you do not follow this step, your second upload may overwrite your first submission.

Publication of Papers:

All papers accepted for presentation following the formal review process will be published in the 2009 SMA Conference Proceedings. These proceedings will be provided to all conference delegates.

Paper Submission Deadline: 11:59 pm (est), May 15, 2009

The lead author will be notified of acceptance or rejection of a paper by August 15, 2009.

Papers should be submitted online through the Sport Marketing Association Website at: <http://www.sportmarketingassociation.com/>

Questions or inquiries regarding the submission process and papers for the 2009 conference should be directed to:

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Questions or inquiries regarding the 2009 Conference should be directed to:

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We look forward to seeing all of you in Cleveland!!!