



# 16th Annual Sport Marketing Association Conference October 24<sup>th</sup> – 26<sup>th</sup>, 2018 | Dallas, TX

The Sport Marketing Association welcomes the submission of abstracts for its 16th SMA Annual Conference, to be held at the Dallas Cowboys Star Event Center Omni Hotel in Frisco, TX, on October 24 – October 26, 2018. Authors may submit abstracts for one of the following categories:

1. Oral presentation (25 minutes, including questions)
2. Panel discussion, symposium, or roundtable (75 minutes)
3. Poster presentation

## **AUTHOR CATEGORIES:**

Authors should submit abstract(s) under one of two categories:

1. Professional
2. Student (All authors must be current students; any professionals can only be on paper as advisor)

Submissions can be conceptual or empirical in nature, and do not need to be completed at the time of submission. However, for any work in progress, there needs to be assurances that the research will be completed in time for the conference presentation should it be accepted.

To be considered for the prestigious award of SMA Conference Best Professional Paper, studies will need to have been completed at the time of submission. Further, to be considered for the SMA Conference Best Student Paper, abstracts must feature only one student author—any professional authors must be clearly identified as advisors.

## **KEY DATES:**

Authors should be mindful of the following key dates when preparing and submitting their abstracts (please note that official submissions are effective as of this announcement provided authors abide by the guidelines provided):

1. **Submission Deadline:** April 6, 2018 (11:59 PM, PST)
2. **Notice of Acceptance:** June 1, 2018 (11:59 PM, PST)

## **ABSTRACT SUBMISSIONS:**

Submissions must conform to the format instructions. Please keep an exact copy for future reference. Submissions will be subjected to blind peer review. Authors will be notified of acceptance, rejection, or suggested modifications as soon as the review process has been completed. Please see the key dates above for submission and revision deadlines. It is a condition of acceptance that at least one of the authors must attend the conference and present the research.

The abstract submission process includes formatting the abstract, as to where the abstract is **no longer than 1,000 words**, excluding references. All abstract formatting and references must conform to APA Style (6th edition) in the event your submission is accepted and published in the SMA Conference Proceedings (published by Fitness Information Technology; note authors will retain copyrights so the submission can be published elsewhere).

## **ONLINE SUBMISSION PROCESS**

This year, SMA is introducing a new online submission process. Authors will be required to visit the SMA website and submit their abstracts under the 'Submit Abstract' link within the website's 'Conference' menu. A direct link to the submission portal can be found here: [SMA Abstract Submission](#). Please note that abstracts will only be accepted via the online submission portal. After the abstract submission deadline, April 6, 2018 (11:59 PM, PST), the online submission portal will no longer be open.

As you enter the online submission portal, please be prepared to have the following on hand:

1. Presentation title; presentation type (oral, poster, panel, symposium, or roundtable; professional or student); names, affiliations, and emails for all authors; keywords
2. Abstract body, with no identifying author information

## **NUMBER OF SUBMISSIONS:**

There is a limit of two presentations per listed author regardless of co-authorship or type of presentation. Exception to this limit will be given for advisors to current students, in which case advisor positions must be clearly designated in the author section of the submission. Please note that in order to submit two abstracts, authors will have to enter the online submission portal two separate times (i.e., the online portal will only allow for one submission at a time).

## **REVIEWING SUBMISSIONS:**

The reviewers for the SMA Annual Conference will judge all submissions on the basis of their contributions to the development and advancement of theory or practice in the field of sport marketing. All submissions will undergo a double-blind review and will be judged on their overall quality and contribution to the SMA Annual Conference.

Abstract submissions should not be concurrently submitted for consideration to another conference and should not have been previously presented at another conference. In addition, submissions should not be of work published or in press prior to the abstract submission deadline (April 6, 2018, 11:59 PM, PST).

## **CONFERENCE INFORMATION:**

- This year, SMA's annual conferences will be held at the Dallas Cowboys Star Event Center's Omni Hotel. Information about the Omni Hotel can be found by [clicking here](#)
- To make a reservation at the Omni Hotel, using the SMA reduced discount rate, [click here](#)
- Any further details concerning the conference, including travel accommodations can be found by visiting the SMA website ([www.sportmarketingassociation.com](http://www.sportmarketingassociation.com))

## **QUESTIONS/CONTACT:**

Any questions about the abstract submission process can be sent to Dr. Brandon Brown, Vice President of Academic Affairs for the SMA, at [Brandon.brown@nyu.edu](mailto:Brandon.brown@nyu.edu)