



AIB 2015 Annual Meeting

BENGALURU, INDIA

JUNE 27-30, 2015

CONFERENCE EXHIBITOR AND ADVERTISER GUIDE

I. Introduction

Academy of International Business will be visiting Bangalore, India for our 57th Annual Conference. We will be meeting at the Leela Palace Bangalore on June 27-30, 2015.

Established in 1959, today AIB has about 3500 members in over 85 countries around the world. Members are primarily scholars from the leading global academic institutions in the world, specializing in topics of international business/trade, with a small number of consultants, researchers and NGO representatives making up the rest of our membership. AIB travels around the world for its annual conference to cater to its worldwide membership. In 2013, we were in Istanbul, Turkey with 1208 participants ([list of 2013 delegates](#)). Last year, Vancouver, Canada attracted 1086 participants ([list of 2014 delegates](#))

We have had a very successful submission period for the 2015 Call for Papers. As a result, we believe we are headed for another 800-1000 participant conference this year. You can see a continuously updated [list of currently registered participants for AIB 2015](#).

II. Typical Exhibitor Profile

Typical exhibitors at the AIB Meeting have, in the past, included textbook publishers, trade book publishers, case-study publishers, academic journal publishers, educational technology providers, database and research solution providers, software companies, think tanks and other non-governmental organizations, educational institutions, and educational service providers. We typically have around 20 exhibitors at our conferences in North America, and about a dozen overseas.

III. Exhibit Location

The exhibits will be located at the **Royal Ballroom** of the **Leela Palace Hotel**. All sessions of the conference will be held at the Leela Palace as well. AIB encourages exhibit traffic by offering all coffee breaks and lunches, and several of the award presentations at or near the same location as the exhibits.

IV. Exhibit Hours

The exhibits at the 2015 Annual Meeting will be open during the following days and times:

Sunday, June 28, 2015: 9:00AM - 5:00PM

Monday, June 29, 2015: 9:00AM - 5:00PM

Tuesday, June 30, 2015: 9:00AM - 5:00PM

Exhibit Setup Hours: Sunday, June 28, 2015 between 7:00am and 9:00am.

Exhibit Teardown: Tuesday, June 30, 2015 between 5:00pm-7:00pm.

V. Exhibit Setup and Costs

The **US\$900** regular exhibitor fee includes the following:

- ✓ A 6 foot display table and 2 chairs
- ✓ An Identification Sign with Company Name
- ✓ Power connection for the booth
- ✓ Wireless Internet access
- ✓ **(NEW)** Listing as of exhibitor in the Conference Program, Website, and the Conference App with logo and a 20 word description.
- ✓ **(NEW)** A half-page ad in the conference program (copy must be submitted by May 15)
- ✓ Exhibitor Pass for two (2) representatives, allowing free access to all conference activities and social events without paying any additional fees.



Please note that an Exhibitor Pass is required for access to the facilities. **Any additional representatives should be specified in the form** to make sure they are admitted to the building. Please note that there is a charge of US\$150 for each additional person beyond the first two representatives.

Also, please note that the table spaces at AIB 2015 may have to be dismantled at the end of every day due to hotel regulations. Material will be stored at the PCO office. If this becomes necessary, exhibitors are requested to cooperate with the PCO, KW Conferences, on this matter.

It is also possible to reserve **double the space** by paying the equivalent fee of two exhibits (additional exhibitor passes will be included as well).

VI. Sponsorship Opportunities

For the first time this year, AIB will be using a mobile conference app which will be available on the iOS Android systems, and on the web. If you are interested in sponsorship opportunities, including premium placement, push messaging and advertisement opportunities, please contact Tunga Kiyak at aib@aib.msu.edu for additional information.

VII. Advertising Options

This year, as a new benefit, each exhibitor gets a half-page ad space in the program. There are also additional opportunities for **conference program advertising** and **promotional inserts** to showcase your company and its product to our members.

Inserts:

You can also choose to have your own brochures or leaflets printed and mailed to us to have them inserted in the conference bags. We have no strict format or page count restrictions for the inserts, However keep in mind that delegates do not enjoy carrying around (or taking back home) heavy items and tend to throw away anything they deem too big or heavy. Past experience shows that anything over 7-8 pages is usually too much, and 3-4 pages is probably the ideal length. Of course, single page flyers are always welcome, and perhaps the most effective. Please contact Tunga Kiyak at [AIB Secretariat](#) for count and shipping instructions.

Advertising:

We accept half-page and full-page ads for our conference program, printed in one-color. Please contact us as soon as possible if you intend to advertise in the conference program, so that we can reserve space for you in the program. The deadline for the ad copy is **May 15, 2015**.

Specifications: Only one-color ads will be accepted. We prefer press-quality PDF files. We can also accept Adobe InDesign and Quark Xpress (4.0) files with the necessary links and fonts. TIFF and EPS files may also be sent with fonts set to outlines. If sending native files, please compress the package using a common compression package. The dimensions for the ads are as follows:

Half page: 194 mm (w) x 137 mm (h)
Full page: 194 mm (w) x 280 mm (h)
Full page (with bleeds): 206 mm (w) x 292 mm (h)
Full page (live area): 198 mm (w) x 285 mm (h)

VIII. Ordering Information

The following is the rate schedule for this year's conference:

Exhibits

Regular Exhibit (staffed by exhibitor): **US\$900**

Dedicated Unmanned Exhibit (staffed by AIB): **US\$900**

Advertising

Full-page Ad for Conference Program: **US\$750**

Half-page Ad for Conference Program: **US\$450**

Conference Bag Insert: **US\$500**

Conference App Sponsorship

Platinum Sponsor: **US\$2000**

Gold Sponsor: **US\$1000**

Silver Sponsor: **US\$500**

To place an order, please fill out the Order Form that was included with this guide. You can download a copy of the [Exhibit and Advertising Order Form](#) from our website. You can send your form via email, fax, or mail. Contact information is provided on the form.

Educational Discount

AIB offers a special discount to educational institutions on the advertising rates (there is no discount on the exhibit fees or app sponsorships). Please check the [Order Form for Educational Institutions](#) applicable rates to educational institutions.

IX. Additional Information about the Conference

For additional information about the 2015 AIB Bengaluru Conference, including a tentative conference program, discounted lodging and air travel, and visa information please visit <http://aib.msu.edu/events/2015/>.

Please note that an entry visa is required for all foreigners visiting India. Conference Visas can be issued to exhibitors if participants provide a letter of invitation to the conference in India and copies of permissions from relevant Indian Government and Municipal Agencies for the staging of the conference.

The AIB Office will be able to issue personalized letters to exhibitors upon request after the completion of an order form. For additional information on the process, please visit the conference website linked above.

X. Exhibitor Logistics

Additional Furniture and Accessories

Exhibitors requiring additional furniture and accessories may write to S. Eknath Reddy at eknath@kwconfercnes.com for inquiries and placing orders.

Customs and Freight Services

R. E. Rogers India, Pvt. Ltd. will be providing the AIB 2015 Bengaluru Conference with Freight, Customs Clearance, and Storage services. Please see the instruction form on the next page for additional information.

XI. Contacts

Order Inquiries and Conference Information

Dr. Tunga Kiyak
Managing Director
Academy of International Business
645 N Shaw Ln Rm 7
East Lansing, MI 48824, USA
Email: aib@aib.msu.edu

Conference Office in India:

AIB 2015 Congress Secretariat
KW Conferences Pvt Ltd
1st Floor, TFO Building
HITEX Exhibition Centre
Madhapur, Hyderabad – 500084
Telangana, India
Email: vasu@kwconferences.com

Accommodation Information:

Ms. Mamta Roy
KW Conferences Pvt Ltd
Tel.: +91 124 4636 719/722
E-mail: aibhotels@kwconferences.com
Web: <http://aib.msu.edu/events/2015/Lodging.asp>

Exhibition Operations & Logistics:

Mr. S. Eknath Reddy
KW Conferences Pvt Ltd
Phone: +91 40 – 6598 7803
Mobile: +91 9849852644
E-mail: eknath@kwconferences.com

Exhibition Additional Services:

Mr. S. Eknath Reddy
KW Conferences Pvt Ltd
Phone: +91 40 – 6598 7803
E-mail: eknath@kwconferences.com

Official Freight Forwarder:

R.E. Rogers India, Pvt. Ltd.

Mr. Shrenik
Mobile: +91 9845205424
shrenik@rogersworldwideindia.com

Mr. Ashwin
Mobile: +91 9880533988
ashwin@rogersworldwideindia.com

FREIGHT INFORMATION/ INSTRUCTION FORM

Name of the show:
Hall No. :
Stand No. :

- As an official handling agency R.E. Rogers India Pvt. Ltd. would provide services for handling of exhibits for the show.
- We strongly recommend you to have a comprehensive insurance to cover all your exhibits from your premises to the show site and back.
- Organiser and the official handling agency will not be responsible for any loss / damage / theft of your property and injury to your personnel during offloading, placement and reloading etc.
- Exhibits not exceeding 50 kgs. could be hand-carried to / removed from exhibition hall by the exhibitors themselves. Exhibits requiring handling could be taken care by the official handling agency.
- ☐ We plan to import exhibits for display at this show from (Please provide contact details of your foreign Principals)
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- ☐ We plan to display Indian exhibits as per details below :-

No of Pieces (Carton, Cases, Crates)	Dimensions L*W*H(cm)	Gross Weight	Packed/ Unpacked/Crated	ETA On Site

Services : (Please tick against the services required)

<input type="checkbox"/>	Offloading and Shifting to booth	<input type="checkbox"/>	Repacking
<input type="checkbox"/>	Unpacking & Placement of exhibits	<input type="checkbox"/>	Reloading after the show
<input type="checkbox"/>	Removal of empties for storage and return after the show	<input type="checkbox"/>	

Name of the Company
Contact Person
Address

Tel / Fax /Email

Please fill & return this form to:

R. E. Rogers India Pvt. Ltd.
No.2383/1, 11th Main, 15th Cross,
“E” Block, Next to SBM,
Sahakarnagar, Bangalore - 560092
Tel: +91-80-4269500/501/504

E-mail: shrenik@rogersworldwideindia.com / ashwin@rogersworldwideindia.com