



## **AIB 2017 Annual Meeting**

**DUBAI, UNITED ARAB EMIRATES**  
**JULY 2-5, 2017**

# **CONFERENCE EXHIBITOR AND ADVERTISER GUIDE**

## **I. Introduction**

The Academy of International Business will be meeting in the United Arab Emirates for our 59<sup>th</sup> Annual Conference in Dubai. We will be meeting at the JW Marriott Dubai on July 2-5, 2017.

Established in 1959, today AIB has about 3,500 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 2015, we meet in Bengaluru, India with 857 participants ([list of 2015 delegates](#)). Last year, New Orleans, LA, USA attracted 1,047 participants ([list of 2016 delegates](#)).

We received a very successful response to our 2017 Call for Papers and project another 850-1000 participant conference this year. You will be able to see a continuously updated [list of currently registered participants for AIB 2017](#) after registration opens in the spring of 2017.

## **II. Typical Exhibitor Profile**

Typical exhibitors at the AIB Annual 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 in **Emirates Ballroom** on Level 6 of the **JW Marriott Marquis Dubai**. All sessions of the conference will be held at the JW Marriott Marquis Dubai 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 2017 Annual Meeting will be open during the following days and times:

Monday, July 3, 2017: 10:30AM - 5:00PM

Tuesday, July 4, 2017: 9:00AM - 5:00PM

Wednesday, July 5, 2017: 9:00AM - 4:15PM

**Exhibit Setup Hours:** Monday, July 3, 2017 between 08:30am – 10:30am.

**Exhibit Teardown:** Wednesday, July 5, 2017 between 4:15pm and 6:00pm.

## V. Exhibit Setup and Costs

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

- ✓ A 6 foot draped display table and 2 chairs
- ✓ An Identification Sign with Company Name
- ✓ Power connection for the booth
- ✓ Wireless Internet access
- ✓ Listing as of exhibitor in the Conference Program, Website, and the Conference App with logo and a 50-word description.
- ✓ A half-page ad in the conference program  
*(copy must be submitted by April 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.

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

Once again, AIB will be using a mobile conference app, available on the iOS and Android systems, as well as 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](mailto:aib@aib.msu.edu) for additional information.

## VII. Advertising Options

As an added benefit, each exhibitor gets a half-page ad space in the program provided content is submitted by the deadline. 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 Kathy Kiessling at [AIB Secretariat](#) for print 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 **April 15, 2017**.

**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

Exhibit Booth Space (staffed by exhibitor(s)): **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 accompanied 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 AIB 2017 Dubai Conference, including a tentative conference program (available late-April), discounted lodging and air travel, and additional information please visit <http://aib.msu.edu/events/2017/>.

If you have questions about the exhibits or advertising options, please contact **Ms. Kathy Kiessling** at [membership@aib.msu.edu](mailto:membership@aib.msu.edu).

## X. Exhibitor Logistics

Global Experience Specialists (GES) will be providing the AIB 2017 Dubai Conference with Material Handling, Storage Services, and Exhibitor Setup. Once an exhibitor order form and payment has been received, we will have an Exhibitor Services Kit made available to you with additional information on how to utilize these services.

## XI. Contacts

### ***Order Inquiries and Conference Information***

Ms. Kathy Kiessling  
Academy of International Business  
645 N Shaw Ln Rm 7  
East Lansing, MI 48824, USA  
Email: [membership@aib.msu.edu](mailto:membership@aib.msu.edu)

### ***Accommodation Information:***

AIB has special rates at the conference venue, JW Marriott Marquis Dubai. To book your preferential rates, visit: <https://aib.msu.edu/events/2017/Lodging.asp>