



AIB 2018 Annual Meeting

MINNEAPOLIS, MN, USA

JUNE 25-28, 2018

CONFERENCE EXHIBITOR AND ADVERTISER GUIDE

I. Introduction

The Academy of International Business will be returning to North America for our 60th Annual Conference in Minneapolis. We will be meeting at the Hyatt Regency Minneapolis on June 25-28, 2018.

Established in 1959, today AIB has about 3,300 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 2016, we meet in New Orleans, LA, USA with 1,047 participants ([list of 2016 delegates](#)). Last year, the meeting held in Dubai, United Arab Emirates attracted 1,005 participants ([list of 2017 delegates](#)).

We received a very successful response to our 2018 Call for Papers and project another 900-1000 participant conference this year. You will be able to see a continuously updated [list of currently registered participants for AIB 2018](#) after registration opens in the spring of 2018.

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 **the Hyatt Exhibit Hall** on the Main Level of the **Hyatt Regency Minneapolis**. All sessions of the conference will be held at the same venue. AIB encourages exhibit traffic by offering all coffee breaks and lunches, and several award presentations at the exhibit hall. This year we also plan to hold various networking events in the additional space available at the exhibit hall.

IV. Exhibit Hours

The exhibits at the 2018 Annual Meeting will be open during the following days and times:

Tuesday, June 26, 2018: 10:00AM - 5:00PM

Wednesday, June 27, 2018: 9:00AM - 5:00PM

Thursday, June 28, 2018: 9:00AM - 4:00PM

Exhibit Setup Hours:

Monday, June 25, 2018 between 3:00pm-5:00pm, or

Tuesday, June 26, 2018 between 08:00am – 10:00am.

Exhibit Teardown:

Thursday, June 28, 2018 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 exhibit area. 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 Kathy Kiessling at membership@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 membership@aib.msu.edu 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, 2018**.

Specifications: Only one-color ads will be accepted. We prefer press-quality PDF files. We can also accept Adobe InDesign 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: 7.50 in (w) x 4.875 in (h)

Full page: 7.50 in (w) x 10 in (h)

Full page (with bleeds): 8.625 in (w) x 11.25 in (h)

Full page (live area): .25 in from edge

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 2018 Minneapolis Conference, including a tentative conference program (available late-April), discounted lodging and air travel, and additional information please visit <http://aib.msu.edu/events/2018/>.

If you have questions about the exhibits or advertising options, please contact **Kathy Kiessling** at membership@aib.msu.edu.

X. Exhibitor Logistics

Once an exhibitor order form and payment have been received, we will add your group's name to the list of exhibitors and an Exhibitor Services Kit will be 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

Accommodation Information:

AIB has special rates at the conference venue, Hyatt Regency Minneapolis. To book your preferential rates, visit: <https://aib.msu.edu/events/2018/Lodging.asp>