



# AIB 2019 Annual Meeting

COPENHAGEN, DENMARK

JUNE 24-27, 2019

## CONFERENCE EXHIBITOR AND ADVERTISER GUIDE

### I. Introduction

The Academy of International Business will be meeting in Denmark for our 61<sup>st</sup> Annual Conference in Copenhagen. We will be meeting at the Copenhagen Business School on June 24-27, 2019.

Established in 1959, today AIB has about 3,300 members in over 95 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 2017, we met in the United Arab Emirates with 1,005 participants ([list of 2017 delegates](#)). Last year, the meeting held in Minneapolis, MN, USA attracted 892 participants ([list of 2018 delegates](#)).

We received a very successful response to our Call for Papers and project over 1,000 participants will attend the conference in 2019. You will be able to see a continuously updated [list of currently registered participants for AIB 2019](#) after registration opens in the spring of 2019.

### 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 Ground Floor hallways of **Solbjerg Plads** at the **Copenhagen Business School**. All sessions of the conference will be held at the same building and exhibit traffic will be steady as participants move between sessions and to coffee breaks and lunch service.

## IV. Exhibit Hours

The exhibits at the 2019 Annual Meeting will be open during the following days and times:

Tuesday, June 25, 2019: 10:00AM - 5:00PM  
Wednesday, June 26, 2019: 9:00AM - 5:00PM  
Thursday, June 27, 2019: 9:00AM - 4:00PM

### Exhibit Setup Hours:

Tuesday, June 25, 2019 between 08:00am – 10:00am.

### Exhibit Teardown:

Thursday, June 27, 2019 between 4:15pm and 6:00pm.

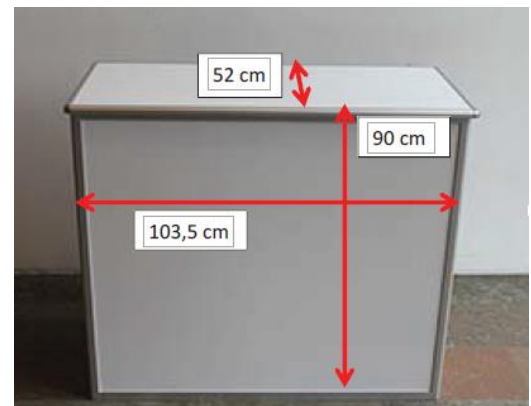
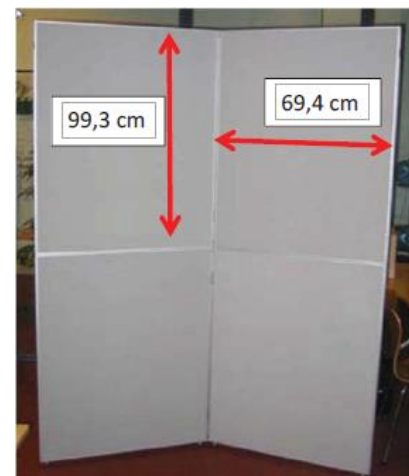
## V. Exhibit Setup and Costs

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

- ✓ A poster wall, display stand and 2 chairs
- ✓ An Identification Sign with Company Name
- ✓ Power connection for the booth
- ✓ Velcro fasteners for poster wall\*
- ✓ 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.

*\*Only Velcro fasteners may be used on the poster walls with grey fabric. Pins and tape may NOT be used on the poster walls or stands (if this is not respected, damages may be assessed).*

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](mailto: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](mailto: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, 2019**.

**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: 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 [Exhibit and Advertising Services Order Form](#) online or access the webpage to download a PDF version to submit. Contact information is provided on the form.

## IX. Additional Information about the Conference

For additional information about the AIB 2019 Copenhagen Conference, please visit <http://aib.msu.edu/events/2019/> .

AIB has special rates at various hotels in the Copenhagen area. To book your preferential rates, visit: <https://aib.msu.edu/events/2019/Lodging.asp>

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

## X. Exhibitor Logistics

Once an exhibitor order form and payment are received and processed, 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***

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