

# 78<sup>th</sup> Annual Meeting of the Academy of Management **Exhibitor & Sponsorship Guidebook**

## **Hyatt Regency Chicago, Grand Ballroom**

Chicago, Illinois, USA

Exhibits: Friday, August 10<sup>th</sup> - Monday, August 13<sup>th</sup>, 2018

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**Showcase your books, products and services to top decision-makers,  
students, scholars and professionals from over 80 countries,  
representing hundreds of universities and institutions  
in just 4 days!**

The Academy of Management (AOM) is the leading professional association for scholars dedicated to creating and disseminating knowledge about management and organizations. Representing approximately 20,000 members in 136 countries, AOM members are scholars at colleges, universities and research institutions, as well as practitioners with scholarly interests from business, government, and not-for-profit organizations. Founded in 1936, the Academy of Management is the oldest and largest scholarly management association in the world. Visit AOM online at <http://aom.org>.

The 78<sup>th</sup> Annual Meeting of the Academy of Management is the premier conference for approximately 10,000 attendees in the scholarly management and organization space. No other event brings together the world's top management and organization students, scholars, academics and professionals in one location. This is your opportunity to make valuable, long-lasting contacts and develop relationships with AOM members.

***“The contacts we make with AOM members throughout the conference, at events and in the exhibit hall are invaluable, help us fulfill SHRM’s mission and reinforce our commitment to supporting all facets of management education where HR is taught and studied. AOM continues to be a valued partner.”***

***-Nancy Woolever, SHRM***

## Exhibitor Benefits:

- Access to nearly 10,000 decision-makers and new customers
- Organization logo and description listed on virtual floor plan on AOM website
- Organization name/location listed in mobile app and program dynamic edition
- 5 complimentary full conference registrations per booth
- Exhibit Hall Opening Reception on Friday evening-AOM provides snacks and one drink ticket per attendee
- Exhibitor discount on attendee mailing list
- **NEW!** - Access Annual Meeting Exhibitors Community at Connect@AOM – See [page 17](#) for more information

## Traffic Generating Features:

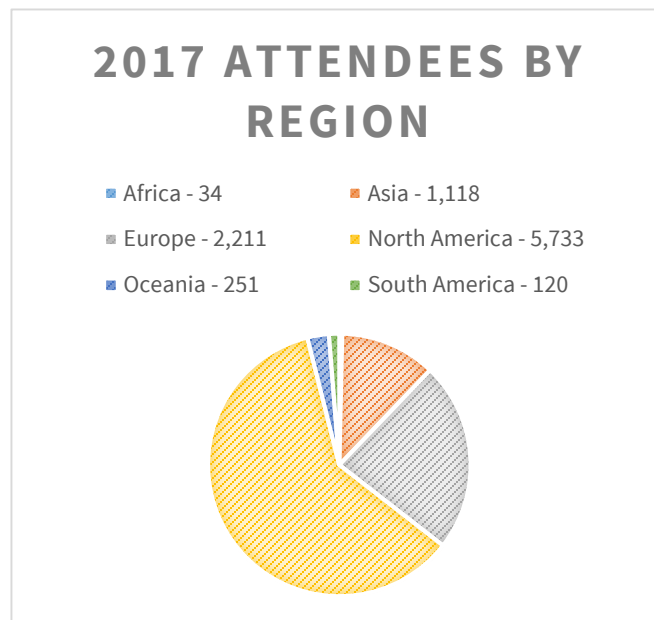
- Technology Centers – three locations throughout the exhibit hall where attendees can go to access internet, computer stations and charge their mobile devices
- Exhibit Hall Opening Reception on Friday evening-AOM provides snacks and one drink ticket per attendee - **drew in more than 1,500 guests in 2017**
- Daily Swag Bags for the first 200 people to enter the exhibit hall



## Global Network

Exhibiting is more important than ever with the advances in technology. However, personal, face-to-face interactions are invaluable to nurture and cultivate relationships. Exhibiting does make a difference to your bottom line as you are engaging in relationships that can make a difference.

Here's a look at who attends the annual meeting:



**9,467**

primary attendees in Atlanta 2017

**62%**

of attendees were academics

**28%**

of attendees were students

## Become an Exhibitor

There are booth options at every price point customized to fit your marketing budget. 10,000 students, scholars, academics and professionals are waiting to connect with you.

Booth Size	Investment (Booth Only)	Corner Booth	**Add Out & About Table Only	***Premiere Exhibitor Package (includes an Out & About table)
5x10	\$1,000	\$1,150	Add \$500	Add \$675
10x10	\$1,900	\$2,050	Add \$500	Add \$675
10x20	\$3,600	\$3,750	Add \$500	Add \$675
<b>*Startup Street</b>	\$650	NA	Add \$500	Add \$675

\*Startup Street is a great option for startup companies that are not interested in a booth space but are still interested in participating in the AOM's Annual Meeting. It includes one cocktail round table, two stools, access to electricity, and the opportunity to hold a 90-minute session in the Exhibitor Meeting Room, which will be listed in the program.

\*\* Add \$500 to any booth and get one 6-foot skirted table that will be placed in one of the Technology Centers in your choice of meeting venue– See [page 10](#) for more information on what a Technology Center is

\*\*\*Premiere exhibitor package - **save over 50% on services that can make your meeting a huge success.**

Package Includes:

- One session that will be listed in the program and will be held in the exhibitor meeting room (up to 50 people max) – normally \$250/Premiere Exhibitor price \$125
- An Out & About Exhibitor table ([see below](#) for details) – normally \$500/Premiere Exhibitor price \$250
- One ad on the AOM mobile meeting app – normally \$1,000/Premiere Exhibitor price \$300
- Seven complimentary conference exhibitor badges – (normally five are provided)
- One scheduled push notification through the Meeting Mobile App that will be seen by all attendees that have downloaded the app
- As a bonus, AOM will send one marketing email to all registered attendees on behalf of all Premiere Exhibitors

All items are sold separately as well as in the premiere package. You can purchase all items on the Exhibitor sales system. Use the “click here” link below.

**We offer a SWAG BAG to the first 200 attendees that visit the exhibit hall on Saturday, Sunday or Monday. Please contact [exhibits@aom.org](mailto:exhibits@aom.org) if you want to donate Swag (mugs, pencils, pens, bookmarks, etc.). We would need 600 pieces total (200 for each day).**

[Click here](#) to become an exhibitor

## Exhibits Schedule

Please arrange your travel to ensure you are set up by 4pm for a 6pm start on Friday evening. You will be fined \$200 if your booth is not set up on time or if you tear down before 2pm on Monday.

### **Thursday August 9, 2018**

1:00pm - 5:00pm Exhibitor move-in and set up

### **Friday August 10, 2018**

8:00am - 4:00pm Exhibitor move-in and set up

6:00pm - 8:00pm Opening Reception (Exhibit Hall)

6:00pm - 8:00pm Exhibits open

### **Saturday August 11, 2018**

8:00am - 5:00pm Exhibits open

10:15am - 10:45am Conference Break in Exhibit Hall

2:45pm - 3:15pm Conference Break in Exhibit Hall

### **Sunday August 12, 2018**

8:00am - 5:00pm Exhibits open

10:15am - 10:45am Conference Break in Exhibit Hall

10:30am - 12:30pm Dedicated Exhibit Hours

2:45pm - 3:15pm Conference Break in Exhibit Hall

### **Monday August 13, 2018**

8:00am - 2:00pm Exhibits open

10:15am - 10:45am Conference Break in Exhibit Hall

2:00pm - 6:00pm Exhibitor move-out

\*Your booth must be staffed at all times during exhibit hours\*



## Important Dates

August 6, 2017	Atlanta exhibitors were given access to the 2018 booth sales system on site.
October 2, 2017	Exhibit booth sales opened to all others
May 15, 2018	Advertising materials for Meeting Program due
May 25, 2018	Deadline to send information to <a href="#">have session/in-booth event listed in program</a>
June 01, 2018	Deadline to be listed the program as an exhibitor or sponsor
June 21, 2018	Deadline to cancel booth request and receive a refund (minus a \$200 admin fee)
July 02, 2018	*First day shipments can arrive at the advanced warehouse
July 12, 2018	Deadline to make your hotel accommodation reservations
July 18, 2018	Deadline for discount prices with GES
July 20, 2018	Deadline for purchasing exhibit space
July 25, 2018	*Last day shipments can arrive at the advanced warehouse
July 27, 2018	Deadline for payment of exhibit space (If at this time a payment has not been received, AOM will not be able to deliver the materials to your booth for set up day)
August 09, 2018	Check in and set up begins
<b>NO DIRECT SHIPMENTS WILL BE PERMITTED</b>	<b>*NO DIRECT SHIPMENTS WILL BE PERMITTED IN CHICAGO</b>
August 10, 2018	Exhibit Hall opens to all attendees
August 13, 2018	Exhibits Hall closes and booths are dismantled for check out

\*See GES Service Kit for more detailed instructions for shipping. The service kit will be emailed to all registered exhibitors approximately 60 days before the meeting

[Click here](#) to become an exhibitor



## Still Not Convinced?

Many of your competitors exhibited last year at the 77<sup>th</sup> Annual Meeting of the Academy of Management:

<p><b>Allied Powers</b></p> <p><b>Association Book Exhibit</b></p> <p><b>Berrett-Koehler Publishers Inc.</b></p> <p><b>BI Norwegian Business School</b></p> <p><b>Business Expert press</b></p> <p><b>Business Expert Press</b></p> <p><b>Cambridge University Press</b></p> <p><b>Capsim Management Simulations Inc.</b></p> <p><b>CARMA (Center for the Advancement of Research Methods and Analysis)</b></p> <p><b>Cengage Learning</b></p> <p><b>Cesim</b></p> <p><b>Chicago Business Press</b></p> <p><b>China Data Center, University of Michigan</b></p> <p><b>Columbia University Press</b></p> <p><b>Copenhagen Business School</b></p> <p><b>Darden Business Publishing</b></p> <p><b>Edward Elgar Publishing</b></p> <p><b>El Games LLC</b></p> <p><b>ELSEVIER</b></p> <p><b>Emerald Publishing</b></p> <p><b>Enovative Technologies</b></p> <p><b>Equilar, Inc.</b></p> <p><b>EthicsGame</b></p> <p><b>Fielding Graduate University</b></p> <p><b>FlatWorld</b></p> <p><b>Graziadio Business Review, Pepperdine University</b></p> <p><b>Harvard Business Publishing</b></p> <p><b>Harvard University Press</b></p> <p><b>HR Certification Institute</b></p> <p><b>IAP- Information Age Publishing, Inc.</b></p> <p><b>IES Abroad</b></p> <p><b>IGI Global</b></p> <p><b>InspireLink</b></p> <p><b>Interpretive Simulations</b></p>	<p><b>Ivey Publishing</b></p> <p><b>Kogan Page</b></p> <p><b>Management by the Numbers, Inc.</b></p> <p><b>Marketplace® Simulations</b></p> <p><b>Maven House Press</b></p> <p><b>McGraw-Hill Education</b></p> <p><b>Nova Innovations</b></p> <p><b>now publishers</b></p> <p><b>Oxford University Press</b></p> <p><b>Pearson</b></p> <p><b>Penguin Random House</b></p> <p><b>Project Management Institute</b></p> <p><b>Provalis Research</b></p> <p><b>Real Time Cases, Inc</b></p> <p><b>Recurrence Inc.</b></p> <p><b>SAGE Publishing</b></p> <p><b>Society for Human Resource Management</b></p> <p><b>Soutwestern University of Finance and Economics</b></p> <p><b>Springer Nature</b></p> <p><b>Stanford University Press</b></p> <p><b>StataCorp</b></p> <p><b>StratX Simulations</b></p> <p><b>Stukent</b></p> <p><b>Tableau Software</b></p> <p><b>Taylor &amp; Francis Group</b></p> <p><b>TCS Education System</b></p> <p><b>The Case Centre</b></p> <p><b>The MIT Press</b></p> <p><b>The PhD Project</b></p> <p><b>University of Toronto Press</b></p> <p><b>UQ Business School</b></p> <p><b>VERBI Software</b></p> <p><b>Wessex Press</b></p> <p><b>Wiley</b></p>
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[Click here](#) to become an exhibitor

## 2018 Sponsorship Opportunities

**Enhance your organization's/university's marketing strategy by increasing your visibility as an official  
Academy of Management Annual Meeting Sponsor!**

Opportunity	PLATINUM PLUS	Investment
<b>HOTEL WI-FI AND TECHNOLOGY CENTER:</b> Three opportunities (Hyatt, Swissotel/Fairmont, Marriott/Sheraton) - AOM is designating a space in each property to technology. Thousands of members will utilize this space to register, get on the internet, charge their devices and visit exhibitor tables. Your branding will appear in multiple locations throughout the space, on screensavers, charging stations and on signage. Also, the URL of your choice will be the designated landing page for all AOM stationed computers - Help attendees stay connected and charged!		<b>\$20,000</b>
<b>EXHIBIT HALL BREAKS:</b> - 5 breaks during 3 days of exhibits - Your branding will appear on screensavers as the Exhibit Hall Break Sponsor on ALL computers at ALL AOM technology centers throughout the meeting, including the exhibit hall. Your name/logo on signage in the exhibit hall technology centers for all 4 days. Be top of mind with your target audience! - <b>SOLD</b>		<b>\$20,000</b>

Opportunity	PLATINUM	Investment
<b>HOTEL KEY CARDS:</b> Your name/logo on the key cards that thousands of attendees will receive upon check in. Keep your company information in the hands of attendees during the entire event - <b>SOLD</b>		<b>\$16,500</b>
<b>ID NAME BADGE LANYARD:</b> Lanyard to display the conference nametag – Your branding on the lanyards that all attendees receive - <b>SOLD</b>		<b>\$16,500</b>
<b>CONFERENCE TOTE BAGS:</b> Your branding on the conference tote bags that get handed out at registration and the self-check-in kiosks - <b>SOLD</b>		<b>\$16,500</b>
<b>ALL-ACADEMY RECEPTION:</b> Sunday evening – your branding on signage as the sponsor of the All Academy Reception that approximately 800 members attend - <b>SOLD</b>		<b>\$16,500</b>
<b>PHONE POCKETS:</b> Your branding on the phone pockets given to all attendees at registration that can be stuck to any smartphone and offers visibility during and AFTER the meeting		<b>\$16,500</b>
<b>MOBILE MEETING APP:</b> Your branding in multiple locations of the Mobile Meeting App and listed as the App sponsor on signage and on our website. Plus, send one push notification to all attendees who downloaded the app every day (Friday-Tuesday)		<b>\$16,500</b>
<b>PLACEMENT SERVICES: Friday-Tuesday</b> – Your branding will be displayed as the sponsor on all on-site job fair materials, promotional emails, website and event signage. Also get priority placement for your placement ad on the job board		<b>\$16,500</b>
<b>MEMBER HOSPITALITY SUITE: Friday-Tuesday</b> - your branding as the sponsor of the Member Hospitality Suite that approximately 600 first time attendees visit to speak with Membership Committee Representatives and help themselves to refreshments. Also, set up a table inside the room for the opportunity to speak one on one with the attendees.		<b>\$16,500</b>

\*ALL SPONSORSHIP OPPORTUNITIES ALSO INCLUDE BENEFITS LISTED ON [PAGE 12](#)

Opportunity	GOLD	Investment
<b>MEDIA CUBE:</b> Friday-Tuesday-Your branding on four sided structure in the main registration area. Four monitors will play social media feeds, photo stream and videos. The sponsor can also add a 90 second marketing video to the loop - <b>SOLD</b>		<b>\$11,000</b>
<b>PENS:</b> your branding on pens handed out at conference registration and the technology centers at every meeting venue		<b>\$11,000</b>
<b>EXHIBIT HALL OPENING RECEPTION:</b> Friday - Your branding will be displayed as the sponsor of the reception on the AOM website, marketing material and event signage. This was a really popular event in 2017 with approximately <u>1,500 attendees!</u>		<b>\$11,000</b>
<b>HYDRATION STATIONS:</b> Friday-Tuesday – your branding on the cups used at all hydration stations set around the meeting venues that thousands of attendees will use - <b>SOLD</b>		<b>\$11,000</b>

Opportunity	SILVER	Investment
<b>AOM RESOURCE CENTER:</b> Friday-Tuesday - your branding on signage as the sponsor of the AOM Resource Center and your name/logo branding the ribbon wall		<b>\$8,500</b>
<b>ON-LINE MEETING REGISTRATION:</b> Your branding on the “on-line” registration pages. <i>NOTE: Early due date – February 7, 2018</i>		<b>\$8,500</b>

Opportunity	BRONZE	Investment
<b>PODIUM FLATS:</b> Friday-Tuesday - Your branding on podiums in all session rooms (approximately 100) - <b>SOLD</b>		<b>\$5,500</b>
<b>AOM TWEET UP EVENT:</b> As sole sponsor of the Tweet Up, your branding will be displayed on all signage/messaging before, during, and after the Meeting. You will be featured on our #AOM2018 Tagboard, displayed in our Exhibit Hall, mentioned in every post and email related to the Tweet Up, and have an opportunity for face-to-face interactions during the Tweet Up		<b>\$5,500</b>

Opportunity	PEWTER	Investment
<b>60 SECOND VIDEO ON MEDIA CUBE:</b> - Take this opportunity to market your organization. The video will play on a loop on the media cube in the main registration area from Friday-Tuesday		<b>\$4,000</b>
<b>TLC @ AOM RECEPTION:</b> Sunday – Your branding will be displayed as the sponsor of the reception at the TLC conference on the AOM website, marketing material and event signage. Get noticed at this popular Teaching and Learning Conference attended by approximately 450 members.		<b>\$4,000</b>

\*ALL SPONSORSHIP OPPORTUNITIES ALSO INCLUDE BENEFITS LISTED ON [PAGE 12](#)

\*ALL BRANDED SPONSORSHIPS ARE CO-BRANDED WITH AOM

## Benefits by Sponsorship Level

Sponsorship Level Benefits	Platinum + \$20,000	Platinum \$16,500	Gold \$11,000	Silver \$8,500	Bronze	Pewter \$4,000
<b>Description in the Digital Edition of Program and on the Sponsorship page of our Website</b>	750 words	500 words	250 words	250 words	250 words	250 words
<b>Complimentary Annual Meeting registration/s</b>	Three	Two	Two	One	One	One
<b>Name on the Sponsor banner hanging in the registration area</b>	X	X	X	X	X	X
<b>Hyperlinked banner ad rotating on main pages of Mobile Meeting App</b>	X	X				
<b>Company description &amp; logo in sponsor listing on Mobile Meeting App</b>	X	X	X	X	X	X
<b>Place marketing material on a shared table in the conference registration area</b>					X	X
<b>Display table in the conference registration area</b>			X	X		
<b>Out &amp; About Exhibitor Table</b>	X					
<b>10x10 in-line booth in the exhibit Hall (AOM assigns booth)</b>	X	X				
<b>30 second video about your organization on the media cube in the conference registration area</b>	X	X	X	X		
<b>NEW! - 30 Second video about your organization in the Digital Edition of the Conference Program</b>	X	X	X	X		
<b>Logo on the AOM Annual Meeting Website Home page</b>	X	X	X			
<b>Complimentary Placement advertisement/s and interview table/s at the Annual Meeting</b>	Two ads, Two tables	Two ads, Two tables	One ad, One table	One ad, One table		
<b>Your placement ad will have priority location on the placement job board</b>	X					
<b>Complimentary advertisement in one of AOM's publications during the calendar year from the sponsorship contract date</b>	Full page	Full page	½ page			
<b>Complimentary Annual Meeting Attendee mailing list/s - DOES NOT INCLUDE EMAIL ADDRESSES</b>	Two	Two	One			
<b>Recognition Plaque</b>	X	X	X			

## Exhibit Rules & Regulations

### **Exhibitor Conduct:**

2. No hand-written signs may be displayed in the exhibit booth.
3. Do not share the booth with another vendor without prior written approval from the Academy of Management.
4. Smoking is prohibited in the Exhibits Area.
6. Exhibitors are not authorized to conduct business with non-exhibitors in the exhibit hall during set up or tear down.

### **Selling books, software and/or materials at exhibit booths:**

Exhibitors will NOT be required to obtain any licenses or special permissions from the city of Chicago to conduct sales on the show floor as the AOM Annual Meeting is NOT open to the general public. If you will be conducting sales on the show floor we ask that you **clearly state any return policies and any other transaction policies or fees BEFORE the transaction takes place.**

### **Food and Beverage Service:**

Food and beverage service on the exhibit floor of the Hyatt Regency Chicago is provided exclusively by the Hyatt. Distribution or sale of food or beverages from sources other than the Hyatt is prohibited without written permission from the Hyatt or their designated representative. To order any food or beverage items for your space, please fill out and follow the directions on the order form in the service kit provided by GES.

### **Installation and Dismantling of Exhibits:**

The exhibit area will be available for set-up from 1pm-5pm on Thursday, August 9, 2018 and 8:00am through 4:00pm on Friday, August 10, 2018. Set-up of exhibits must be completed during these hours. No exhibit may be erected after the exhibit hall opens (Friday, August 10th at 6pm). It is the responsibility of the exhibitor to see that all materials are delivered to the official decorating company or to the facility directly. **All exhibitor booths need to be dismantled between 2:00pm and 6:00pm on Monday, August 13, 2018.**

**Should there be a failure to remove the exhibit, the removal will be arranged by AOM at the expense of the exhibitor.** Exhibit materials **may not be removed** before 2:00pm on Monday, August 13, 2018. **Delivery or removal of any portion of the exhibit during show hours is prohibited.** The Exhibitor agrees to have an authorized representative present during the periods of installing and dismantling the exhibit and to work with the Official Academy Exposition Services Contractor. Attendees are not permitted in any exhibitor's booth at any time during the installation or dismantling of the show or before or after the daily opening or closing of the show, unless such person can positively identify himself/herself as an employee or authorized representative of the exhibitor or Official Academy Exposition Services Contractor. **Please note that if the booth is not set up by Friday, August 10, 2018 at 4pm there will be a \$200 fine. If the booth gets taken down any time before Monday, August 13, 2018 at 2pm there will be a \$200 fine.** If this schedule does not work for you and you need to set up and/or tear down at a different time you must send a written request to [exhibits@aom.org](mailto:exhibits@aom.org) before August 9, 2018 so that we may make alternative arrangements.

**No-Shows:**

If the exhibitor fails to install a product or display in assigned space, fails to staff the space, fails to pay the rent or fails to comply with any other provision of this agreement, AOM shall have the right without notice to the exhibitor to take possession of said space and lease said space or any part thereof to such parties and upon such terms and conditions as it may deem proper. No refund will be issued to no-shows.

**Furnishings and Space:**

Furniture, carpeting, draping, accessories, signs, electrical outlets, etc. must be arranged through our general service contractor, GES, at the sole expense of the exhibitor.

**Acceptability of Exhibits:**

All exhibits shall be to serve the interest of AOM and shall be operated in a way that will not detract from other exhibits or the convention as a whole. AOM reserves the right to restrict exhibits which detract from the general character of the display or convention. This includes persons, things, conduct, printed materials, or anything of a character which may detract from the exhibit or convention as a whole. AOM reserves the right to deny exhibit space to any potential exhibitor if AOM determines that the content or intention of the exhibitor is inconsistent with the goals and objectives of the organization. AOM reserves the right to require the immediate withdrawal of an exhibitor which AOM believes to be injurious to the purpose of the organization. AOM is not liable for any refunds of rentals or other exhibition expenses. No exhibit will be permitted which violates any municipal, state, or Federal laws, rules and regulations, including safety codes. Acceptance of an exhibit application does not imply an endorsement of the exhibitor or exhibitor's products or services. Display boards and other high exhibits shall not be placed in such a manner as to interfere with other exhibits. No exhibit shall extend beyond the official floor plan dimensions or an aisle. Verbal announcements, recordings, radios, closed circuit, or videotape TV, sound-slide presentations, motion picture, or other attention-getting devices are prohibited if objectionable to adjacent exhibitors. All demonstrations, other activities must be confined to the limits of the exhibition booth or to AOM provided areas, such as the exhibit hall conference room.

AOM follows the [IAEE Guidelines for Display Rules & Regulations.](#)

**Cancellation Penalties:**

Prior to June 21, 2018, an exhibitor may cancel and receive a refund of the exhibit fees, minus \$200.00 to cover administrative costs for processing the original reservation and the subsequent refund. After June 21, 2018, all exhibit payments are non-refundable. The Academy assumes no responsibility for having included the name of the canceled exhibitor or other exhibitor data in the Annual Meeting Program or other meeting materials. The Academy also reserves the right to use the canceled booth space for its own use, including the re-selling of the space to another exhibitor without rebate to the canceled exhibitor.

**Security and Liability:**

**SPECIAL SECURITY PERSONNEL WILL BE ON 24-HOUR DUTY IN THE EXHIBITS AREA STARTING AT 1:00 P.M. ON THURSDAY AND ENDING AT 6:00 P.M. ON MONDAY.** The Academy of Management and the Hyatt Regency Chicago will take special precautions to safeguard each exhibitor's property during the show; however, the

Academy of Management specifically disclaims any and all liability. Specifically, neither the Academy of Management nor the Hyatt Regency Chicago will be liable for damage or loss to an exhibitor's property through theft, fire, accident, or any other cause. Further, the Academy of Management and the Hyatt Regency Chicago will not assume any liability for any injury that may occur to visitors, exhibitors, or other agents or employees of exhibitors. Exhibitors assume all responsibility and liability for their property, personnel, agents, employees, invitees, and guests. Exhibitors should insure their own exhibits and display materials.

**Books Only Display:**

Tables for "Books Only" Exhibits will be offered to exhibitors who would like to have books and other titles on display but are unable to attend the Annual Conference. Send copies to give away or just "display only" copies. You may send as many order forms, brochures, and/or catalogues as necessary. Order forms must include a fax number where attendees can send filled out forms. AOM is not responsible for returning completed order forms. Instructions on where to send the materials will be sent to you once your payment is processed. We will ensure as best as possible that an ample supply is available during exhibition hours. At the end of the annual conference, the display books will be donated to a deserving charity. If you request items to be returned, **you must provide** shipping supplies and instructions with your materials. AOM is not responsible for lost or damaged materials.

**Exhibitor Badges:**

The payment for each exhibit booth, regardless of size or location, will include 5 complimentary conference exhibitor badges (Premiere exhibitors receive seven). Additional badges may be purchased for \$50.00 USD each (max 5 additional badges per booth). Exhibitor registration will be onsite at the conference location at the Exhibitor/Press Booth. Exhibitor badges and identifying tags will be provided at that time. **Pre-registration of booth personnel is not required.**

**PLEASE NOTE:** Exhibitor representatives, including authors and guests invited by exhibitors, will NOT be permitted to enter the Exhibits Area without a proper exhibitor badge. You may use your allotted complimentary badges to register any authors or guests visiting your booth. If you do not make the necessary provisions for invited authors and guests, they will be required to pay and register in order to enter the exhibits area.

Exhibitor personnel are welcome to attend all Academy functions as a "regular" attendee except in cases where there are additional charges assessed to our members, e.g. professional development workshops requiring additional paid registration. Exhibitor registration does not grant access to any member-only benefits, including papers post conference and login access to the online program. In order to have access to papers you must register as a regular conference attendee. To protect exhibitor samples, no one is allowed into the Exhibits Area when it is not open and no one is permitted into the area without a badge. The Technology Centers inside the exhibit hall will be open during exhibit hours only.

### **Out & About Exhibitor Tables:**

This is a great opportunity for you to reach hundreds of attendees that may not have the time to visit the exhibit hall. One 6-foot skirted table will be placed in one of the Technology Centers in your choice of meeting venue where the sessions are taking place (Hyatt, Sheraton, Fairmont, Swissotel or Marriott). The table will be available to you for use Saturday-Monday, during exhibit hours. The table must be manned by a member of your organization at all times and no items should be left at the table while it is not manned. The Out & About table can be purchased at the same time as your booth/s. For more information on the Technology Centers go to [page 10](#).

## **How to Obtain Exhibit Space**

### **Assignment Process for Exhibit Space:**

The online system is open. All exhibitors were notified in October 2017. If you have not already purchased your booth, please [click here](#) to enter the system. **The system is real time and will be on a first-come, first-served basis.**

**\*\*Please note that the booth/s chosen by the exhibiting company during the booth selection process are not guaranteed until payment is received in full whether payment is made by check or credit card.**

## **Additional Information**

The cost of each booth includes **five** complimentary conference exhibitor badges, general illumination, one booth identification sign with the exhibitor's name on it, 8-foot high drapery at the back of the booth, and 3-foot high draped side dividers. Booth fees also include a listing as an exhibitor in the Annual meeting materials circulated to the Academy members attending the event, if reserved before the deadline. ([See "Important Dates" page 8](#)).

### **Exhibit Hall Colors:**

Blue and white drape

### **Carpet:**

The exhibit hall is carpeted; however, a carpet order form will still be available.

### **Official Academy Exposition Services Contractor:**

**The official show decorator is GES, [www.ges.com/US/home](http://www.ges.com/US/home).** Booth space does not include carpet, tables, chairs or other equipment, nor does it include electricity, labor or other services. All utilities (including internet and electrical outlets) must also be pre-ordered from the appropriate vendors. Order forms for all such materials and services will be included in the service kit supplied by the official show decorator. Information regarding rental and service orders with descriptions and rates for all items will be made available to every confirmed exhibitor by the official show decorator at least 60 days prior to the meeting or upon receipt of a booth confirmation from our exhibit management system. The service kit will be available online through Espresso which is the GES online ordering system. AOM will also provide a link from the Exhibit Management System and a hard copy can be printed off from the GES website. Shipping information will also be included in the service kit.

### **Hotel Accommodations:**

Exhibitors are responsible for making their reservations through the Academy of Management Housing Bureau.



Exhibitors are urged to make hotel reservations as early as possible. The Housing Bureau website will be open in February. Visit [our website](#) for updated housing information. A block of rooms has been held for exhibitor and sponsors at the Hyatt.

### **Housing Advisory**

Experient is the only official housing bureau for the 2018 AOM Annual Meeting. Any other company or travel agency contacting you is not affiliated with AOM. In some cases these companies claim to have hotel rooms at discounted rates, but when you arrive on-site the hotel does not have your reservation. As always, AOM secures a housing block providing discounted and convenient hotel accommodations for the Annual Meeting.

### **Pre-Registrant Mailing Lists:**

Take advantage of the opportunity to reach the perfect audience and order our mailing list of all primary registrants for the 2018 Annual Meeting! The list will be available upon request starting on or about June 18, 2018 through July 27, 2018. Exhibitors at the Annual Meeting will receive a 25% discount. Mailing lists are available through the Academy of Management's list manager, Marketing General, Inc. (MGI). For more information, please contact Candy Brecht at [CBrecht@marketinggeneral.com](mailto:CBrecht@marketinggeneral.com), or by phone at +1 (703) 706-0383. In order to provide the highest quality exposure for our exhibitor partners, usage of the list is for one-time use only. We also recommend that the content of what you send should relate directly to your participation at AOM's meeting. Incentive-based messages are the most well received, for example, an announcement of a new product or service, a special educational presentation, a prize contest, or invitation to a social function. Our members typically do not care to receive generic sales or marketing literature but do appreciate relevant information.

Finally, in accordance with the wishes of our members, the Academy of Management does not include email addresses with our list rentals. AOM has very stringent policies around the use of member emails and maintain high principles around member privacy and contact as a matter of privilege. Therefore, your list rental is for direct mail use only. No telemarketing faxes or emails are permitted. This is an extension of our "Terms of Use" policy on our website which states that users of the website (including members using the Membership Directory) "may not compile AOM member names/addresses to be used for product promotion, unwanted/ unsolicited communications, mass mailings or "spamming.

### **NEW! – Annual Meeting Exhibitor Community:**

I am pleased to announce that we are creating an Annual Meeting Exhibitors Community at [Connect@AOM](mailto:Connect@AOM)! This new online collaborative platform dramatically improves the networking tools available to AOM Exhibitors to connect and collaborate not only with each other but with AOM members and conference attendees as well. The Exhibitor Community is a place where you can extend your reach within the AOM community and share what your organization has to offer. The 2018 Annual Meeting will be a "pilot" year, and if successful, will be a year-round multi-use platform for registered AOM Exhibitors.

#### **Key Community Platform Features**

##### **Library:**

Create and upload documents, share webinars, hyperlinks, Youtube videos or other organizational promotional materials.

##### **Events:**

Promote an upcoming event to the events calendar. All communities can see it! Also has an option to hyperlink

out to another web page for more information.

**Discussions:**

Start a conversation among all members of the community. Messages will automatically be sent to all participants in a daily digest via email.

**Messages & Connections:**

Send private messages to individual members of the community and build your network of colleagues.

**Are you ready to Connect@AOM? Let's get started!**

1. **Go to <http://connect.aom.org> and click on "sign in" in the upper right hand corner.** If you are a member or already have an AOM account, login using your AOM username and password. If not, click on "create an account".
2. **Complete your profile.** Your colleagues will want to know a little bit about you.
3. **Visit the Annual Meeting Exhibitors Community:** <http://aom.link/ExhibitorCommunity>
4. **Share.** The strength of this community depends on the contributions of its members!

I know that once you visit Connect@AOM, you will be just as excited as I am about our new community and all of the rich resources and connection opportunities that it offers. I look forward to seeing you there!

**Directory Use:**

Members may use the information contained on AOM.org and its directories for individual networking and communication. No part of the information available on this site can be redistributed, copied, or reproduced for commercial or non-personal use without the prior written consent of the Academy of Management (AOM). Specifically, users of the site may not compile AOM member names/addresses to be used for product promotion, unwanted/unsolicited communications, mass mailings or "spamming". AOM reserves the right to monitor the use of the information contained herein and can take appropriate remedial action, including, but not limited to, barring access to parts of the site for violations of this policy.

**Events/Social Functions:**

Social functions and other activities sponsored by exhibitors cannot be held in conflict with the AOM General Session on Sunday morning, the AOM All-Academy Reception on Sunday evening or in conflict with any AOM sponsored exhibit hall breaks. Exhibitors must be confirmed in our system before an ancillary event is approved by AOM. Exhibitors are responsible for all arrangements and costs associated with their event including room rental, audiovisual equipment, food and beverage, etc. All requests for space outside of the exhibit hall for social functions must be requested through Michelle Donohue, Program Manager at [mdonohue@aom.org](mailto:mdonohue@aom.org).

**Exhibitor Meeting Room:**

The Academy is providing a meeting room near the exhibit hall that fits approximately 50 people in round tables for small events. You can rent the space for 1.5 hours at only \$250 including a screen and a projector (\$125 for Premiere exhibitors). Please contact [exhibits@aom.org](mailto:exhibits@aom.org) to set up your event today. This space is solely for exhibitor and Academy functions.

**If you want to promote an in-booth event or an exhibitor meeting room event/session in the meeting program, please contact [exhibits@aom.org](mailto:exhibits@aom.org) by May 25, 2018.**

**Insurance:**

Insurance protection will not be afforded to the exhibitor either by the AOM or the Hyatt Regency Chicago. Exhibitors shall carry their own insurance to cover exhibit material against damage. Exhibitors utilizing independent contractors must provide the AOM with a certificate of insurance in full compliance with all provisions as stated below by June 29, 2018. Also, a separate certificate of insurance must be provided in the exhibiting company's name.

Note: The AOM is required to provide the similar proof of our insurance including automobile liability, to the convention center. Each exhibitor MUST provide a Certificate of Insurance evidencing Commercial General Liability and Hired & Non-Owned Automobile Liability insurance. Policies shall name both the AOM and the Hyatt Regency Chicago as additional insured. If your insurance broker is providing the required evidence of coverage please forward the certificate to [exhibits@aom.org](mailto:exhibits@aom.org) or by fax to (914) 326-1900.

## Greening Guidelines



**We ask all Exhibitors to use the following guidelines where possible to help us reach our greening goals for 2018.**

### **Waste Reduction**

- Recycle, reuse and reduce where possible
- Use of Energy Star equipment
- Paperless where possible
- Use reusable displays
- Maximize use of recycled content in paper and displays
- Only use duplex printing in all materials
- Do not provide hard copies of catalogs, list the URL where catalogs are found on business cards or pricelists
- Provide Academy and attendees with information on recycled content % of different titles, catalog, etc.
- Do not give away any disposable water bottles
- Limit giving away bags – always ask book purchasers if they need one
- Donate any leftover giveaway items to shelters
- Any food provided will use washable or compostable glasses, plates and flatware

### **Pollution Prevention**

- No plastic bags – cloth only
- Provide environmentally sound items as giveaways
- No plastic signage unless it is reusable

### **Education**

- Highlight teaching materials and research publications dealing with environmental topics

### **Transportation**

- Offset carbon associated with transport of both staff and materials to the conference. Donate books rather than shipping after the conference

# Agreement

Organization Name: \_\_\_\_\_

I \_\_\_\_\_ have read and agree to the rules & regulations spelled out in the  
(print name)

Exhibits & Sponsorship guidebook for the 78<sup>th</sup> Annual Meeting of the Academy of Management.

X \_\_\_\_\_  
(signature)

\_\_\_\_\_  
(title)

\_\_\_\_\_  
(date)