



AIB 2022 Annual Meeting

MIAMI, FL, USA

JULY 7-9, 2022

CONFERENCE EXHIBITOR AND ADVERTISER GUIDE

I. Introduction

The Academy of International Business will be meeting in Miami for our 64th Annual Conference. We will be meeting at the InterContinental Miami hotel on July 5-9, 2022.

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, or meets virtually in needed, to cater to its worldwide membership. In 2018, we met in the Minneapolis, MN, USA with 892 participants. In 2019, the annual meeting held in Copenhagen, Denmark attracted 892 participants. Due to the pandemic, the AIB conferences in 2020 (1,259 participants) and 2021 (1,256 participants) were both held virtually.

We received a very successful response to our 2022 Call for Papers and project over 800 participants conference will join us in person this year. You will be able to see a continuously updated [list of currently registered participants for AIB 2022](#) after registration opens in the spring of 2022.

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 between 15-20 exhibitors at our conferences in North America, and about a dozen overseas.

III. Exhibit Location

The exhibits will be located in a designated exhibition space at the **InterContinental Miami** hotel. 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 2022 Annual Meeting will be open during the following days and times:

Thursday, July 7, 2022: 9:30AM - 5:00PM

Friday, July 8, 2022: 8:30AM - 5:00PM

Saturday, July 9, 2022: 8:30AM - 4:00PM

Exhibit Setup Hours:

Wednesday, July 6, 2022 between 1:00-4:00 pm and Thursday, July 7, 2022 between 8:00-9:30 am.

Exhibit Teardown:

Saturday, July 9, 2022 between 4:00pm and 6:00pm.

V. Exhibit Setup and Costs

The **US\$1,000** single booth 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, up to 4, 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.

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 5, 2022**.

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 - Single Space (staffed by exhibitor(s)): US\$1,000

Exhibit Booth - Double Space (staffed by exhibitor(s)): US\$2,000

Advertising

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

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

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 2022 Miami Conference, including a tentative conference program (available late-April), discounted lodging and air travel, and additional information please visit <https://www.aib.world/events/2022/>.

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

X. Exhibitor Logistics

Once an online 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 before the event with additional information on how to utilize these services.

XI. Contacts

Order Inquiries and Conference Information

Ms. Kathy Kiessling
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645 N Shaw Ln Rm 413
East Lansing, MI 48824, USA
Email: membership@aib.msu.edu

Accommodation Information:

AIB has negotiated special rates at the conference venue, the InterContinental Miami. Reserve a room early through the [AIB conference webpage](#) to receive the group room rate.