



**AIB 2007 Annual Meeting  
Indianapolis, Indiana, USA  
June 25 - 28, 2007**

## **CONFERENCE EXHIBITOR AND ADVERTISER GUIDE**

### **I. Introduction**

Academy of International Business is coming back to the U.S. for 2007. We will be meeting at the Westin Hotel Indianapolis during June 25-28, 2007.

Established in 1959, today AIB has over 3100 members in 75 different 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, in an attempt to cater to its worldwide membership. Our 2006 meeting held in Beijing China attracted 1055 participants ([list of 2006 delegates](#)) made it the largest AIB meeting ever. The last North American meeting was in Quebec City in 2005, where 869 participants ([list of 2005 delegates](#)) came together.

We have had a very high level of interest for the 2007 Call for Papers, signaling to us that we will again have at least 750 delegates for this year's conference.

### **II. Exhibitor Information**

Typical exhibitors at the AIB 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, and software companies.

The Academy of International Business encourages exhibit traffic by offering several program components at the exhibit hall, including all coffee breaks, lunches, poster sessions, and some of ht receptions.

### **III. Exhibit Hours**

The exhibits at the 2007 Annual Meeting will be open during the following days and times:

- Tuesday, June 26, 2007: 9:00AM - 6:00PM
- Wednesday, June 27, 2007: 9:00AM - 5:30PM
- Thursday, June 28, 2007: 9:00AM - 4:00PM

**Exhibit Setup Hours:** Monday, June 25, 2007 between 1:30pm and 4:30pm.

**Exhibit Teardown:** Thursday, June 28, 2007 between 4:00pm-6:00pm.

#### IV. Regular Exhibit Options and Costs

The US\$750 regular exhibitor fee includes the following:

- A 8' x 10' draped booth featuring:
  - 8' high backwall and 3' high sidewalls
  - 6 foot skirted display table
  - 2 chairs
  - 7" x 44" Identification Sign with Company name and Booth Number
- Listing as an exhibitor in the Conference Program
- Exhibitor Pass for one (1) representative from your company, allowing free access to all conference activities and events without paying membership or registration 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 for additional representatives.

It is possible to order additional items and services to upgrade your booth through our Exhibit Services Contractor, Excel Decorators, Inc. Once we have received your order form and payment, we will have an Exhibitor Services Kit made available to you.

It is also possible to reserve a **double-booth** by paying the equivalent fee of two exhibit booths (a second exhibitor pass will be included as well).

#### V. Additional Exhibit Options

AIB also offers two options for unmanned booths: (1) you can request to have a dedicated exhibit booth that will be staffed by AIB. This option is limited to exhibiting up to 12 titles, and any additional brochures and order forms you may have, (2) you can share an exhibit booth with others choosing the same option. This booth will also be staffed by AIB. This option is limited to only 5 titles, and additional brochures and order forms. In both cases, our staff will be happy to collect any order forms filled out and mail them back to you.

#### VI. Advertising Options

In addition to exhibiting, there are also opportunities for **conference program advertising and promotional inserts** to showcase your company and its product to our members.

**Advertising:** We accept quarter-page, 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 10, 2007**. Please see the last page of this document for ad specs and format.

**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. While we have no strict format restrictions for the inserts, they should be reasonable in size (letter size would be a good measure). There are also no page restrictions, 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.

## **VII. Ordering Information and Rates**

The following is the rate schedule for this year's conference:

### **Exhibits**

Regular Exhibit (staffed by exhibitor): US\$750

Dedicated Unmanned Exhibit (staffed by AIB): US\$750

Shared Exhibit (staffed by AIB): US \$400

### **Advertising**

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

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

Quarter-page Ad for Conference Program: US\$300

Conference Bag Insert: US\$500

To order your exhibit booths or any of the advertising products, please fill out the Promotional Services Order Form on the next page and send it to the attention of Tunga Kiyak, Managing Director. 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). Please see the [Educational Institution Promotional Services Order Form](#) for the applicable rates to educational institutions.

## **VIII. Additional Information about the Conference**

For additional information about the 2007 AIB Indianapolis Conference, including the conference program and discounted travel and lodging rates, please visit <http://aib.msu.edu/events/2007/> .

If you have questions about the exhibits or advertising options, please contact Mr. Tunga Kiyak, Managing Director of AIB, at [aib@aib.msu.edu](mailto:aib@aib.msu.edu).



# Academy of International Business

(Federal Employer ID# 23-7442958 Duns No. 797963394)

## Commercial Promotional Services Order Form

### Newsletter and Web Ad Package

- \$750 - Full-Page Ad
- \$450 - Half-Page Ad
- \$300 - Quarter-Page Ad

Please indicate the issue desired: \_\_\_\_\_

#### COPY DEADLINES:

- 1st Qtr Newsletter . . . . . January 15
- 2nd Qtr Newsletter . . . . . April 15
- 3rd Qtr Newsletter . . . . . July 31
- 4th Qtr Newsletter . . . . . October 31

Please refer to the "Advertisement Specifications" page for submission requirements for your ad copy. Newsletters are usually mailed a month after the copy deadline. Each newsletter is also archived on the AIB website at <http://aib.msu.edu/>.

### "Piggyback" Mailing

- \$750 - "Piggyback" Mailing. This promotional concept allows you to enclose your own brochure in the AIB Newsletter mailed quarterly to our members. Please ship 2800 copies of your brochure to the AIB office. Maximum Brochure Size is 8.5 in. by 11 in. (21.6 cm x 27.9 cm) not to exceed 1/2 oz. (14.2 g)

**The deadline for our receipt of your brochures is the same as the above copy deadlines.**

Please indicate the issue desired: \_\_\_\_\_

### Mailing Lists

- \$600 - AIB Mailing list
- \$400 - North America list
- \$350 - Non-North American list only
- Custom list - Request quotations (\$30 minimum)

One time only rental of the AIB mailing list for your own mailing. The list is available in tab-delimited text or Microsoft Excel format.

Please indicate list format and date needed: \_\_\_\_\_

### Conference Exhibit and Promotion

- \$750 - Program full-page ad
- \$450 - Program half-page ad
- \$300 - Program quarter-page ad
- \$500 - Conference Bag Insert
- \$750 - Booth/Tabletop Exhibit at the Meeting (Display staffed by sender, any number of titles)  
\_\_\_\_\_ x \$150 - fee for additional representatives for the meeting
- \$750 - Book Exhibit at the Meeting (Display staffed by AIB, up to 12 titles)
- \$400 - Combined book exhibit at the Meeting (Display staffed by AIB, up to 5 titles)

Please contact AIB for deadlines for program ads and shipping information for the exhibits.

\$\_\_\_\_\_ TOTAL

### Service Request Form

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

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_

Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

### Payment Information

- Purchase Order (No. \_\_\_\_\_) Enclosed

- \$\_\_\_\_\_ Check  
(No. \_\_\_\_\_ Date \_\_\_\_\_) Enclosed

**ALL CHECKS MUST BE IN U.S.DOLLARS. PLEASE MAKE CHECKS PAYABLE TO THE "ACADEMY OF INTERNATIONAL BUSINESS"**

- \$\_\_\_\_\_ CREDIT CARD:  
(circle type: MasterCard VISA AMEX Discover)

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

**ALL ORDERS MUST BE ACCOMPANIED BY PAYMENT OR PURCHASE ORDER**

**MAIL TO:** ACADEMY OF INTERNATIONAL BUSINESS  
7 Eppley Center  
Michigan State University  
East Lansing, Michigan 48824-1121  
U.S.A.

Tel: +1-517-432-1452

Fax: +1-517-432-1009

Email: [aib@aib.msu.edu](mailto:aib@aib.msu.edu)

<http://aib.msu.edu/>



# Academy of International Business

## *Advertisement Specifications*

### **Ad Sizes**

Display ads are billed based on size. Prices are indicated on the Promotional Services Order Form. Only one-color ads will be accepted. Ads should be designed to fit the sizes below:

full-page ad	7.5 in(w) x 10 in(h) (19 cm x 25.5 cm)
half-page ad	7.5 in(w) x 4.875 in(h) (19 cm x 12.25 cm)
quarter-page ad	3.75 in(w) x 4.875 in(h) (9.5 cm x 12.5 cm)

### **Formats Accepted**

Electronic submission of ads is preferred. Portable Document Format (PDF) files are preferred using "Press" settings. Contact AIB with any questions regarding proper settings. Adobe InDesign and Quark Xpress (4.0) files also may be sent with the necessary links and fonts to ensure compatibility. TIFF and EPS files also may be sent with fonts set to outlines or with fonts included. If sending native files, please compress the package using a common compression software.

Camera-ready art is accepted for one-color, black and white ads. Screens should be avoided. If screens are part of the logo or art, rescreening may be necessary and may cause "fuzzy" results.

### **Composition**

If you desire AIB to set your text file into a simple layout, send your text file and any logo via email to AIB indicating headlines and body text. Use the following guide to estimate the size of the ad space required.

full-page ad	500 words
half-page ad	250 words
quarter-page ad	150 words

Accepted file formats for logo images are TIFF, EPS or JPG. File resolution should be 300 dpi. JPGs from web pages usually do not have the proper resolution for print uses. Faxed logos cannot be used for reproduction.

AIB reserves the right to refuse ads based on content or incompatibilities with file formats or sizes. Late submissions cannot be guaranteed placement.

### **Electronic submission**

Files may be sent via email to [aib@aib.msu.edu](mailto:aib@aib.msu.edu). Files larger than 5MB should be sent on CD to: Academy of International Business, 7 Eppley Center, Michigan State University, East Lansing, MI 48824-1121 USA.