



**AIB 2009 Annual Meeting
San Diego, California, USA
June 27 – June 30, 2009**

CONFERENCE EXHIBITOR AND ADVERTISER GUIDE

I. Introduction

Academy of International Business is back in the U.S. for 2009. We will be meeting at the Sheraton San Diego Hotel & Marina on June 27-June 30, 2009.

Established in 1959, today AIB has about 3200 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 to cater to its worldwide membership. Our 2006 meeting held in Beijing China attracted 1055 participants ([list of 2006 delegates](#)). The 2007 meeting was in Indianapolis, USA where 731 participants ([list of 2007 delegates](#)) came together. In 2008, our 50th Anniversary, we met in Milan, Italy and had a record participation with 1201 delegates ([list of 2008 delegates](#)).

We have had a very successful submission period for the 2009 Call for Papers, surpassing all but 2008 in terms of numbers. As a result, we believe we are headed for another 900+ participant conference this year. You can monitor the registrations for the conference at the [registered participants for the 2009 conference](#) page, updated in real-time, on our website.

II. Exhibitor Profile

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.

III. Exhibit Location

The exhibits will be located at the Grande Ballroom, in the Marina Tower at the Sheraton San Diego Hotel and Marina. Due to the limited space we have available this year, the 2009 Exhibits will be limited to 25 booths only, allocated on a first-come-first-serve basis. All sessions of the conference will also be held at the *Marina Tower*. AIB encourages exhibit traffic by offering all coffee breaks, all lunches, and some of the receptions at the same location as the exhibits. In addition, conference registration will be held at the Foyer of the Ballroom.

IV. Exhibit Hours

The exhibits at the 2009 Annual Meeting will be open during the following days and times:

- Sunday, June 28, 2009: 10:00AM - 5:30PM
- Monday, June 29, 2009: 9:00AM - 5:30PM
- Tuesday, June 30, 2009: 9:00AM - 4:00PM

Exhibit Setup Hours: Sunday, June 28, 2009 between 8:00am and 10:00am.

Exhibit Teardown: Tuesday, June 30, 2009 between 4:00pm-6:00pm.

V. Exhibit Setup and Costs

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

- A 8' x 10' draped booth:
- A 6 foot skirted display table
- 2 chairs
- An Identification Sign with Company Name
- Listing as an exhibitor in the Conference Program
- Exhibitor Pass for two (2) representatives from your company, 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 building. 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 a **double-booth** by paying the equivalent fee of two exhibit booths (a second exhibitor pass will be included as well).

VI. Additional Exhibit Options

AIB also offers an option for unmanned booths. 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. Our volunteers will be happy to collect any order forms filled out and mail them back to you (although in our experience AIB staffed booths tend not to receive as many orders as people do not feel comfortable providing payment information to AIB volunteers).

VII. Logistical Details

There will be additional items and services allowing you to upgrade your booth through our Exhibit Services Contractor. We will also have secure storage facilities to keep all packages received in advance until the exhibit setup date. Once we have received your order form and payment, we will have an Exhibitor Services Kit made available to you.

VIII. 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 **April 30th, 2009**.

Specifications: Only one-color ads will be accepted. We prefer press-quality PDF files. We can also accept Adobe InDesign and Quark Xpress (4.0) 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:

Full page: 7.5 in (w) x 10 in (h) (19 cm x 25.5 cm)

Half page: 7.5 in (w) x 4.875 in (h) (19 cm x 12.25 cm)

Quarter page: 3.75 in (w) x 4.875 in (h) (9.5 cm x 12.25 cm)

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 letter-size pages is usually too much, and 3-4 letter-size pages is probably the ideal length. Of course, single page flyers are always welcome, and perhaps the most effective. Please contact [the Secretariat](#) for count and shipping instructions.

IX. Ordering Information

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

Exhibits

Regular Exhibit (staffed by exhibitor): US\$900

Dedicated Unmanned Exhibit (staffed by AIB): US\$900

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 Order Form on the next page. You can send your form via email, fax, or mail. Contact information is provided on the form. A [fillable version of the order form](#) can be downloaded from our website, if desired.

Educational Discount: AIB offers a special discount to educational institutions on the advertising rates (there is no discount on the exhibit fees). Please check the [Order Form for Educational Institutions](#) applicable rates to educational institutions.

X. Additional Information about the Conference

For additional information about the 2009 AIB San Diego Conference, including a draft conference program, discounted travel and lodging rates, please visit <http://aib.msu.edu/events/2009/>.

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