I. Introduction

Academy of International Business is back in Europe for 2008. We will be meeting on the campus of Bocconi University during June 30-July 2, 2008.

Established in 1959, today AIB has over 3200 members in 72 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) making it the largest AIB meeting ever. The 2007 meeting was in Indianapolis, USA where 731 participants (list of 2007 delegates) came together.

We have had a record level of interest for the 2008 Call for Papers, surpassing the previous submission record (for Beijing) by over 30% more submissions. As a result, we believe we are headed for another 1000+ participant conference this year. You can monitor the registrations for the conference at the registered participants for the 2008 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 ground floor of the Velodromo building on the campus of Bocconi University. The picture on the right shows the location where the exhibits will be setup. Due to the limited space we have available this year, the 2008 Exhibits will be limited to 20 booths only, allocated on a first-come-first-serve basis. All parallel sessions of the conference will also be held at the Velodromo. AIB encourages exhibit traffic by offering all coffee breaks, all lunches, and some of the receptions at the same location as the exhibits.
IV. Exhibit Hours

The exhibits at the 2008 Annual Meeting will be open during the following days and times:

- Tuesday, July 1, 2008: 9:00AM - 6:30PM (late close due to receptions being held)
- Wednesday, July 2, 2008: 9:00AM - 5:30PM
- Thursday, July 3, 2008: 9:00AM - 4:00PM

Exhibit Setup Hours: Tuesday, July 1, 2008 between 8:00am and 10:00am.
Exhibit Teardown: Thursday, July 3, 2008 between 4:00pm-6:00pm.

V. Exhibit Setup and Costs

The US$750 regular exhibitor fee includes the following:

- A 150cm x 75cm table
- 2 stools
- Electrical connection
- Free wireless internet access
- An Identification Sign with Company Name
- 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 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 representative.

Please note that since we are located at a school building, options and space for the exhibits are limited. As such, there are no additional furniture available for rental. Therefore, exhibitors are asked to make the necessary arrangements to bring any magazine racks or book stands with them or have them shipped in advance. Shipping instructions will be provided once a valid exhibitor registration form is received.

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

AIB is not utilizing a drayage company for this year’s event. As such, exhibitors are asked to make their own shipping and customs clearance arrangements. We will have secure storage facilities to keep all packages received in advance until the exhibit setup date. Shipping instructions and local contact information will be provided, once a valid order form has been received.
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 May 9, 2008.

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

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 contact the Secretariat applicable rates to educational institutions.

X. Additional Information about the Conference

For additional information about the 2008 AIB Milan Conference, including a draft conference program, discounted travel and lodging rates, please visit http://aib.msu.edu/events/2008/.

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