I. Introduction

Academy of International Business will be back in Europe in 2013, visiting Istanbul, Turkey. We will be meeting at the Hilton Istanbul on July 3-6, 2013.

Established in 1959, today AIB has about 3200 members in 80 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 2008 meeting held in Milan, Italy, when we were last in Europe, attracted 1201 participants (list of 2008 delegates). In June 2011, we visited Japan for the first time, right after the earthquake and nuclear crisis, and yet our conference in Nagoya had 958 participants. Last year, in 2012, we were in Washington DC, USA with 1085 participants (list of 2012 delegates).

We have had a very successful submission period for the 2013 Call for Papers, ranking as the 2nd highest number of submissions in AIB’s history. As a result, we believe we are headed for another 1000+ participant conference this year. As of April 20th, almost a month before the regular registration deadline, there were already more than 750 participants registered for the conference. You can see a continuously updated list of currently registered participants for AIB 2013.

II. Typical 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, software companies, think tanks and other non-governmental organizations, educational institutions, and educational service providers. We typically have around 20 exhibitors at our conferences.
III. Exhibit Location

The exhibits will be located at the Lower Convention Hall at the Hilton Istanbul Convention Center. Due to the limited space we have available this year, the 2013 Exhibits will be limited to 25 booths only, allocated on a first-come-first-serve basis. All sessions of the conference will be held at the Hilton Istanbul facilities. AIB encourages exhibit traffic by offering all coffee breaks and lunches, and several of the award presentations and receptions at the same location as the exhibits. In addition, conference registration will be located at the foyer of the exhibit hall.

IV. Exhibit Hours

The exhibits at the 2013 Annual Meeting will be open during the following days and times:

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
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<tr>
<td>Thursday, July 4, 2013</td>
<td>9:00AM - 5:30PM</td>
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<tr>
<td>Friday, July 5, 2013</td>
<td>9:00AM - 5:30PM</td>
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<tr>
<td>Saturday, July 6, 2013</td>
<td>9:00AM - 5:00PM</td>
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Exhibit Setup Hours: Monday, July 3, 2013 between 2:00pm and 5:00pm.

Exhibit Teardown: Thursday, July 6, 2013 between 5:00pm-7:00pm.

V. Exhibit Setup and Costs

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

- A 3 meters by 3 meters (9 square meters) Octanorm exhibition booth
- 1 display table and 2 chairs
- An Identification Sign with Company Name on top of the booth
- Power connection for the booth
- 3 x 100w spots for each booth
- 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 (additional exhibitor passes 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 also have an agreement with a Logistics firm to serve as an Importer on Record and facilitate the customs process for your shipments through the Turkish Customs, as that process tends to be somewhat problematic. They also offer 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 May 20, 2013.

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:

- Quarter page: 94 mm x 137 mm
- Half page: 194 mm x 137 mm
- Full page: 194 mm x 280 mm
- Full page (with bleeds): 206 mm x 292 mm
- Full page (live area): 198 mm x 285 mm
**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 AIB 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 that was included with this guide. You can download a copy of the Exhibit and Advertising Order Form from our website. 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 check the Order Form for Educational Institutions applicable rates to educational institutions.

**X. Additional Information about the Conference**

For additional information about the 2013 AIB Istanbul Conference, including a draft conference program (available late-April), discounted lodging and air travel, and additional information please visit http://aib.msu.edu/events/2013/.

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