I. Introduction

Academy of International Business will be back in North America for our 56th Annual Conference, visiting Vancouver, Canada. We will be meeting at the Westin Bayshore Vancouver on June 23-26, 2014.

Established in 1959, today AIB has about 3500 members in over 85 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 2012 meeting held in Washington, DC, when we were last in North America, attracted 1085 participants (list of 2012 delegates). Last year, in 2013, we were in Istanbul, Turkey with 1208 participants (list of 2013 delegates).

We have had a very successful submission period for the 2014 Call for Papers, ranking as the 3rd highest number of submissions in AIB’s history. As a result, we believe we are headed for another 1000+ participant conference this year. You can see a continously updated list of currently registered participants for AIB 2014.

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 Grand Ballroom of the Westin Bayshore Vancouver Hotel. All sessions of the conference will be held at the Westin Bayshore Vancouver as well. 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 be located at the foyer of the exhibit hall.

IV. Exhibit Hours

The exhibits at the 2014 Annual Meeting will be open during the following days and times:

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
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<tbody>
<tr>
<td>Tuesday, June 24, 2014</td>
<td>10:00AM - 5:00PM</td>
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<tr>
<td>Wednesday, June 25, 2014</td>
<td>9:00AM - 5:00PM</td>
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<tr>
<td>Thursday, June 26, 2014</td>
<td>9:00AM - 4:30PM</td>
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Exhibit Setup Hours: Tuesday, June 24, 2014 between 8:00am and 10:00am.
Exhibit Teardown: Thursday, June 26, 2014 between 4:30pm-6:30pm.

V. Exhibit Setup and Costs

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

- A 10 foot by 10 foot exhibition booth
- 1 display table and 2 chairs
- An Identification Sign with Company Name
- Power connection for the booth
- Wireless Internet access
- 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, Levy Show Services. Levy Show Services will also be providing us with Customs Clearance, Transportation, and Storage services. Once an exhibitor order form and payment has been received, we will have an Exhibitor Services Kit made available to you with additional information on how to utilize these services.

VIII. Exhibitor Feature Sessions

For the first time this year, AIB will be exploring the possibility of scheduling Exhibitor feature sessions where exhibitors may be able to make short presentations or show demos of their products in a dedicated room. If you are interested in this possibility, please contact Tunga Kiyak at aib@aib.msu.edu.

IX. 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.

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 Tunga Kiyak at AIB Secretariat for count and shipping instructions.
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 15, 2014.

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: 3.75 in (w) x 4.875 in (h)
- 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

X. 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.
XI. Additional Information about the Conference

For additional information about the 2014 AIB Vancouver Conference, including a draft conference program (available late-April), discounted lodging and air travel, and additional information please visit http://aib.msu.edu/events/2014/.

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