**New this year!** Participate in practical 30-minute presentations from the following exhibitors showcasing their products and technologies. Presentations take place at the specially designated booth in the Exhibit Hall. Look for the AIB INTERACT sign. Space is limited so please make sure to get there early!

### Schedule

**Tuesday, June 24**
- 09:30-10:00  Business Expert Press
- 11:00-11:30  Palgrave Macmillan
- 13:30-14:00  Alexander Street Press
- 15:00-15:30  GlobaLens
- 16:30-17:00  McGraw-Hill Education

**Wednesday, June 25**
- 09:30-10:00  Business Expert Press
- 11:00-11:30  Interpretive Simulations
- 13:30-14:00  McGraw-Hill Education
- 15:00-15:30  Heritage Foundation
- 16:30-17:00  Palgrave Macmillan

**Thursday, June 26**
- 09:30-10:00  GlobaLens
- 11:00-11:30  Business Expert Press
- 13:30-14:00  Interpretive Simulations
- 15:00-15:30  Alexander Street Press

### Session Descriptions

#### ALEXANDER STREET PRESS
**1:30pm on Tuesday, Jun 24 AND 3:00pm on Thursday, Jun 26**

**Online Learning Content for IB: High Use for Faculty and Low Cost to Students**
International Business Online is a first-of-its-kind database of learning content delivered via the university library. Come see how we bring the speed and ease of library discovery to learning items like cases and videos and deliver them for under $1.00 each per year with no limit on usage.

**Presented By:** Kathleen Saylor - Assistant Editor Business Products for Alexander Street Press

#### BUSINESS EXPERT PRESS
**9:30am on Wednesday, June 25 AND 11:00am on Thursday, Jun 26**

**Publishing Opportunities With Business Expert Press: An Overview**
This presentation is designed to give faculty an overview of Business Expert Press, a new kind of higher education publisher that seeks to publish brief, applied, topical, and inexpensive books, ebooks, and digital libraries for the MBA and EMBA markets in business schools worldwide. Attendees will learn about BEP, our positioning, our products, and publishing opportunities with BEP.

**Presented By:** Rob Zwettler, Executive Acquisitions Editor, Business Expert Press

#### GLOBALENS
**3:00pm on Tuesday, Jun 24 AND 9:30pm on Thursday, Jun 26**

**GlobaLens: A Smart, New Alternative for International Business and Social Impact Case Studies**
This presentation will introduce GlobaLens as a smart, new resource for international business and social impact-focused case studies, as well as other teaching materials. As the publishing division of the William Davidson Institute at the University of Michigan, GlobaLens offers an unmatched selection of business cases relevant to the global business leaders of tomorrow.

**Presented By:** Sandra Draheim, Marketing Manager, GlobaLens Case Publishing

#### HERITAGE FOUNDATION
**9:30am on Tuesday, Jun 24 AND 3:00pm on Wednesday, Jun 25**

**The Economic Freedom Database: Predicting Profitability**
The database underlying the annual Index of Economic Freedom contains up to 20 years of data on 186 countries: more than 100,000 discrete data points. Researchers interested in predicting investment success, profitability, or risk can use the data to differentiate policies and performance at the country level or over time.

**Presented By:** Ambassador Terry Miller, Managing Editor, The Index of Economic Freedom

#### INTERPRETIVE SIMULATIONS
**11:00am on Wednesday, June 25 AND 1:30pm on Thursday, Jun 26**

**International Marketing and Business Simulations: Demo and Best Practices**
In this session, we will demonstrate our International Marketing and International Business Simulations and provide examples of how it can be used effectively in the classroom. I think you will find the presentation to be informative and the event to be a good opportunity to ask questions about your specific course!

**Presented By:** Clayton Shumate, President of Interpretive Simulations

#### MC-GRAW HILL EDUCATION
**4:30pm on Tuesday, Jun 24 AND 1:30pm on Wednesday, Jun 25**

**Get Connected. Get Results!**
Recognized by CODiE, Quality Matters, and instructors around the world, Connect International Business is a platform that drives student engagement and results. McGraw-Hill Education, the leader in personalized, adaptive, and mobile technology has created a total course solution for its leading International Business brands. Stop by and get connected with Connect International Business.

**Presented By:** Michael Gedatus, Marketing Manager and Anke Weekes, Senior Brand Manager, Mc-Graw Hill Education

#### PALGRAVE MACMILLAN
**11:00am on Tuesday, Jun 24 AND 4:30pm on Wednesday, Jun 25**

**Palgrave Pivot: Breaking Boundaries**
Publishing across the Humanities, the Social Sciences and Business, Palgrave Pivot introduces an innovative new format for scholarly research. Liberating scholarship from the straitjacket of traditional formats and business models, Palgrave Pivot offers authors the flexibility of publishing at lengths between the journal article and the conventional monograph.

**Presented By:** Casie Vogel, Associate Editor, Palgrave Macmillan