75th ANNUAL MEETING
OF THE
ACADEMY OF MANAGEMENT

AOM Exhibitor & Sponsorship Guidebook

Vancouver Convention Center
West Ballrooms A-D
Vancouver, BC, Canada
AOM Exhibits Friday, August 7, 2015- Monday, August 10, 2015

OPENING GOVERNANCE

Megan Johnson, CMP
Academy of Management
P.O. Box 3020
Briarcliff Manor, NY 10510-8020
Phone: (914) 944-2910
Fax: (914) 923-2636
E-mail: mjohnson@aom.org
## Table of Contents

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>What’s In It For You?</td>
<td>3</td>
</tr>
<tr>
<td>Global Network</td>
<td>4</td>
</tr>
<tr>
<td>Exhibitor Opportunities</td>
<td>5</td>
</tr>
<tr>
<td>Exhibits Schedule</td>
<td>6</td>
</tr>
<tr>
<td>Important Dates</td>
<td>7</td>
</tr>
<tr>
<td>2014 Exhibitor Listing</td>
<td>8</td>
</tr>
<tr>
<td>Sponsorships Opportunities</td>
<td>9-11</td>
</tr>
<tr>
<td>Exhibit Rules and Regulations</td>
<td>12-20</td>
</tr>
</tbody>
</table>

For more information and a list of rules and regulations, please go to page 12.
Showcase your books, products and services to top decision-makers, students, scholars and professionals from 117 countries, representing hundreds of universities and institutions in just 3 days!

The 75th Annual Meeting of the Academy of Management is the premier conference for approximately 10,000 students, academics, scholars and professionals in the scholarly management and organization space. This is your opportunity to make valuable, long-lasting contacts and develop relationships with AOM members. No other event brings together the world’s top management and organization students, scholars, academics and professionals in one location.

The Academy of Management (AOM) is the leading professional association for scholars dedicated to creating and disseminating knowledge about management and organizations. Representing nearly 20,000 members in 117 countries, AOM members are scholars at colleges, universities and research institutions, as well as practitioners with scholarly interests from business, government, and not-for-profit organizations. Founded in 1936, the Academy of Management is the oldest and largest scholarly management association in the world. Visit AOM online at http://aom.org.

There are booth options at every price point customized to fit your marketing budget. 10,000+ students, scholars, academics and professionals are waiting to connect with you.

“The contacts we make with AOM members throughout the conference, at events and in the exhibit hall are invaluable, help us fulfill SHRM’s mission and reinforce our commitment to supporting all facets of management education where HR is taught and studied. AOM continues to be a valued partner.”

-Nancy Woolever, SHRM

For more information and a list of rules and regulations, please go to page 12.
Exhibiting is more important than ever with the advances in technology. However, personal, face-to-face interactions are invaluable to nurture and cultivate relationships. Exhibiting does make a difference to your bottom line as you are engaging in relationships that can make a difference. Here’s a look at who attends the annual meeting:

2014 Attendees by Region

Africa - 45
Asia - 850
Europe - 2,305
North America - 5,685
Oceania - 221
South America - 109

9,215 primary attendees in Philadelphia 2014

63% of attendees were academics

27% of attendees were students

For more information and a list of rules and regulations, please go to page 12.
Become an Exhibitor

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Dimensions</th>
<th>Investment (Booth Only)</th>
<th>*Add Out &amp; About Table</th>
<th>*Premiere Exhibitor Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prime Booth Corner</td>
<td>10x10</td>
<td>$2,130</td>
<td>$2,700</td>
<td>$2,875</td>
</tr>
<tr>
<td>Prime Booth In-Line</td>
<td>10x10</td>
<td>$1,980</td>
<td>$2,480</td>
<td>$2,655</td>
</tr>
<tr>
<td>Regular Booth Corner</td>
<td>10x10</td>
<td>$1,800</td>
<td>$2,300</td>
<td>$2,475</td>
</tr>
<tr>
<td>Regular Booth In-Line</td>
<td>10x10</td>
<td>$1,650</td>
<td>$2,150</td>
<td>$2,325</td>
</tr>
<tr>
<td>Small Booth Corner</td>
<td>10x5</td>
<td>$1,025</td>
<td>$1,525</td>
<td>$1,700</td>
</tr>
<tr>
<td>Small Booth In-Line</td>
<td>10x5</td>
<td>$875</td>
<td>$1,450</td>
<td>$1,625</td>
</tr>
<tr>
<td>Books Only (5 titles max)</td>
<td>6 foot table</td>
<td>$125/per title</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

The cost of each booth includes five complimentary conference exhibitor badges, general illumination, one booth identification sign with the exhibitor’s name on it, 8-feet high drapery at the back of the booth, and 3-feet high draped side dividers. Booth fees also include a listing as an exhibitor in the Annual meeting materials circulated to the Academy members attending the event, if reserved before the deadline. [see “Important Dates” page 7].

* Add $500 to any booth and get one 6-foot skirted table that will be placed in one of the Technology Centers in your choice of meeting venue – See page 9 for more information on what a Technology Center is

* Premiere exhibitor package - save over 50% on services that can make your meeting a huge success. Package Includes:
  - One session that will be listed in the program and will be held in the exhibitor meeting room 122 (up to 50 people max) – normally $250/Premiere Exhibitor price $125
  - An Out & About Exhibitor table (see below for details) – normally $500/Premiere Exhibitor price $250
  - One ad on the AOM mobile meeting app – normally $1,000/Premiere Exhibitor price $300
  - Seven complimentary conference exhibitor badges – normally five
  - As a bonus, AOM will send one marketing email to all registered attendees on behalf of all Premiere Exhibitors

All items are sold separately as well as in the premiere package. You can purchase all items on the Exhibitor sales system beginning on February 18, 2015.

We would like to offer a swag bag to the first 200 attendees that visit the exhibit hall each day. Please contact mjjohnson@aom.org if you want to donate Swag (bags, pens, bookmarks, etc.). We would need 600 pieces total.

Click HERE to go to the exhibits management system to purchase your booth and/or sponsorship choices. The system works on a first-come basis so act fast!

For more information and a list of rules and regulations, please go to page 12.
AOM Exhibits Schedule

* Please note that the exhibit hours have changed and we are now opening on Friday night with a New Member Orientation followed by an Opening Reception in the exhibit hall. We will also close 3 hours earlier on Monday – See below for full schedule *

Please make sure that you arrange your travel to ensure you are set up by 4pm for a 6pm start on Friday evening. You will be fined $200 if your booth is not set up on time or if you tear down before 2pm on Monday.

Friday August 7, 2015
9:00am - 4:00pm Exhibitor move-in and set up
5:30pm - 7:00pm New Member Orientation (Registration area/Exhibit Hall)
6:00pm - 8:00pm Opening Reception (Exhibit Hall)
6:00pm - 8:00pm Exhibits open

Saturday August 8, 2015
8:00am - 5:00pm Exhibits open
10:15am - 10:45am Conference Break in Exhibit Hall
2:45pm - 3:15pm Conference Break in Exhibit Hall

Sunday August 9, 2015
8:00am - 5:00pm Exhibits open
10:15am - 10:45am Conference Break in Exhibit Hall
2:45pm - 3:15pm Conference Break in Exhibit Hall

Monday August 10, 2015
8:00am - 2:00pm Exhibits open
10:15am - 10:45am Conference Break in Exhibit Hall
2:00pm - 5:00pm Exhibitor move-out

*Your booth must be staffed at all times during exhibit hours*

For more information and a list of rules and regulations, please go to page 12.
**Important Dates**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 11, 2015</td>
<td>2014 Sponsoring exhibitors are given access to purchase booth space in our Exhibits Management System</td>
</tr>
<tr>
<td>February 18, 2015</td>
<td>Remaining exhibitors are given access to purchase booth space in our Exhibits Management System</td>
</tr>
<tr>
<td>May 15, 2015</td>
<td>Advertising materials for Meeting Program due</td>
</tr>
<tr>
<td>June 10, 2015</td>
<td>Deadline to be listed in printed program as an exhibitor or sponsor</td>
</tr>
<tr>
<td>June 10, 2015</td>
<td>Deadline to send information to [have session/in-booth event listed in program](page 12)</td>
</tr>
<tr>
<td>June 24, 2015</td>
<td>Deadline to cancel booth request and receive a refund</td>
</tr>
<tr>
<td>July 06, 2015</td>
<td>First day shipments can arrive at the advanced warehouse</td>
</tr>
<tr>
<td>July 17, 2015</td>
<td>Deadline for discount prices with GES</td>
</tr>
<tr>
<td>July 17, 2015</td>
<td>Deadline for purchasing exhibit space</td>
</tr>
<tr>
<td>July 31, 2015</td>
<td>Deadline for payment of exhibit space (If at this time a payment has not been received, AOM will not be able to deliver the materials to your booth for set up day)</td>
</tr>
<tr>
<td>August 04, 2015</td>
<td>Last day shipments can arrive at the advanced warehouse</td>
</tr>
<tr>
<td>August 07, 2015</td>
<td>Check in and set up starts</td>
</tr>
<tr>
<td>August 07, 2015</td>
<td>Direct to show site shipments can be received</td>
</tr>
<tr>
<td>August 07, 2015</td>
<td>Exhibit Hall opens to all attendees</td>
</tr>
<tr>
<td>August 10, 2015</td>
<td>Exhibits Hall closes and booths are dismantled for check out</td>
</tr>
</tbody>
</table>

For more information and a list of rules and regulations, please go to [page 12](page 12).
Still not convinced?

Many of your competitors have exhibited at the Annual Meeting of the Academy of Management – see below for a list of companies that exhibited at our 74th Annual Meeting in Philadelphia:

Alexander Street Press  
Annual Reviews  
Association Book Exhibit  
Berrett-Koehler Publishers  
BI Norwegian Business School  
Business Expert Press  
California Management Review  
Cambridge University Press  
Canadian Journal of Administrative Sciences  
CARMA (Center for the Advancement of Research Methods and Analysis)  
Cengage Learning  
Centre for Monitoring Indian Economy  
Cesim  
Copenhagen Business School  
Darden Business Publishing  
Edward Elgar Publishing  
EFMD - European Foundation for Management Development  
Elsevier BV  
Emerald Group Publishing Inc.  
GlobaLens/William Davidson Institute at the University of Michigan  
Gower Publishing  
Graziadio Business Review, Pepperdine University  
Greenleaf Publishing  
Harvard Business Publishing  
Harvard Kennedy School Case Program  
Hay Group  
HR Certification Institute  
IAP-Information Age Publishing, Inc.  
IMD

InnovAccer  
Innovative Learning Solutions  
Interpretive Simulations  
Ivey Publishing  
Kendall Hunt Publishing Co.  
Kogan Page  
M.E. Sharpe, Inc.  
Magic Massage Therapy  
McGraw-Hill Education  
MIT Sloan Management Review now publishers  
Oxford University Press  
Palgrave Macmillan  
Pearson  
Penguin Random House  
Project Management Institute  
Provalis Research  
Rotman School of Management & University of Toronto Press  
Routledge  
SAGE  
Social Learning Solutions  
Society for Human Resources Management  
Springer  
Stanford University Press  
Stylus Publishing  
The Case Centre  
The MIT Press  
Walden University  
Wiley  
WorldStrides Capstone programs  
Yellowdig  
YouSeeU

For more information and a list of rules and regulations, please go to [page 12].
Enhance your organization/university’s marketing strategy by increasing your visibility as an official Academy of Management Annual Meeting Sponsor!

### 2015 Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>PLATINUM PLUS</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>TECHNOLOGY CENTER: Three opportunities (Pan Pacific, Hyatt Regency, Pinnacle Vancouver Harbourfront) - AOM is designating a space in each property to technology. Thousands of members will utilize this space to register, get on the internet, charge their devices and visit exhibitor Out &amp; About Tables. Your name/logo will appear in multiple locations throughout the room and on signage - Don’t miss this opportunity!!</td>
<td>$20,000</td>
<td></td>
</tr>
<tr>
<td>TRANSPORTATION: Your name/logo along with the AOM logo on the side of the main buses used to transfer thousands of attendees between meeting locations. Your name/logo on signage with the transportation schedules that will be placed throughout the meeting properties</td>
<td>$20,000</td>
<td></td>
</tr>
<tr>
<td>EXHIBIT HALL BREAKS: - 5 breaks during 3 days of exhibits - Your name/logo will appear on screensavers as the Exhibit Hall Break Sponsor on ALL computers at ALL AOM internet stations throughout the meeting, including the exhibit hall. Your name/logo on signage in the exhibit hall internet cafes for all 3 days (SOLD)</td>
<td>$20,000</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>PLATINUM</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOTEL KEY CARDS: One opportunity (Pan Pacific, Hyatt Regency &amp; Fairmont Waterfront) - your name/logo on the key cards that thousands of attendees will receive upon check in – Deadline to reserve is June 12, 2015 (SOLD)</td>
<td>$16,500</td>
<td></td>
</tr>
<tr>
<td>ID NAME BADGE LANYARD: Lanyard to display the conference nametag – Your name/logo along with the OAM logo included on the lanyards that all attendees receive (SOLD)</td>
<td>$16,500</td>
<td></td>
</tr>
<tr>
<td>CONFERENCE TOTE BAGS: Your name/logo along with the AOM logo on the conference tote bags that get handed out at registration and the self-check-in kiosks (SOLD)</td>
<td>$16,500</td>
<td></td>
</tr>
<tr>
<td>ALL-ACADEMY RECEPTION: Sunday evening – your name/logo on signage as the sponsor of the All Academy Reception that approximately 800 members attend</td>
<td>$16,500</td>
<td></td>
</tr>
<tr>
<td>THE FIRST TIME ATTENDEE HOSPITALITY SUITE: Friday-Tuesday - your name/logo on signage as the sponsor of the First Time Attendee Hospitality Suite that approximately 600 first time attendees visit to speak with Membership Committee Representatives and help themselves to refreshments and snacks. Also, set up a table inside the room for the opportunity to speak one on one with the attendees</td>
<td>$16,500</td>
<td></td>
</tr>
<tr>
<td>MOBILE MEETING APP: Your name/logo displayed and hyperlinked on multiple locations of the Mobile Meeting App and listed as the App sponsor on signage and on our website. The App will be available for approximately 90 days. The Mobile Meeting App will be available to anyone in possession of a Smartphone or tablet (iPhone, android and blackberry)</td>
<td>$16,500</td>
<td></td>
</tr>
</tbody>
</table>

Click HERE to go to the exhibits management system to purchase your booth and/or sponsorship choices. The system works on a first-come basis so act fast!

For more information and a list of rules and regulations, please go to page 12.
### GOLD

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEDIA CUBE:</strong> Your name/logo on four sided structure in the main registration area. Four monitors will play social media feeds, photo stream and videos. The sponsor can also add a 60 second marketing video to the loop that will be played twice more frequently than the other videos</td>
<td>$11,000</td>
</tr>
<tr>
<td><strong>ON-LINE MEETING REGISTRATION:</strong> Your name/logo on the “on-line” registration pages. <em>NOTE: Early due date – January 23, 2015</em></td>
<td>$11,000</td>
</tr>
<tr>
<td><strong>PENS:</strong> your name/logo on pens handed out at conference registration and the technology centers</td>
<td>$11,000</td>
</tr>
</tbody>
</table>

### SILVER

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INFORMATION BOOTH:</strong> Friday-Tuesday – Convention Center - your name/logo on signage as sponsor at the booth, located in the traffic-heavy Convention center. (Sponsors are responsible for providing a local individual or two to provide city and meeting related information to meeting attendees during operating hours)</td>
<td>$8,500</td>
</tr>
<tr>
<td><strong>WATER COOLER CUPS:</strong> Friday-Tuesday – Convention Center – your name/logo printed on the cups used at all of the water cooler stations set around the convention center that thousands of attendees will use</td>
<td>$8,500</td>
</tr>
<tr>
<td><strong>MEETING ROOM SIGNAGE:</strong> Friday-Tuesday – Convention Center – your name/logo will appear on the digital signage outside of approximately 85 meeting rooms throughout the convention center. This signage is used to display the daily schedule of sessions for each room</td>
<td>$8,500</td>
</tr>
</tbody>
</table>

### BRONZE

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WAYFINDING KIOSKS:</strong> Friday-Tuesday – Convention Center – your name/logo as screensaver on 30 wayfinder kiosks located throughout the convention center. Once the screen is in use your logo becomes a link that goes directly to the web page of your choosing</td>
<td>$5,500</td>
</tr>
<tr>
<td><strong>LCD PROJECTORS:</strong> Friday-Tuesday - Your name/logo on screensaver in approximately 50 session rooms</td>
<td>$5,500</td>
</tr>
<tr>
<td><strong>AOM TWEET UP EVENT:</strong> As sole sponsor of the Tweet Up, your name/logo will be displayed on all signage/messaging before, during, and after the Meeting. You will be featured on our #AOM2015 Tagboard, displayed in our Exhibit Hall, mentioned in every post and email related to the Tweet Up</td>
<td>$5,500</td>
</tr>
</tbody>
</table>

### PEWTER

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>30 SECOND VIDEO ON MEDIA CUBE:</strong> - Will play on a loop on the media cube in the main registration area</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

Click [HERE](#) to go to the exhibits management system to purchase your booth and/or sponsorship choices. *The system works on a first-come basis so act fast!*  
For more information and a list of rules and regulations, please go to [page 12](#).
In addition to the benefits associated with each opportunity listed above, below are additional benefits for each level of sponsorship

<table>
<thead>
<tr>
<th>Sponsorship Level Benefits</th>
<th>Platinum + $20,000</th>
<th>Platinum $16,500</th>
<th>Gold $11,000</th>
<th>Silver $8,500</th>
<th>Bronze $5,500</th>
<th>Pewter $4,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description in the Program and on the Sponsorship page of our Website</td>
<td>750 words</td>
<td>500 words</td>
<td>250 words</td>
<td>250 words</td>
<td>250 words</td>
<td>250 words</td>
</tr>
<tr>
<td>Complimentary Annual Meeting registration/s</td>
<td>Three</td>
<td>Two</td>
<td>Two</td>
<td>One</td>
<td>One</td>
<td>One</td>
</tr>
<tr>
<td>Name on the Sponsor banner hanging in the registration area</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Profile and logo on the 2015 Mobile Meeting App.</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Hyperlinked banner ad rotating on main pages of Mobile Meeting App</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Place marketing material on a shared table in the conference registration area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Display table in the conference registration area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Out &amp; About Exhibitor Table</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10x10 in-line booth in the exhibit Hall</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>60 second video about your organization on the media cube in the conference registration area</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name/logo on the AOM Annual Meeting Website Home page</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Placement advertisement/s and interview table/s at the Annual Meeting</td>
<td>Two ads, Two tables</td>
<td>Two ads, Two tables</td>
<td>One ad, One table</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your placement ad will have priority location on the placement job board</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary invitation/s to the President’s Reception on Saturday evening</td>
<td>Three</td>
<td>Two</td>
<td>One</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary advertisement in one of AOM’s publications during the calendar year from the sponsorship contract date</td>
<td>Full page</td>
<td>Full page</td>
<td>½ page</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Annual Meeting Attendee mailing list/s - DOES NOT INCLUDE EMAIL ADDRESSES</td>
<td>Two</td>
<td>Two</td>
<td>One</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition Plaque</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For more information and a list of rules and regulations, please go to page 12.
Exhibit Rules & Regulations

Exhibitor Conduct:

1. No food or drink may be dispensed or served in the Exhibits Area without advance permission from the Academy of Management, except for sponsored breaks.
2. No hand-written signs may be displayed in the exhibit booth.
3. Do not share the booth with another vendor without prior written permission from the Academy of Management.
4. No smoking is permitted in the Exhibits Area.
5. Dispensing alcohol is prohibited on the exhibits floor without advanced permission from the Academy of Management.
6. Exhibitors are not permitted to conduct business with non-exhibitors in the exhibit hall on set up day.

Selling books, software and/or materials at exhibit booths:
Exhibitors will be able to conduct sales of goods on the exhibit floor and it will not be necessary to collect any provincial or federal tax payments, as the vast majority of items will be exported from Canada with the returning delegates. In addition, exhibitors will not require work permits to conduct sales in Canada, for the same reasons.

Food and Beverage Service:
Food and beverage service on the exhibit floor of the Vancouver Convention Center (VCC) is provided exclusively by VCC. Distribution or sale of food or beverages from sources other than VCC is prohibited without express written permission from VCC or their designated representative. To order any food or beverage items for your space, please fill out and follow the directions on the order form in the service kit provided by GES.

Installation and Dismantling of Exhibits:
The exhibit area will be available for set-up from 9:00am through 4:00pm on Friday, August 7, 2015. Set-up of exhibits must be completed during these hours. No exhibit may be erected after the exhibit hall opens (Friday, August 7 at 6pm). It is the responsibility of the exhibitor to see that all materials are delivered to the official decorating company or to the facility directly. All exhibitor booths need to be dismantled between 2:00pm and 5:00pm on Monday, August 10.

Should there be a failure to remove the exhibit; the removal will be arranged by AOM at the expense of the exhibitor. Exhibit materials may not be removed before 2:00pm on Monday, August 10, 2015. Delivery or removal of any portion of the exhibit during show hours is prohibited. The Exhibitor agrees to have an authorized representative present during the periods of installing and dismantling the exhibit and to work with the Official Academy Exposition Services Contractor. No one will be permitted in any exhibitor’s booth at any time during the installation or dismantling of the show or before or after the daily opening or closing of the show, unless such person can positively identify himself/herself as an employee or authorized representative of the exhibitor or Official Academy Exposition Services Contractor. Please note that if the booth is not set up by Friday, August 7, 2015 at 4pm there will be a $200 fine. If the booth gets taken down any time before Monday, August 10, 2015 at 2pm there will be a $200 fine. If this schedule does not work for you and you need to set up and/or tear down at a different time you must send a written request to mjohnson@aom.org before August 7, 2015 so that we may make proper arrangements.
**No-Shows:**

If the exhibitor fails to install a product or display in assigned space, fails to staff the space, fails to pay the rent or fails to comply with any other provision of this agreement, AOM shall have the right without notice to the exhibitor to take possession of said space and lease said space or any part thereof to such parties and upon such terms and conditions as it may deem proper. No refund will be issued to no-shows.

**Furnishings and Space:**

Furniture, carpeting, draping, accessories, signs, electrical outlets, etc. must be arranged through our general service contractor, GES, at the sole expense of the exhibitor.

**Acceptability of Exhibits:**

All exhibits shall be to serve the interest of AOM and shall be operated in a way that will not detract from other exhibits or the convention as a whole. AOM reserves the right to restrict exhibits which detract from the general character of the display or convention. This includes persons, things, conduct, printed materials, or anything of a character which may detract from the exhibit or convention as a whole. AOM reserves the right to deny exhibit space to any potential exhibitor if AOM determines that the content or intention of the exhibitor is inconsistent with the goals and objectives of the organization. AOM reserves the right to require the immediate withdrawal of an exhibitor which AOM believes to be injurious to the purpose of the organization. AOM is not liable for any refunds of rentals or other exhibition expenses. No exhibit will be permitted which violates any municipal, state, or Federal laws, rules and regulations, including safety codes. Acceptance of an exhibit application does not imply an endorsement of the exhibitor or exhibitor’s products or services. Display boards and other high exhibits shall not be placed in such a manner as to interfere with other exhibits. No exhibit shall extend beyond the official floor plan dimensions or an aisle. Verbal announcements, recordings, radios, closed circuit, or videotape TV, sound-slide presentations, motion picture, or other attention-getting devices are prohibited if objectionable to adjacent exhibitors. All demonstrations, other activities must be confined to the limits of the exhibition booth or to AOM provided areas, such as the exhibit hall conference room.

**Cancellation Penalties:**

Prior to June 24, 2015, an exhibitor may cancel and receive a refund of the exhibit fees, minus $200.00 to cover administrative costs for processing the original reservation and the subsequent refund. After June 24, 2015, all exhibit payments are non-refundable. The Academy assumes no responsibility for having included the name of the canceled exhibitor or other exhibitor data in the Annual Meeting Program or other meeting materials. The Academy also reserves the right to use the canceled booth space for its own use, including the re-selling of the space to another exhibitor without rebate to the canceled exhibitor.

**Security and Liability:**

SPECIAL SECURITY PERSONNEL WILL BE ON 24-HOUR DUTY IN THE EXHIBITS AREA STARTING AT 9:00 A.M. ON FRIDAY AND ENDING AT 8:00 P.M. ON MONDAY. The Academy of Management and the Vancouver Convention Center will take special precautions to safeguard each exhibitor’s property during the show; however, the Academy of Management specifically disclaims any and all liability. Specifically, neither the Academy of Management nor the Vancouver Convention Center will be liable for damage or loss to an exhibitor’s property through theft, fire, accident, or any other cause. Further, the Academy of Management and the Vancouver Convention Center will not assume any liability for any injury that may occur to visitors, exhibitors, or other agents or employees of exhibitors. Exhibitors assume all responsibility and liability for their property, personnel, agents, employees, invitees, and guests. Exhibitors should insure their own exhibits and display materials.
Books Only Display:
Tables for “Books Only” Exhibits will be offered to exhibitors who would like to have books and other titles on display but are unable to attend the Annual Conference. Send copies to give away or just “display only” copies. You may send as many order forms, brochures, and/or catalogues as necessary. Order forms must include a fax number where attendees can send filled out forms. AOM is not responsible for returning completed order forms. Instructions on where to send the materials will be sent to you once your payment is processed. We will ensure as best as possible that an ample supply is available during exhibition hours. At the end of the annual conference, the display books will be donated to a deserving charity. If you request items to be returned, you must provide shipping supplies and instructions with your materials. AOM is not responsible for lost or damaged materials.

Exhibitor Badges:
The payment for each exhibit booth, regardless of size or location, will include five complimentary conference exhibitor badges (Premiere exhibitors receive seven). Additional badges may be purchased for $50 USD each (max 5 additional badges per booth). Exhibitor registration will be onsite at the conference location at the Exhibitor/Press Booth. Exhibitor badges and identifying tags will be provided at that time.

PLEASE NOTE: Exhibitor representatives, including authors and guests invited by exhibitors, will not be permitted to enter the Exhibits Area without a proper exhibitor badge. You may use your allotted complimentary badges to register any authors or guests visiting your booth. If you do not make the necessary provisions for invited authors and guests, they will be required to pay and register in order to enter the exhibits area. NO EXCEPTIONS!

Exhibitor personnel are welcome to attend all Academy functions as a "regular" attendee except in cases where there are additional charges assessed to our members, e.g. professional development workshops requiring additional paid registration. Exhibitor registration does not grant access to any member-only benefits, including papers post conference and login access to the online program. In order to have access to papers you must register as a regular conference attendee. Once the exhibit management system is open, all confirmed exhibitors will be able to go in and register booth personnel and purchase additional badges beyond their allotment. To protect exhibitor samples, no one is allowed into the Exhibits Area when it is not open and no one is permitted into the area without a badge. The Exhibitor Café will be open during exhibit hours only.

Out & About Exhibitor Tables:
This is a great opportunity for you to reach hundreds of attendees that may not have the time to visit the exhibit hall. One 6-foot skirted table will be placed in one of the Technology Centers in your choice of meeting venue where the sessions are taking place (Pan Pacific, Hyatt Regency, Pinnacle Vancouver Harbourside). The table will be available to you for use Saturday-Monday, during exhibit hours. The table must be manned by a member of your organization at all times and no items should be left at the table while it is not manned. The Out & About Table can be purchased at the same time as your booth/s. For more information on the Technology Centers go to page 9.
How to obtain Exhibit Space

Assignment Process for Exhibit Space:
Exhibitors who sponsor Academy events will have priority in selecting their booth location, based on sponsorship level. The online system will open to our 2014 sponsoring exhibitors and then to all other exhibitors. The contact for your organization will be notified via email when the exhibit management system is open. The system is real time and will be on a first-come basis.

**Please note that the booth/s chosen by the exhibiting company during the booth selection process are not guaranteed until payment is received in full whether payment is made by check or credit card.**

Additional Information

Exhibit Hall Colors:
Blue and white drape

Carpet:
The exhibit hall is carpeted; however, a carpet order form will still be available.

Official Academy Exposition Services Contractor:
The official show decorator is GES, [www.ges.com](http://www.ges.com). Booth space does not include carpet, tables, chairs or other equipment, nor does it include electricity or other services. All utilities (including internet, electrical outlets, water, drainage, etc.) must be pre-ordered from the appropriate vendors. Order forms for all such materials and services will be included in the service kit supplied by the official show decorator. Information regarding rental and service orders with descriptions and rates for all items will be made available to every confirmed exhibitor by the official show decorator at least 60 days prior to the meeting or upon receipt of a booth confirmation from our exhibit management system. The service kit will be available online on through Expresso which is their online ordering system. We will provide a link from the exhibit management system and from our meeting website. A hard copy can also be printed off from the GES website. Furniture, floor covering booth accessories, display labor and other services are available on a rental basis through this firm. Shipping information will be included in the service kit.

Hotel Accommodations:
Exhibitors are responsible for making their reservations through the Academy of Management Housing Bureau. Exhibitors are urged to make hotel reservations as early as possible. The Housing Bureau website will be open in mid-February. Visit [http://aom.org/annualmeeting/housing](http://aom.org/annualmeeting/housing) for updated housing information.

Pre-Registrant Mailing Lists:
Take advantage of the opportunity to reach the perfect audience and order our mailing list of all primary registrants for the 2015 Annual Meeting! The list will be available upon request starting at or about June 15, 2015 through July 31, 2015. Exhibitors at the Annual Meeting will receive a 25% discount. Mailing lists are available through the Academy of Management’s list manager and Marketing General, Inc. (MGI). For more information, please contact Rachel Smith at rmsmith@mgilists.com, or by phone at +1 (703) 706-0341.
In order to provide the highest quality exposure for our exhibitor partners, usage of the list is for one-time use only. We also recommend that the content of what you send should relate directly to your participation at AOM’s meeting. Incentive-based messages are the most well received, for example, an announcement of a new product or service, a special educational presentation, a prize contest, or invitation to a social function. Our members typically do not care to receive generic sales or marketing literature but do appreciate relevant information.

Finally, in accordance with the wishes of our members, the Academy of Management does not include email addresses with our list rentals. AOM has very stringent policies around the use of member emails and maintain high principles around member privacy and contact as a matter of privilege. Therefore, your list rental is for direct mail use only. No telemarketing faxes or emails are permitted. This is an extension of our “Terms of Use” policy on our website which states that users of the website (including members using the Membership Directory) “may not compile AOM member names/addresses to be used for product promotion, unwanted/unsolicited communications, mass mailings or “spamming.”

**Directory Use:**

Members may use the information contained on this Internet site and its directories for individual networking and communication. No part of the information available on this site can be redistributed, copied, or reproduced for commercial or non-personal use without the prior written consent of the Academy of Management (AOM). Specifically, users of the site may not compile AOM member names/addresses to be used for product promotion, unwanted/unsolicited communications, mass mailings or "spamming". AOM reserves the right to monitor the use of the information contained herein and can take appropriate remedial action, including, but not limited to, barring access to parts of the site for violations of this policy.

**Events/Social Functions:**

Social functions and other activities sponsored by Exhibitors cannot be held in conflict with the AOM General Session on Sunday morning, the AOM All Academy Reception on Sunday evening or in conflict with any AOM sponsored exhibit hall breaks. Exhibitors must be confirmed in our system before an ancillary event is approved by AOM. Exhibitors are responsible for all arrangements and costs associated with their event including room rental, audiovisual equipment, food and beverage, etc. All requests for space outside of the exhibit hall for social functions must be requested through Michelle Donohue, Program Coordinator at mdonohue@aom.org.

**Exhibitor Meeting Room:**

The Academy is providing a meeting room near the exhibit hall (room 122) that fits approximately 50 people for small events. You can rent the space for 1.5 hours at only $250 including a screen and a projector ($125 for Premiere exhibitors). Please contact mjohnson@aom.org to set up your event today. This space is solely for exhibitor and Academy functions.

If you want to promote an in-booth event or an exhibitor meeting room event/session in the meeting program, please contact mjohnson@aom.org by June 10, 2015.
Greening Guidelines:

We ask all Exhibitors to use the following guidelines where possible to help us reach our greening goals for 2015.

**Waste Reduction**
- Recycle, reuse and reduce where possible
- Use of Energy Star equipment
- Paperless where possible
- Use reusable displays
- Maximize use of recycled content in paper and displays
- Only use duplex printing in all materials
- Do not provide hard copies of catalogs, list the URL where catalogs are found on business cards or pricelists
- Provide Academy and attendees with information on recycled content % of different titles, catalog, etc.
- Do not give away any disposable water bottles
- Limit giving away bags – always ask book purchasers if they need one
- Donate any leftover giveaway items to shelters
- Any food provided will use washable or compostable glasses, plates and flatware

**Pollution Prevention**
- No plastic bags – cloth only
- Provide environmentally sound items as giveaways
- No plastic signage unless it is reusable

**Education**
- Highlight teaching materials and research publications dealing with environmental topics

**Transportation**
- Offset carbon associated with transport of both staff and materials to the conference. Donate books rather than shipping after the conference
Canada Border Services Agency
International Events and Convention Services Program
3rd Floor- 1611 Main Street
Vancouver, BC
V6A2W5

February 10th, 2015

Academy of Management
P.O Box 3920
Briarcliff Manor, New York
USA

Taryn Fiore,

In response to your correspondence dated December 8th, 2014, the Canada Border Services Agency (CBSA) - International Events and Convention Services Program (IECSP) officially recognizes the following event:

75th Annual Meeting of the Academy of Management
August 7th-11th, 2015
Vancouver Convention Centre
Vancouver, BC

Your request for Border-to-Show privileges has been granted. The CBSA has advised its ports of entry to allow your goods to move directly to the show site (once they have been reported to CBSA at the first port of entry) where officials will perform the necessary clearance procedures.

The information provided to the CBSA states there will be approximately 9000 attendees to which 95% are foreign to Canada and that the event is closed to the general public with sales of merchandise on the exhibit floor.

As outlined in your correspondence, this event is expecting approximately 56 foreign exhibitors who are importing books, software, as well as convention materials such as promotional literature, videos & newsletters for use at the event.

Non-Canadian exhibitors may import display items and exhibit booths temporarily as outlined in the provisions of tariff classification 9993.00.00.00 duty free, on the condition that the goods will be exported from Canada upon the completion of the event.

It has been determined that this event qualifies under the provisions of the Foreign Organization Remission Order as outlined in tariff classification 9830.00.00.00. Conference materials (i.e. office paraphernalia, souvenirs, printed matter, pens, decorations, etc.) may enter Canada free of duty and taxes, provided the items will be exported upon the completion of the event.
Any foreign exhibitors importing goods into Canada should check with U.S. Customs prior to shipping your convention goods, as the requirement is any goods over $2000 U.S. must be reported to U.S. Customs. They can document your goods on the form 4455 so they can identify the goods on your return to the U.S.

CBSA requires everyone seeking admission into Canada to properly declare themselves to CBSA by providing accurate identification. CBSA will accept a valid passport as proof of citizenship.

Persons who have been convicted of any criminal offences may be inadmissible to Canada. For more information please visit: [http://www.cic.gc.ca/english/information/inadmissibility/index.asp](http://www.cic.gc.ca/english/information/inadmissibility/index.asp)

If you have attendees from visa-requiring countries ([http://www.cic.gc.ca/english/visit/visas.asp](http://www.cic.gc.ca/english/visit/visas.asp)), please contact the Special Events Unit of Citizenship and Immigration Canada (CIC) at [special.events@cic.gc.ca](mailto:special.events@cic.gc.ca) with the specifics of your event. They will assess the visa requirements of your event.

Nationals of other countries may engage in exhibiting, selling or displaying goods without a work permit from Citizenship & Immigration providing they are not selling to the general public. Direct sales to the public at large require a work permit. Exhibitors engaged in direct sales to the public, where goods are delivered at the time of sale, are considered to be entering the labor market and a work permit is required. Additional information on work permits is available on the CIC Web site at [http://www.cic.gc.ca/english/employment/index.asp](http://www.cic.gc.ca/english/employment/index.asp).

To facilitate border procedures it is recommended that exhibitors and attendees be provided a copy of this letter for presentation to a CBSA Border Services Officer upon their arrival to Canada.

In conjunction with the presentation of this Recognition Letter, an itemized list of goods including a description, country of origin, quantity and value is required for presentation to CBSA. If your event materials will be imported by a commercial carrier or courier service, a copy of this letter should also be attached to any shipping documents.

Please do not hesitate to contact the undersigned if you have any questions or require additional information.

Sincerely,

Kathryn Kazun

Border Services Officer, Operations Branch
Canada Border Services Agency / Government of Canada
[mailto:kathryn.kazun@cbsa-asfc.gc.ca](mailto:kathryn.kazun@cbsa-asfc.gc.ca) / Tel: 604-666-1294 / TTY: 866-335-3237

Agent des services frontaliers, Direction générale des opérations
Agence des services frontaliers du Canada / Gouvernement du Canada
[mailto:kathryn.kazun@cbsa-asfc.gc.ca](mailto:kathryn.kazun@cbsa-asfc.gc.ca) / Tel: 604-666-1294 / ATS: 866-335-3237

The information you provide in this document is collected under the authority of Section 107(9) of the Customs Act for the purpose of the facilitation of border coordination services for organizers of international events being held in Canada. The information may be disclosed to Other Government departments and/or Agencies (e.g. Citizenship and Immigration Canada) for the purpose of providing assistance with admissibility requirements.
Individuals have the right of access to, the protection and correction of their personal information under the Privacy Act – Section 12. The information collected is described under the International Events Personal Information Bank CBSA PPU 040 which is detailed at [www.cbsa.gc.ca/agency-agence/reports-rapports/pia-efrp/npj-ajprp/infosource-eng.html](http://www.cbsa.gc.ca/agency-agence/reports-rapports/pia-efrp/npj-ajprp/infosource-eng.html).