

# 85th Annual Meeting of the Academy of Management

## Exhibitor Guidebook

### Bella Center, Hall C4

Copenhagen, Denmark

Exhibits: Friday, 25 July – Sunday, 27 July 2025

*Prepared by:*

Megan Johnson, CMP, CEM  
Assistant Director, Annual Meeting & Conference Services

Academy of Management  
100 Summit Lake Drive, Suite 100  
Valhalla, New York 10595 USA  
Phone: +1 (914) 326-1822  
Fax: +1 (914) 326-1900



## Exhibit Hall Schedule

Please arrange your travel to ensure you are set up by 16:00 for a 16:30 start on Friday evening. Please note that your booth must be staffed during exhibit hours.

### **Friday**

8:00 - 15:00

16:30 – 18:30

16:30 – 18:30

### **Saturday**

8:00-18:30

13:00-14:00

### **Sunday**

8:00-18:30

13:00-14:00

18:30-20:00

### **25 July 2025**

Exhibitor set up

Exhibit Hall Opening Reception

Exhibit Hall open

### **26 July 2025**

Exhibit Hall open

Exhibit Hall Meet & Greet

### **27 July 2025**

Exhibit Hall open

Exhibit Hall Meet & Greet

Exhibitor move-out



## Important Dates

January 2025	Housing reservation system opens
Early May 2025	Bella Center Webshop link sent via email to confirmed exhibitors
19 June 2025	Deadline for discount prices with Bella Center
July 2025	Deadline to make your hotel accommodation reservations
14 July 2025	First day shipments can arrive at the DSV Solutions warehouse
25 July 2025	*Last day shipments can arrive at the DSV Solutions warehouse
25 July 2025	Check in and set up begins
25 July 2025	Exhibit Hall opens to all attendees
27 July 2025	Exhibits Hall closes at 6:30pm and booths are dismantled for check out

See Bella Center Exhibitor [Terms and Conditions](#) as well as [Technical Information](#) for additional information.

\*For shipments outside the EU, allow an additional day for customs clearance.  
The DSV Solutions warehouse is located on the Bella Center premises.



# Exhibit Rules & Regulations

## **Exhibitor Conduct:**

1. No handwritten signs may be displayed in the exhibit booth.
2. Do not share the booth with another vendor without prior written approval from the Academy of Management.
3. Smoking is prohibited in the Exhibits Area.
4. Exhibitors are not authorized to conduct business with non-exhibitors in the exhibit hall during set up or tear down.

## **Food and Beverage Service:**

Food and beverage service on the exhibit floor of the Bella Center is provided exclusively by the Bella Center Copenhagen. Distribution or sale of food or beverages from sources other than the Bella Center is prohibited without written permission from the Bella Center 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 Bella Center Webshop.

## **Installation and Dismantling of Exhibits:**

The exhibit area will be available for set-up from 8:00-15:00 on Friday, 25 July 2025. Set-up of exhibits must be completed during these hours. No exhibit may be erected after the exhibit hall opens (Friday, 25 July at 16:30). It is the responsibility of the exhibitor to see that all materials are delivered to the official warehouse or to the facility directly. All exhibitor booths need to be dismantled between 17:00 and 20:00 on Sunday, 27 July 2025.

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 17:00 on Sunday, 27 July 2025. 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. Attendees are not 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. 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 [exhibits@aom.org](mailto:exhibits@aom.org) before 11 July 2025 so that we may make alternative 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, draping, accessories, signs, etc. must be arranged through the Bella Center Webshop, at the sole expense of the exhibitor.

## **Acceptability of Exhibits:**

All exhibits shall serve the interest of AOM and shall be operated in a way that will not detract from other exhibits or

the convention. AOM reserves the right to restrict exhibits which detract from the general character of the display or convention. This includes people, things, conduct, printed materials, or anything of a character which may detract from the exhibit or convention. 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 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 and other activities must be confined to the limits of the exhibition booth or to AOM-provided areas, such as the Exhibitor Meeting Room.

**Security and Liability:**

The Academy of Management and the Bella Center will take special precautions to safeguard each exhibitor's property during the show; however, the Academy of Management specifically refuses all liability. Specifically, neither the Academy of Management nor the Bella 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 Bella 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 ensure their own exhibits and display materials.

**Exhibitor Badges:**

The payment for each exhibit booth, regardless of size or location, will include 5 complimentary conference exhibitor badges. *More information will be emailed about how to register complimentary booth staff.* Additional registrations may be purchased [on our website](#) when registration opens in February 2025. Exhibitors will be able to collect their badges onsite at the self-check-in kiosks which will be located at the Bella Center (entrance 4 & 6) starting on Thursday 24 July 2025 at 12:00. There will also be a staffed Exhibitor/Press booth at entrance 6 should you require assistance starting Friday 25 July 2025 at 07:30.

**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 to enter the exhibits area.

Exhibitor personnel are welcome to attend Academy functions and sessions 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. 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.

## How to Obtain Exhibit Space

Please contact our partners at MCI:

Eric Gershowitz

Events and Media, Account Executive

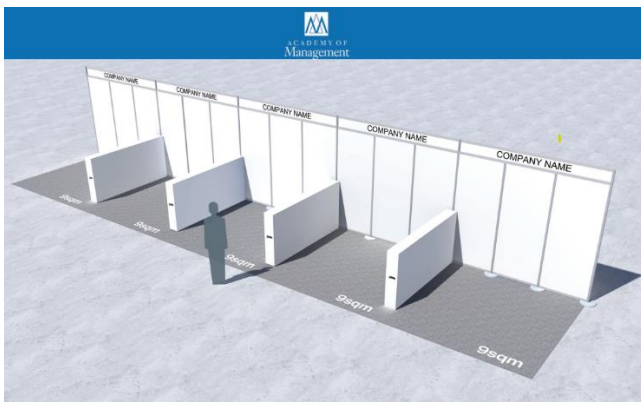
410-584-1987

[eric.gershowitz@mci-group.com](mailto:eric.gershowitz@mci-group.com)

## Additional Information

The cost of each booth includes five complimentary conference registrations, general illumination, high backwall 2.5m (8 feet high), Fascia with company name above backwall, Low side wall 1.2 m (4 feet high), 2,3 kw power, Carpet (exhibitor choice of color), Wi-Fi (BCguest) and electric. Exhibit booth fees also include a listing as an exhibitor on the Annual meeting program.

Example of what the booths will look like:



### **Official Academy Exposition Services Contractor:**

**The official show decorator is the Bella Center,** Exhibit booth space does not include tables, chairs, or other equipment, nor does it include labor, or other services. Order forms for all such materials and services will be included in the Bella Center Webshop. Information regarding rental and service orders with descriptions and rates for all items will be made available to every confirmed exhibitor by the Bella Center at least 60 days (about 2 months) prior to the meeting and upon receipt of a booth confirmation from our exhibit management system. To contact the Bella Center Exposition Services directly, please use this address: [aom2025expo@bellacenter.dk](mailto:aom2025expo@bellacenter.dk)

### **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. Housing for the Annual Meeting will open in January 2025.



**Housing Advisory**

Maritz is the only official housing/accommodations provider for the 2025 AOM Annual Meeting. Any other company or travel agency contacting you is not affiliated with AOM. In some cases, these companies claim to have hotel rooms at discounted rates, but when you arrive on-site the hotel does not have your reservation. As always, AOM secures a housing block providing discounted and convenient hotel accommodation for the Annual Meeting.

**Directory Use:**

Members may use the information contained on AOM.org 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 information 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. AOM no longer sells the Annual Meeting attendee mailing addresses for marketing purposes to exhibitors. If any organization claims to be affiliated with the AOM and is selling a list, please do **NOT** enter into agreement with them. AOM has taken steps to ensure exhibitors have plenty of marketing opportunities. If there is something not listed that your organization would like to take advantage of, kindly send suggestions to Megan Johnson at [mjohnson@aom.org](mailto:mjohnson@aom.org).

**Privacy Policy:**

Please [click here](#) to view our privacy and a detailed explanation about how we collect and use information. If you have any questions or concerns, please contact [privacy@aom.org](mailto:privacy@aom.org).

**Events/Social Functions:**

Social functions and other activities sponsored by exhibitors cannot be held in conflict with the AOM Opening Reception on Friday evening or in conflict with any AOM sponsored Exhibit Hall Meet & Greet breaks. Exhibitors must have a signed contract before an ancillary event is approved by AOM. Exhibitors are responsible for all arrangements and costs associated with their events 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 Megan Johnson at [mjohnson@aom.org](mailto:mjohnson@aom.org).

**Insurance:**

Insurance protection will not be afforded to the exhibitor either by the AOM or the Bella Center. Exhibitors shall carry their own insurance to cover exhibit material against damage. Exhibitors utilizing independent contractors must provide the AOM with a certificate of insurance in full compliance with all provisions as stated below by 27 June 2025. Also, a separate certificate of insurance must be provided in the exhibiting company's name.

**Note:** AOM is required to provide similar proof of our insurance, including automobile liability, to the Bella Center. Each exhibitor **MUST** provide a Certificate of Insurance evidencing Commercial General Liability and Hired & Non-Owned Automobile Liability insurance. Policies shall name both the AOM and the Bella Center as additional insured. If your insurance broker is providing the required evidence of coverage, please forward the certificate to [exhibits@aom.org](mailto:exhibits@aom.org) or by fax to (914) 326-1900.

See Bella Center Exhibitor [Terms and Conditions](#) as well as [Technical Information](#) for additional information.

# Greening Guidelines



**We ask all Exhibitors to use the following guidelines where possible to help us reach our greening goals for 2025.**

## **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