

79th Annual Meeting of the Academy of Management **Exhibitor & Sponsorship Guidebook**

**John B Hynes Veterans Memorial
Convention Center, Hall A**

Boston, Massachusetts, USA
Exhibits: Friday, August 9th - Monday, August 12th, 2019

Prepared by:
Megan Johnson, CMP, CEM
Meetings Logistics Manager

Academy of Management
P.O. Box 3020
Briarcliff Manor, NY 10510
Phone: +1 (914) 326-1822
Fax: +1 (914) 326-1900



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**Showcase your books, products and services to top decision-makers,
students, scholars and professionals from 119 countries, representing
hundreds of universities and institutions
in just 4 days!**

The Academy of Management (AOM) is the leading professional association for scholars dedicated to creating and disseminating knowledge about management and organizations. Representing approximately 19,000 members in 119 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>.

The 79th Annual Meeting of the Academy of Management is the premier conference for approximately 10,000 attendees in the scholarly management and organization space. No other event brings together the world's top management and organization students, scholars, academics and professionals in one location. This is your opportunity to make valuable, long-lasting contacts and develop relationships with AOM members.

“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

Networking Benefits:

- Access to nearly 10,000 decision-makers and new customers
- 5 complimentary full conference registrations per booth
- Access to Annual Meeting Exhibitors Community at Connect@AOM – See [page 17](#) for more information

Marketing Benefits:

- Marketing emails - See [page 17](#) for more information
- Organization logo and description listed on virtual floor plan on AOM website
- Organization name/location listed in mobile app and program
- “Exhibitor of the day” posts – See [page 17](#) for more information

Traffic Generating Features:

- Technology Centers – three locations throughout the exhibit hall where attendees can go to access internet, computer stations and charge their mobile devices
- Exhibit Hall Opening Reception on Friday evening-AOM provides snacks and one drink ticket per attendee - **drew in more than 1,200 guests in 2018**
- Daily Swag Bags for the first 200 people to enter the exhibit hall
See [page 6](#) for more information



Global Network

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:

- **5,223 US Attendees**
- **4,987 Non-US Attendees**
 - 5,775 North America
 - 2,627 Europe
 - 1,126 Asia
 - 304 Australia & South Pacific
 - 139 South America
 - 51 Africa



- **6,889 Academic**
 - **2,905 Student**
 - **244 Executive**
- **500 Organizations**

Exhibitor Opportunities

Booth Size	Investment (Booth Only)	Corner Booth	**Add Out & About Table Only	***Premiere Exhibitor Package (includes an Out & About table)
5x10	\$1,000	\$1,150	Add \$500	Add \$675
10x10	\$1,900	\$2,050	Add \$500	Add \$675
10x20	\$3,600	\$3,750	Add \$500	Add \$675
*Startup Street	\$650	NA	Add \$500	Add \$675

*Startup Street is a great option for startup companies that are not interested in a booth space but are still interested in participating in the AOM’s Annual Meeting. It includes one cocktail round table, two stools, access to electricity, and the opportunity to hold a 90-minute session in the Exhibitor Meeting Room, which will be listed in the program and the Connect@AOM calendar.

** 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 10](#) 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 the Connect@AOM calendar (held in the exhibitor meeting room - up to 50ppl 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 are provided)
- One scheduled push notification through the Mobile Meeting App that will be seen by all attendees that have downloaded the app
- 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. Use the “click here” link below.

We offer a SWAG BAG to the first 200 attendees that visit the exhibit hall on Saturday, Sunday or Monday. Please contact exhibits@aom.org if you want to donate Swag (mugs, pencils, pens, bookmarks, etc.). We would need 600 pieces total (200 for each day).

[Click here](#) to become an exhibitor

Exhibit Hall Schedule

Please 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.

Thursday August 8, 2019

1:00pm - 5:00pm Exhibitor move-in and set up

Friday August 9, 2019

8:00am - 4:00pm Exhibitor move-in and set up

6:00pm - 8:00pm Opening Reception (Exhibit Hall)

6:00pm - 8:00pm Exhibits open

Saturday August 10, 2019

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 11, 2019

8:00am - 5:00pm Exhibits open

10:15am - 10:45am Conference Break in Exhibit Hall

10:30am - 12:30pm Dedicated Exhibit Hours

2:45pm - 3:15pm Conference Break in Exhibit Hall

Monday August 12, 2019

8:00am - 2:00pm Exhibits open

10:15am - 10:45am Conference Break in Exhibit Hall

2:00pm - 6:00pm Exhibitor move-out

Your booth must be staffed at all times during exhibit hours



Important Dates

August 12, 2018	Chicago exhibitors were given access to the 2019 booth sales system on site.
September 28, 2018	Exhibit booth sales opened to all others
May 15, 2019	Advertising materials for Meeting Program due
May 21, 2019	Deadline to send information to have session/in-booth event listed in program
May 31, 2019	Deadline to be listed the program as an exhibitor or sponsor
June 20, 2019	First email goes out to all registered attendees about the exhibitor community on Connect@AOM
June 21, 2019	Deadline to cancel booth request and receive a refund (minus a \$200 admin fee)
July 11, 2019	Deadline to make your hotel accommodation reservations
July 17, 2019	Deadline for discount prices with GES
July 18, 2019	*First day shipments can arrive at the advanced warehouse
July 19, 2019	Deadline for purchasing exhibit space
July 25, 2019	Second email goes out to all registered attendees about the exhibitor community on Connect@AOM
July 26, 2019	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)
July 30, 2019	Premiere Exhibitor Marketing Email goes out to all registered attendees
August 1, 2019	*Last day shipments can arrive at the advanced warehouse
August 8, 2019	Check in and set up begins
August 8-9, 2019	Direct to show site shipments can be received
August 9, 2019	Exhibit Hall opens to all attendees
August 12, 2019	Exhibits Hall closes at 2:00pm and booths are dismantled for check out

*See GES Service Kit for more detailed instructions for shipping. The service kit will be emailed to all registered exhibitors approximately 60 days before the meeting

[Click here](#) to become an exhibitor

Still Not Convinced?

Many of your competitors exhibited at the 78th Annual Meeting of the Academy of Management:

Administrative Sciences - MDPI	Learntura Vision Inc.
Association Book Exhibit	Marketplace Simulations
Berrett-Koehler Publishers Inc.	MBTN: Management By The Numbers
BI Norwegian Business School	McGraw-Hill Education
Biosymfonix	MIT Press
Business Expert Press	MobLab
Business Simulation	Nova Innovations
BYU Wheatley Institution	now publishers
Cambridge University Press	Oxford University Press
Capsim Management Simulations	PanoScape by DesignCentrix
CBS	Pearson
CENGAGE	Penguin Random House - Penguin Academic
Cesim	Project Management Institute
Chicago Business Press	Provalis Research
China Data Center	Real Time Cases
Columbia University Press	Recurrence Inc
Darden Business Publishing	Remesh
Edward Elgar Publishing	ROI Rocket
Elsevier	Routledge
Emerald Publishing	SAGE Publishing
FlatWorld	SHRM
Graziadio Business Review	Springer Nature
Harvard Business Publishing	Stanford University Press
Helios Digital Learning	StataCorp LLC
IAP Inc.	The Case Centre
IGI Global	The Chicago School of Professional Psychology
IIBD Ltd	The PhD Project
Indiana Tech	University of Chicago
Institute for Humane Studies	University of Nebraska-Lincoln
Interpretive Simulations	University of Toronto Press
Ivey Publishing	VERBI Software GmbH
Kogan Page, North American Marketing Office	Wharton Research Data Services
	Wiley

[Click here](#) to become an exhibitor

2019 Sponsorship Opportunities

**Enhance your organization's/university's marketing strategy by increasing your visibility as an official
Academy of Management Annual Meeting Sponsor!**

Opportunity	PLATINUM PLUS	Investment
EXHIBIT HALL BREAKS: - 5 breaks during 3 days of exhibits - Be top of mind with your target audience! Your branding will appear on signage and beverage napkins for all 5 breaks!		\$20,000
EXHIBITOR OF THE DAY POSTS – Pre-Meeting – Exposure every day beginning approximately 60 days before the meeting! AOM will highlight one exhibitor every day through our Connect@AOM platform to all Annual Meeting registrants.		\$20,000

Opportunity	PLATINUM	Investment
HOTEL KEY CARDS: Your name/logo on the key cards that thousands of attendees will receive upon check in. Keep your company information in the hands of attendees during the entire event. SOLD		\$16,500
ID NAME BADGE LANYARD: Lanyard to display the conference nametag – Your branding on the lanyards that all attendees receive. SOLD		\$16,500
CONFERENCE TOTE BAGS: Your branding on the conference tote bags that get handed out at registration and the self-check-in kiosks. SOLD		\$16,500
ALL-ACADEMY RECEPTION: Sunday evening – your branding on signage as the sponsor of the All Academy Reception that approximately 800 members attend. SOLD		\$16,500
PHONE POCKETS: Your branding on the phone pockets given to all attendees at registration that can be stuck to any smartphone and offers visibility during and AFTER the meeting.		\$16,500
MOBILE MEETING APP: Your branding in multiple locations of the Mobile Meeting App and listed as the App sponsor on signage and on our website. Plus, send one push notification to all attendees who downloaded the app every day (Friday-Tuesday). SOLD		\$16,500
PLACEMENT SERVICES: Friday-Tuesday – Your branding will be displayed as the sponsor on all on-site job fair materials, promotional emails, website and event signage. Also get priority placement for your placement ad on the job board.		\$16,500
MEMBER HOSPITALITY SUITE: Friday-Tuesday - your branding as the sponsor of the Member Hospitality Suite that approximately 600 first time attendees visit to speak with Membership Committee Representatives and help themselves to refreshments. Also, set up a table inside the room for the opportunity to speak one on one with the attendees.		\$16,500

*ALL SPONSORSHIP OPPORTUNITIES ALSO INCLUDE BENEFITS LISTED ON [PAGE 12](#)

Opportunity	GOLD	Investment
MEDIA CUBE: Friday-Tuesday-Your branding 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 90 second marketing video to the loop.		\$11,000
PENS: your branding on pens handed out at conference registration and the technology centers at every meeting venue. SOLD		\$11,000
EXHIBIT HALL OPENING RECEPTION: Friday - Your branding will be displayed as the sponsor of the reception on the AOM website, marketing material and event signage. There are approximately <u>1,200 attendees!</u>		\$11,000
HYDRATION STATIONS: Friday-Tuesday – your branding on the water bottles used at all hydration stations set around the meeting venues that thousands of attendees will use. SOLD		\$11,000
TLC @ AOM: Sunday – Your branding will be displayed as the sponsor of the TLC@AOM conference. Get noticed at this popular Teaching and Learning Conference attended by approximately 500 members. SOLD		\$11,000

Opportunity	SILVER	Investment
HOTEL WI-FI AND TECHNOLOGY CENTER: (Marriott/Sheraton) - Help attendees stay connected and charged! 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 tables. Your branding will appear in multiple locations throughout the space, on screensavers, charging stations and on signage. Also, the URL of your choice will be the designated landing page for all AOM stationed computers. SOLD		\$8,500
AOM RESOURCE CENTER: Friday-Tuesday - your branding on signage as the sponsor of the AOM Resource Center and your name/logo branding the AOM ribbon wall in the registration area.		\$8,500
ON-LINE MEETING REGISTRATION: Your branding on the “on-line” registration pages. <i>NOTE: Early due date – February 7, 2019.</i>		\$8,500

Opportunity	BRONZE	Investment
NEW MEMBER ORIENTATION: Friday – Approximately 300 attendees – your branding on banners, signage and a giveaway.		\$5,500

*ALL SPONSORSHIP OPPORTUNITIES ALSO INCLUDE BENEFITS LISTED ON [PAGE 12](#)

*ALL BRANDED SPONSORSHIPS ARE CO-BRANDED WITH AOM

Benefits by Sponsorship Level

Sponsorship Level Benefits	Platinum + \$20,000	Platinum \$16,500	Gold \$11,000	Silver \$8,500	Bronze \$5,500
Description in the Digital Edition of Program and on the Sponsorship page of our Website	750 words	500 words	250 words	250 words	250 words
Post/s with hyperlinked ad about your organization to all attendees in the Annual Meeting Community in Connect@AOM	Two	Two	One	One	One
Complimentary Annual Meeting registration/s	Three	Two	Two	One	One
Company description & logo in sponsor listing on Mobile Meeting App	X	X	X	X	X
Name and logo featured in recognition video that gets played at the Presidential Address, on the media cube and on our website.	X	X	X	X	X
Name on the Sponsor banner hanging in the registration area	X	X	X	X	X
Out & About Exhibitor Table at one of the AOM Technology Centers	X	X	X	X	X
30 Second video about your organization in the Digital Edition of the Conference Program	X	X	X	X	
30 second video about your organization on the media cube in the conference registration area	X	X	X	X	
Complimentary Placement advertisement/s and interview table/s at the Annual Meeting	Two ads, Two tables	Two ads, Two tables	One ad, One table	One ad, One table	
Logo on the AOM Annual Meeting Website Home page	X	X	X		
Complimentary advertisement in one of AOM's publications during the calendar year from the sponsorship contract date	Full page	Full page	½ page		
Hyperlinked banner ad rotating on main pages of Mobile Meeting App	X	X			
10x10 in-line booth in the exhibit Hall (AOM assigns booth)	X	X			
Your placement ad will have priority location on the placement job board	X				

Exhibit Rules & Regulations

Exhibitor Conduct:

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

Selling books, software and/or materials at exhibit booths:

The following tax information, taken from “Important Tax Information for Exhibitors/Vendors,” from the Massachusetts Department of Revenue, is for any event making retail sales. The Licensee must collect all taxes and forms from vendors to submit to the Massachusetts Department of Revenue (DOR). The Massachusetts Department of Revenue encourages your enterprising activities and likewise encourages your responsible tax payments on behalf of such business sales. Whether you are an out-of-state or an in-state vendor, you are required to be properly registered with the Massachusetts Department of Revenue. You must, therefore, secure from the show promoter a tax registration form or contact the Massachusetts Department of Revenue for your proper tax forms. Your tax registration certificate, or copy thereof, showing your tax certificate number must be displayed on site. A tax return of your gross sales accompanied by your tax payment must be forwarded to the Massachusetts Department of Revenue, by the 20th of the following month of your show participation. The Commonwealth of Massachusetts can demand, at its discretion, your tax due payment at the close of any show, if the Commissioner feels that the collection of any tax due will be jeopardized by the delay. Your failure to collect and pay taxes due and keep records can initiate a criminal action. For more information, registration certificate and forms, please contact the Massachusetts Department of Revenue, at the following address:

The Commonwealth of Massachusetts

Department of Revenue

Data Services Bureau

100 Cambridge Street

Boston, MA 02204

Telephone: 617.887.MDOR or Toll-Free: 800.392.6089

-OR Visit www.mass.gov/dor

-OR You may also contact the Revenue Enforcement Bureau with any of your tax questions, at 617.621.5769

Food and Beverage Service:

Food and beverage service on the exhibit floor of the Hynes Convention Center is provided exclusively by the Hynes. Distribution or sale of food or beverages from sources other than the Hynes is prohibited without written permission from the Hynes 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 1pm-5pm on Thursday, August 8, 2019 and 8:00am through 4:00pm on Friday, August 9, 2019. Set-up of exhibits must be completed during these hours. No exhibit may be erected after the exhibit hall opens (Friday, August 9th 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 6:00pm on Monday, August 12, 2019.**

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 12, 2018. **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. **Please note that if the booth is not set up by Friday, August 9, 2019 at 4pm there will be a \$200 fine. If the booth gets taken down any time before Monday, August 12, 2019 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 exhibits@aom.org before August 8, 2019 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, 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.

AOM follows the [IAEE Guidelines for Display Rules & Regulations.](#)

Cancellation Penalties:

Prior to June 21, 2019, 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 21, 2019, 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 1:00 P.M. ON THURSDAY AND ENDING AT 6:00 P.M. ON MONDAY. The Academy of Management and the Hynes 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 Hynes 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 Hynes 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, email or mailing address 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 5 complimentary conference exhibitor badges (Premiere exhibitors receive seven). Additional badges may be purchased for \$50.00 USD each (max 5 additional badges per booth). Exhibitor registration will be onsite at the Hynes Convention Center at the

Exhibitor/Press Booth in Hall A. Exhibitor badges and identifying tags will be provided at that time. **Pre-registration of booth personnel is not required but available in the exhibitor sales system.**

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.

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. 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 Technology Centers inside the exhibit hall 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 (Sheraton, Hilton, Park Plaza, Marriott or Westin). 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 10](#).

How to Obtain Exhibit Space

Assignment Process for Exhibit Space:

The online system is open. All exhibitors were notified in September 2018. If you have not already purchased your booth, please [click here](#) to enter the system. **The system is real time and will be on a first-come, first-served 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

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 8](#)).

Exhibit Hall Colors:

Blue and white drape

Carpet:

The exhibit hall is NOT carpeted - AOM requires all exhibitors to carpet their booths/display

Official Academy Exposition Services Contractor:

The official show decorator is GES, www.ges.com/US/home. Booth space does not include carpet, tables, chairs or other equipment, nor does it include electricity, labor or other services. All utilities (including internet and electrical outlets) must also 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 through Espresso which is the GES online ordering system. AOM will also provide a link from the Exhibit Management System and a hard copy can be printed off from the GES website. Shipping information will also 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 at the end of February. An email will be sent to all Exhibitors & Sponsors at that time with links to the Exhibitor & Sponsor room reservation system.

Housing Advisory

Experient is the only official housing bureau for the 2019 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 accommodations for the Annual Meeting.

Annual Meeting Exhibitor & Attendee Communities:

Please take advantage of the Annual Meeting **Exhibitors Community** at Connect@AOM! This new online collaborative platform dramatically improves the networking tools available to AOM Exhibitors to connect and collaborate not only with each other but with AOM members and conference attendees as well. The **Exhibitor Community** is a place where you can extend your reach within the AOM community and share what your organization has to offer.

Key Community Platform Features**Library:**

Create and upload documents, share webinars, hyperlinks, Youtube videos or other organizational promotional materials.

Events:

Promote an upcoming or in-booth event on the events calendar. All communities can see it! Also has an option to hyperlink out to another web page for more information.

Discussions:

Start a conversation among all members of the community. Messages will automatically be sent to all

participants in a daily digest via email.

Messages & Connections:

Send private messages to individual members of the community and build your network of colleagues.

Are you ready to Connect@AOM? Let's get started!

This year we will be automatically uploading all confirmed exhibitors (main contact only) into the exhibitor community. Those contacts will receive an email from Megan Johnson (May) with further instructions on how to access and utilize the platform as well as a link to invite additional booth personnel to join.

*AOM will be sending two emails to **all registered attendees** on behalf of exhibitors. The first one will go out in **June** and the second will go out in **July**. The purpose of these emails is to create awareness and excitement about the exhibit hall and the Exhibitor Community. Please do your part and share!

The Annual Meeting **Attendee Community and the Exhibitor Community** will also be used to highlight one exhibitor every day leading up to the start of the meeting. The posts will be created by the AOM. We will use whatever company description and logo you entered into the booth sales system so make sure that information is up to date. We will also hyperlink the logo to the website you provided in the sales system.

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.

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.

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 Angela Louis, Program Coordinator at alouis@aom.org.

Exhibitor Meeting Room:

The Academy is providing a meeting room near the exhibit hall that fits approximately 50 people in round tables 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 exhibits@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 and community calendar, please contact exhibits@aom.org by May 31, 2019.

Insurance:

Insurance protection will not be afforded to the exhibitor either by the AOM or the Hynes Convention 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 June 28, 2019. Also, a separate certificate of insurance must be provided in the exhibiting company's name. Note: The AOM is required to provide the similar proof of our insurance including automobile liability, to the convention 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 Hynes Convention Center as additional insured. If your insurance broker is providing the required evidence of coverage please forward the certificate to exhibits@aom.org or by fax to (914) 326-1900.

Greening Guidelines



We ask all Exhibitors to use the following guidelines where possible to help us reach our greening goals for 2019.

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

[Click here](#) for more ways to make your conference experience eco-friendly!

Agreement

Organization Name: _____

I _____ have read and agree to the rules & regulations spelled out in the
(print name)

Exhibits & Sponsorship guidebook for the 79th Annual Meeting of the Academy of Management.

X _____
(signature)

(title)

(date)