



**ICAM** 20  
25

VIENNA, AUSTRIA | APRIL 7-9

**Sponsor and Exhibitor  
Prospectus**

# Thank you for your interest in ICAM 2025!

AACSB International is thrilled to announce our 2025 [International Conference and Annual Meeting \(ICAM\)](#)—the largest business education event of its kind—to the vibrant city of Vienna, Austria. ICAM brings together more than 1,300 industry decision-makers in one place to make connections, explore the latest business education trends and initiatives, and learn about products and solutions that help advance their schools.

Join us at ICAM 2025 for three days packed with vibrant sessions, interactive networking community meetings, thought-provoking keynote presentations, and opportunities for one-on-one meetings. Sponsors and exhibitors will gain exclusive access and exceptional visibility among global thought leaders, subject matter experts, and prominent business educators.

No other event attracts the world's top business education professionals seeking cutting-edge programming, high-level networking, and the very best solutions for their schools. Don't miss this exceptional opportunity to connect with these key decision-makers, showcase your solutions, and contribute to the advancement of business education.

I am excited to help you build a marketing solution that fits your audience, your budget, and your strategic goals. Feel free to reach out to me at any time to discuss your exhibit, sponsorship, and advertising options.

I look forward to seeing you in April!



## **Brittany Papendorf**

Director of Strategic Relationships  
AACSB International  
[brittany.papendorf@aacsb.edu](mailto:brittany.papendorf@aacsb.edu)

# About AACSB International



## Mission

AACSB elevates the quality and impact of business schools globally.



## Vision

To achieve positive societal impact through business schools.

## Member Organizations by Region

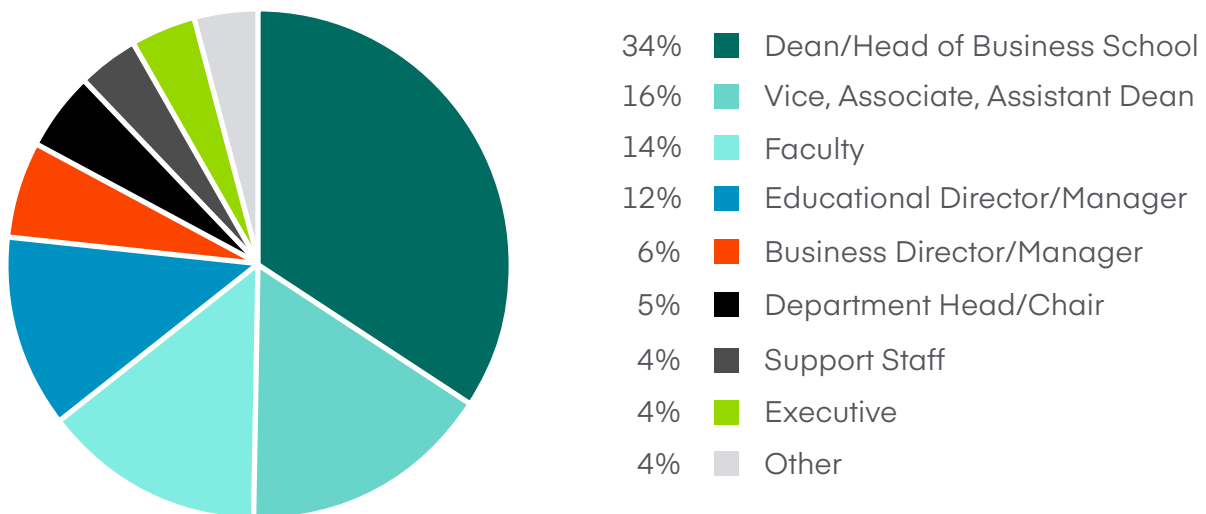
*Figures include both schools and businesses as of October 31, 2024.*



# ICAM 2024 by the Numbers



ICAM 2024 Participants by Title



## Why Sponsor or Exhibit?

Place your organization among a unique audience of business school decision-makers while interacting face-to-face with existing and prospective clients and customers.

## Presentation Opportunities

### 45-Minute Expo Sessions

Present a live, in-depth educational and informational session, highlighting your customers' success. Resource sessions are included in the event app, and on the event website. Your organization's name and session title are included. Space is limited.

### 20-Minute Expo Sessions

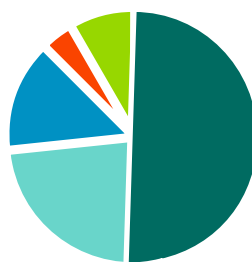
Present a live, 20-minute demonstrative session in the Expo Theater, located inside the Exhibit Hall.

Sessions are also included in the event app, on the website, and on signage outside of the theater. Space is limited.

For a complete listing of opportunities for engagement, visit

[aacsb.edu/engage](https://aacsb.edu/engage)

ICAM exhibitors value attending for:



Lead Generation	60%
Networking	22%
Sales	10%
New Product Introduction	4%
Other	4%

Source: AACSB ICAM 2024 Exhibitor Survey

## Sponsorship Opportunities

Opportunities include the sponsorship of sessions, giveaways, networking breaks, signage, and more. We offer customized sponsorship packages to fit your goals.

## Advertising Opportunities

### Event App Advertisement

Advertise on the ICAM 2025 Event App where your exclusive advertisement will appear on both mobile and desktop versions of the app, giving direct visibility to attendees before, during, and after the conference.

### Digital Advertisement

With the Digital Advertisement Sponsorship Package, your custom advertisement will rotate on screens throughout the venue, providing continuous exposure to all attendees as they navigate the conference.

# Exhibit Pricing

Before March 1	Member Rate	Non-Member Rate
3m x 3m Booth	3,000 USD	3,600 USD
3m x 6m Booth	5,200 USD	6,000 USD
On/After March 1		
3m x 3m Booth	3,350 USD	3,900 USD
3m x 6m Booth	5,500 USD	6,300 USD

## Benefits

Each 3m x 3m booth includes 2.5m high rear and side walls, a standard ID sign, table, two chairs, and one wastepaper basket.

### AACSB Business Membership

Business membership allows your organization to acquire and share valuable insights while helping to improve the quality of business education worldwide.

In addition to gaining access to a global network, members of the AACSB Business Education Alliance receive discounted rates on exhibits, advertising, and sponsorships throughout the year, plus other exclusive benefits.

Learn more at:

[aacsb.edu/membership](https://aacsb.edu/membership)

or contact us at: [membership@aacsb.edu](mailto:membership@aacsb.edu)

## Engagement Before and After the Conference

- ▶ One complimentary conference registration per 3m x 3m booth with access to all keynotes, sessions, and conference functions
- ▶ Two expo passes per 3m x 3m booth with access to the exhibit hall, receptions, and luncheons
- ▶ Directory listing in the conference app and website
- ▶ Access to conference attendee list (limited to name and institution)

### Badge Policy

Each 3m x 3m booth includes one full conference registration and two expo-only passes. Expo-only staff have admittance to the exhibit hall, receptions, and lunches. Expo-only staff will not be admitted to sessions. Badges are required at all times.

- ▶ As an exhibitor, you have the opportunity to enhance your presence at the event by upgrading or adding additional registrations at a significantly discounted rate. Below are the pricing options available:

Add Expo Only Pass: 500 USD

Upgrade Expo Pass (Included with Booth): 1,095 USD

Add Full Registration: 1,295 USD

## Conference Location

Experience the essence of Vienna at the **Austria Center Vienna**, located near iconic landmarks like the Prater, St. Stephen's Cathedral, and the bustling center. This prime location offers the perfect starting point for immersing yourself in Vienna's rich history and vibrant culture!



## Conference and Exhibition Venue

ICAM 2025 will be held at the Austria Center Vienna, featuring over 26,000m<sup>2</sup> of exhibition space, 21 halls, and 134 meeting rooms across 5 levels. This modern venue, located next to a UN headquarters, meets the highest security standards and offers cutting-edge sustainability features. With the capacity to host up to 22,800 attendees, the Austria Center Vienna provides an ideal setting for a seamless and dynamic event experience.



## Proof of Insurance

In accordance with the Exhibition Terms and Conditions, Proof of Insurance (at least equal to 1,000,000 USD) must be submitted to AACSB by February 16, 2025.

Email certificates of insurance to: [nathan.wilson@aacsb.edu](mailto:nathan.wilson@aacsb.edu).

AACSB abides by the International Association of Exhibitions and Events (IAEE) Guidelines for Display Rules and Regulations regarding booth construction, signage, use of space, etc. Please contact us if you have any questions.

## Giveaways

Exhibitors are kindly reminded that all food and beverages must be ordered directly through the convention center. Distribution of food or beverages from exhibit booths is not permitted unless authorized by AACSB. The only exception is individually wrapped, bite-size pieces of candy, which may be shared from your booth. Thank you for your cooperation!

## Booth Selection at ICAM

Securing the perfect exhibit booth location for at ICAM is crucial for visibility and engagement. We have established a prioritized booth selection process to ensure fairness and to recognize our valued members. In January 2025, booth selection will commence in the following order:

- 1. Sponsors and Sustaining Business Members:** As our most dedicated partners, you will have the first opportunity to choose your ideal spot.
- 2. Executive Business Members:** Your commitment to our organization is deeply appreciated. Once our sustaining members have made their selections, you will be up next.
- 3. Business and Associate Members:** Your continued support and membership plays a vital role in our community. You will be able to select your booth following the executive business members.
- 4. Non-Members:** If you are not yet a member of our organization, we still welcome and value your participation. Booth selection for non-members will be based on the order in which applications were received.

## Sustainability Guidelines for AACSB Conference Exhibitors

At AACSB, we're deeply committed to sustainability and reducing our environmental impact. As you prepare for the conference, please consider the following guidelines to align with our sustainability goals:

- **Go Digital:** Avoid mass printing of promotional materials. Instead, offer digital versions accessible online or through the AACSB event app.
- **Eco-Friendly Giveaways:** Prioritize items made from sustainable materials that are reusable, such as sustainable stationery or reusable drinkware.
- **Quality Over Quantity:** Focus on fewer, high-quality giveaways that resonate with attendees, ensuring longevity and reducing waste.
- **Reduce Packaging:** Minimize unnecessary packaging or use recyclable options.

Your collaboration in these sustainability initiatives is invaluable. For further guidance, please contact **Nathan Wilson**, Strategic Relationships Representative at AACSB International.



# Thank You to Our ICAM 2024 Exhibitors!

- ACADEM / RimaOne
- Accredible
- Acuity Insights
- All Campus
- Amazon Kindle
- American Accounting Association
- Association of Asia Pacific Business Schools
- Austral Education Group LLC
- Beta Alpha Psi
- Beta Gamma Sigma
- Bloomberg for Education
- Cabells
- CampusXR
- Career Key
- Center for Research in Security Prices (CRSP)
- CeriFi
- Certiport, a Pearson VUE Business
- Cesim Business Simulations
- Coursera
- Educational Testing Service
- Eduvantis, LLC
- Electric Kite
- Fayetteville State University
- Graduate Management Admission Council™
- HEADway Advisory
- HFX Training
- HR Certification Institute
- Impact Consulting
- Interfolio
- Interpretive Simulations
- Ivey Publishing
- Ivy Software, Inc.
- Kennesaw State University
- Knack Technologies, Inc.
- Latin American Council of Management Schools - CLADEA
- Marketplace Simulations
- Miles Education Private Limited
- Pearson
- PeopleCert
- Peregrine Global Services
- Perkins+Will
- Perlego
- QED: The Accreditation Experts
- QS Quacquarelli Symonds Limited
- Quinnia
- Riipen
- Rise Display
- Sage Business
- StockTrak Inc.
- Studyportals
- Stukent
- Telemet America, Inc.
- The Case Centre
- The Financial Times
- The Institute of Internal Auditors
- The PhD Project
- TraversEd Limited
- Trinity University
- U.S. News & World Report-Academic Insights
- UN Global Compact
- Watermark Insights
- Wharton Research Data Services (WRDS), The Wharton School
- WorldStrides Custom Programs
- X20 Media

# Sponsorship Opportunities

## Premier-Level Sponsorship Package

*Premier-level sponsorship at ICAM offers the highest visibility for sponsors at AACSB's largest conference. This exclusive level is limited in number, ensuring that sponsors receive maximum exposure and prominence during the conference.*

### Benefits Prior to ICAM:

- Receive two complimentary conference registrations to an AACSB conference of your choice.
- Logo recognition in all ICAM 2025 promotions leading up to the conference.
- Email sent on your behalf to all ICAM attendees in the month prior to or post-ICAM.
- Recognition in social media posts as appropriate.
- Hyperlinked logo and description on the ICAM 2025 website.

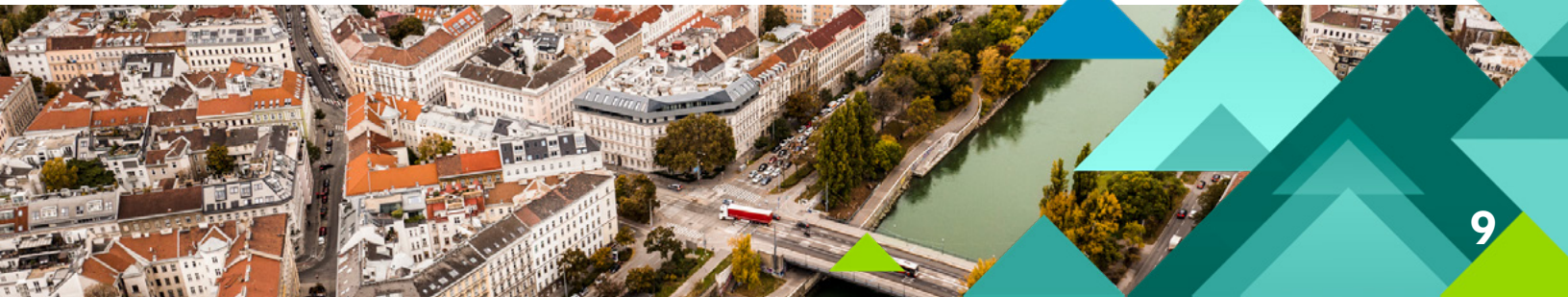
### Benefits During ICAM:

- Receive four complimentary ICAM 2025 conference registrations and four expo-only passes.
- Receive two seats in a reserved section for the opening keynote.
- Prominent complimentary double exhibit space in the ICAM 2025 Exhibit Hall.
- Recognized through prominent on-site signage.
- Logo on a gift given to ICAM attendees at check-in.
- Receive an invitation to a VIP dinner with AACSB's President and CEO, Lily Bi, for premier sponsors.
- Complimentary digital advertisement to be displayed on rotating screens throughout the conference.

### Benefits After ICAM:

- Receive a six-week digital advertising campaign in the LINK e-newsletter, distributed to 40,000+ business education leaders.

**Investment: 60,000 USD**



# Benefactor-Level Sponsorship Opportunities

## Welcome Reception

*Join us for the highly anticipated Welcome Reception on the evening of Monday, April 7, where you will enjoy extensive visibility at one of the conference's most popular and well-attended events.*

### Benefactor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the "Know Before You Go" email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and on-site signage.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Sponsor's custom digital advertisement to display on rotating screens throughout the conference.
- Logo recognition on signage throughout the reception space.
- Logo recognition on cocktail napkins distributed during the reception.
- Opportunity to place materials on tables throughout the reception space.
- Prominent complimentary double exhibit space in the ICAM 2025 Exhibit Hall.
- Two complimentary conference registrations and four expo-only passes.

**Investment: 50,000 USD**

## Evening Reception

*Sponsoring the Evening Reception on Tuesday, April 8th, guarantees your brand a high level of visibility and the chance to engage directly with business school leaders.*

### Benefactor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the "Know Before You Go" email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and on-site signage.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Sponsor's custom digital advertisement to display on rotating screens throughout the conference.
- Logo recognition on signage throughout the reception space.
- Logo recognition on cocktail napkins distributed during the reception.
- Opportunity to place materials on tables throughout the reception space.
- Prominent complimentary double exhibit space in the ICAM 2025 Exhibit Hall.
- Two complimentary conference registrations and four expo-only passes.

**Investment: 45,000 USD**

# Benefactor-Level Sponsorship Opportunities

## Keynote I

*Align your brand with cutting-edge thought leadership by sponsoring the first keynote, a can't-miss event that promises significant exposure and engagement.*

### Benefactor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the "Know Before You Go" email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and on-site signage.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Sponsor's custom digital advertisement to display on rotating screens throughout the conference.
- Logo recognition on signage during the keynote.
- Dedicated table provided prior to the keynote for the distribution of pre-approved materials.
- 60-second video to play prior to the keynote presentation.

**Investment: 35,000 USD**

## Keynote II

*Elevate your brand's presence by sponsoring the second keynote, another engaging session with high attendance.*

### Benefactor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the "Know Before You Go" email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and on-site signage.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Sponsor's custom digital advertisement to display on rotating screens throughout the conference.
- Logo recognition on signage during the keynote.
- Dedicated table provided prior to the keynote for the distribution of pre-approved materials.
- 60-second video to play prior to the keynote presentation.

**Investment: 30,000 USD**

# Benefactor-Level Sponsorship Opportunities

## Monday Networking Luncheon

*Take advantage of a prime sponsorship opportunity at the Monday Networking Luncheon, ensuring your brand is front and center while networking with leading business schools*

### **Benefactor-Level Sponsorship Benefits:**

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and on-site signage.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Sponsor’s custom digital advertisement to display on rotating screens throughout the conference.
- Logo recognition on signage during the luncheon.
- Dedicated table provided prior to the luncheon for the distribution of pre-approved materials.

**Investment: 25,000 USD**

## Conference Bags

### **Benefactor-Level Sponsorship Benefits:**

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and on-site signage.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Sponsor’s custom digital advertisement to display on rotating screens throughout the conference.
- Sponsor’s logo on the conference bags and one pre-approved insert can be included in all bags.

**Investment: 25,000 USD**

# Benefactor-Level Sponsorship Opportunities

## Monday Welcome Refreshments

### Benefactor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and on-site signage.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Sponsor’s custom digital advertisement to display on rotating screens throughout the conference.
- Logo recognition on signage during the welcome refreshments.
- Table provided during the welcome refreshments for the distribution of pre-approved materials.

**Investment: 20,000 USD**

## Conference Wi-Fi

### Benefactor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and on-site signage.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Sponsor’s custom digital advertisement to display on rotating screens throughout the conference.
- Customization of the conference Wi-Fi password and the redirect page.

**Investment: 20,000 USD**

## Refreshment Break (Three Available)

### Benefactor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and on-site signage.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Sponsor’s custom digital advertisement to display on rotating screens throughout the conference.
- Logo recognition on signage during the sponsored refreshment break.
- Table provided during the refreshment break for the distribution of pre-approved materials.

**Investment: 20,000 USD**

## General Conference Support

### Benefactor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and on-site signage.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Sponsor’s custom digital advertisement to display on rotating screens throughout the conference.

**Investment: 20,000 USD**

# Contributor-Level Sponsorship Opportunities

## Conference Photography

### Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and on-site signage.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Sponsor’s logo on photos distributed to attendees after the conference.
- Sponsor’s custom message included in the post-conference photo email.

**Investment: 15,000 USD**

## Conference Badges

### Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and on-site signage.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Logo printed in grayscale on the front of all attendee badges.
- Logo featured on the kiosks where attendees check in and print their badges.

**Investment: 15,000 USD**

## Custom Cube Stack

### Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and on-site signage.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Sponsor’s custom design on three large, four-sided cubes placed in a high-traffic area of the conference.

**Investment: 15,000 USD**



## Reusable Water Bottles

### Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and on-site signage.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Logo featured on reusable water bottles given to attendees at conference check-in

**Investment: 15,000 USD**

## Charging Station

### Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the AACSB event app, and on-site signage.
- Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- Sponsor’s custom design on a charging station placed in a high-traffic area of the conference.

**Investment: 10,000 USD**

# Friend-Level Sponsorship Opportunities

## Hydration Stations

### Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the AACSB event app.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Sponsor's custom branding on the conference hydration stations.

**Investment: 8,000 USD**

## Event App Advertisement

### Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the AACSB event app.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Sponsor's custom advertisement featured on the mobile and desktop version of the AACSB event app.

**Investment: 5,000 USD**

## Digital Advertisement

### Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the AACSB event app.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Sponsor's custom digital advertisement to display on rotating screens throughout the conference.

**Investment: 5,000 USD**

# Additional Sponsorship Opportunities in Conjunction with ICAM

## Innovations that Inspire Sponsorship

AACSB's member spotlight programs showcase business education's exciting and impactful contributions to academia, business, and society.

For the 2025 Innovations That Inspire theme, we seek examples of how schools are creating innovative partnerships with businesses to enhance this synergistic relationship.

We invite member schools to share ways they are working with businesses, NGOs, or governmental partners to advance the way business education is taught, co-create solutions to current business or societal problems, or provide opportunities for students to gain direct industry knowledge.

### Promotional Activities

#### September–October 2024: Call for Nominations

AACSB will announce the call for nominations to its members, more than 1,900 business schools worldwide, via its website, direct emails, LINK email newsletter, social media, and within learning and development opportunities.

#### April 2025: Innovations That Inspire Announcement

Highlights of the 2025 Innovations That Inspire program will be announced through a variety of channels: a dedicated webpage, throughout AACSB's social media platforms, via a global press release and direct media outreach, and within AACSB's learning and development opportunities.

Additionally, all highlighted schools are provided with toolkits to participate in the public announcement.

*Last year, the spotlight programs combined reached **2.89 million individuals** on social media, received **140,000 engagements** across social media platforms, and reached more than **8 million people** through media placements.*

### Ongoing

Once announced, AACSB continues to use examples from each of the member spotlight programs in various content, including articles and videos published on AACSB Insights.

All submissions for the Innovations That Inspire initiative are available within DataDirect, allowing for browsing and benchmarking by AACSB members.

# Innovations that Inspire Sponsorship

## 2025 Sponsor Benefits

*The ideal sponsor for this spotlight program will have a desire to align their brand with influential and innovative business schools and business leaders.*

- Sponsor logo recognition will be included on the Innovations That Inspire webpage, from the time of sponsorship agreement to at least three months after the public announcement.
- Sponsor recognition will be included in associated communications and initiatives at the 2025 International Conference and Annual Meeting (ICAM) in April. Opportunities may include:
  - The sponsor may formally introduce the Innovations That Inspire program at the beginning of a keynote or general session.
  - Sponsor recognition by the moderator at the beginning of a session relevant to this year's Innovations That Inspire program.
  - Sponsor's logo included in the AACSB Events app for the relevant session.
  - Poster and digital displays in high-traffic areas of the conference.
  - 3m x 3m exhibit booth in the ICAM 2025 Exhibit Hall, including one full registration and two expo-only passes.
- Sponsor recognition will be included in associated communications of the initiative during a specially developed Innovations That Inspire webinar, to take place after ICAM. Opportunities include:
  - Sponsor's logo displayed on the webinar webpage and in marketing communications before and after the webinar.
  - Sponsor recognition at the start of the webinar and inclusion of a five-minute pre-recorded presentation by the sponsor at the beginning of the webinar.
  - Sponsor will receive a list of those who have registered for the webinar (limited to name and institution).
  - Sponsor will receive a list of email addresses for attendees who have opted in to sharing contact information.
  - Sponsor may provide a message for inclusion in an email sent to all registrants following the webinar.
- Sponsor recognition will be included in the following promotional activities associated with the initiative:
  - Posts on AACSB's social media platforms.
  - Recognition in AACSB's global press release.
  - Other communications that may be developed.

**Investment: 20,000 USD**

# Thank you to our ICAM 2024 sponsors!

## Benefactor-Level Sponsors:



## Contributor-Level Sponsors:



FLORIDA STATE UNIVERSITY  
COLLEGE OF BUSINESS



## Friend-Level Sponsors:

- Bryant University, College of Business
- California State Polytechnic University Pomona, College of Business Administration and Singelyn Graduate School of Business
- Fayetteville State University, Broadwell College of Business and Economics
- Sacred Heart University, Jack Welch College of Business & Technology
- Tongji University, School of Economics and Management
- Trinity University, Michael Neidorff School of Business
- University of Tampa, Sykes College of Business
- University of Wisconsin MBA Consortium

# ICAM Contacts

## Sponsorships:



### **Brittany Papendorf**

Director of Strategic Relationships  
AACSB International  
brittany.papendorf@aacsb.edu

## Exhibits and Advertising:



### **Nathan Wilson**

Strategic Relationships Representative  
AACSB International  
nathan.wilson@aacsb.edu

## Testimonials

*"I loved that there were lots of opportunities for networking within the exhibit hall, driving people there. This conference never disappoints!" - Coursera*

*"Everything was highly organized. The event ran efficiently." - Cabells*

### **Americas**

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