



2022 | NEW ORLEANS, LOUISIANA

EXHIBITOR PROSPECTUS

## Thank you for your interest in ICAM 2022!

As the world has seen much disruption in recent years, AACSB remains committed to cultivating meaningful relationships among business educators, our industry partners, and our communities. We are excited to host the 2022 International Conference and Annual Meeting (ICAM) as an immersive and interactive hybrid event with opportunities to connect with attendees in person in New Orleans.

ICAM 2022 will include over 40 hours of lively sessions, engaging networking community meetings, inspiring keynote presentations, and one-on-one meeting opportunities. Exhibitors will have exclusive access and unparalleled exposure to thought leaders, subject matter experts, and top business educators from around the world. To make the most of your exhibiting experience, AACSB will provide regular updates in the weeks leading up to the conference.

No other event attracts the world's top business education professionals seeking cutting-edge programming, high-level networking, and the very best products and services. 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**

Senior Manager of Strategic Relationships  
AACSB International

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# About AACSB International

## Mission

The mission of AACSB International is to foster engagement, accelerate innovation, and amplify impact in business education. This mission is aligned with AACSB's accreditation standards for business schools. AACSB strives to continuously improve engagement among business, faculty, institutions, and students so that business education is aligned with the needs of business practice.

## Vision

The vision of AACSB International is to transform business education globally for positive societal impact. Business and business schools are a force for good, contributing to the world's economy, and AACSB plays a significant role in making that benefit better known to all stakeholders—serving business schools, students, business, and society.

## Educational Membership by Region

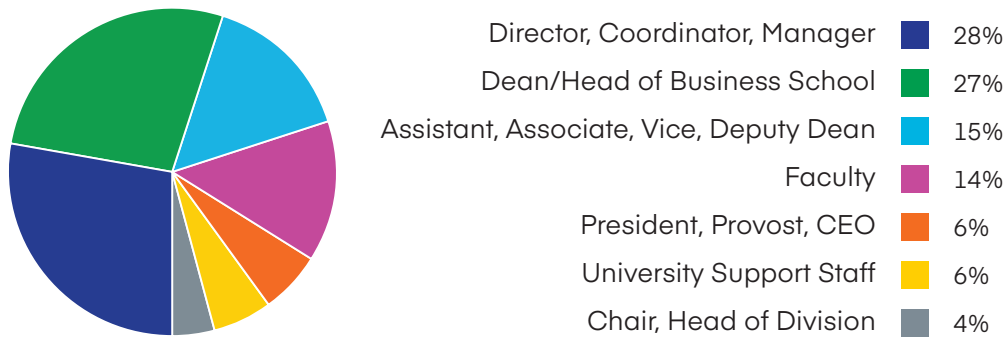
*As of September 30, 2021*



# ICAM 2021 by the Numbers



## ICAM Participants by Title



## ICAM Social Reach



**1.3m impressions**

using the hashtags

#AACSB #AACSBINSPIRES  
#AACSBICAM #AACSBEVENTS  
#AACSBCONNECTS #ICAM21

## 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.

## More Ways to Connect

### 60-Minute Industry Sessions

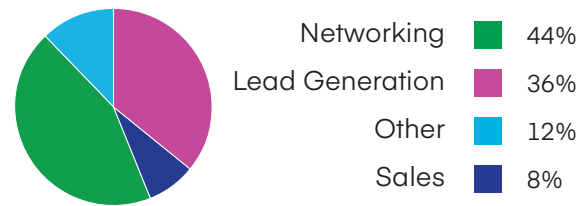
Present a live, in-depth educational and informational session, highlighting your customers' success. Industry sessions are included in the conference journal, in the event app, and on the event website. Your organization's name and session title are included. Space is limited.

### 20-Minute Industry Sessions

Present a live, 20-minute demonstrative session in the Expo Theater, located inside the Exhibit Hall. Sessions are also included in the conference journal, 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:



Source: AACSB ICAM 2021 Exhibitor Survey

## Sponsorship Opportunities

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

## Advertising Opportunities

Advertise online and in printed publications distributed at ICAM.

### *ICAM Conference Journal*

Benefit from additional exposure by promoting your organization and booth location in the conference journal distributed to all attendees. This on-site reference tool contains detailed information on sessions, speakers, conference events, maps, room locations, and other important information that attendees refer to throughout the event. Exhibitors can take advantage of a special half-page ad rate of 2,500 USD.

### *Digital Advertising*

Choose to place a targeted banner ad AACSB Insights or on the Exchange, AACSB's member networking platform.

All advertising space is limited

# Pricing

Before March 1	Member Rate	Non-Member Rate
10' x 10' Booth	2,800 USD	3,400 USD
10' x 20' Booth	5,000 USD	5,800 USD
On/After March 1		
10' x 10' Booth	3,150 USD	3,700 USD
10' x 20' Booth	5,300 USD	6,100 USD

## Benefits

One 8' high back wall with 3' high side wall drape, one standard ID sign, 6' draped table, two chairs, and one wastepaper basket with on-site security

### 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 10'x10' booth with access to all keynotes, sessions, and conference functions
-  Two expo passes per 10'x10' booth with access to the exhibit hall, receptions, and luncheons
-  Directory listing in the conference journal (subject to print deadlines)
-  Access to conference attendee list (limited to name and institution)
-  Access to the AACSB Exchange conference community where conference materials, rosters, and discussions are posted before, during, and after the conference.

## Conference Hotel

Discover the culture of the Crescent City at **Hyatt Regency New Orleans**. Centered downtown near Champions Square, Smoothie King Center, and minutes from the historic French Quarter, Arts District, and Mississippi Riverfront. There's no better place from which to explore the eclectic vibrancy of New Orleans.

## Conference and Exhibition Venue

Conveniently connected to Hyatt House New Orleans, Hyatt Regency New Orleans offers the most modern meeting space of any hotel in the city.

Hyatt Regency New Orleans is perfectly located in downtown New Orleans. Step just outside to the Caesars Superdome for sports, Champions Square for special events, walk to the Arts District, or to Bourbon Street.

## 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 March 1, 2022. Email certificates of Insurance to: [engage@aacsb.com](mailto:engage@aacsb.com).

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 may not distribute food or beverages unless authorized by AACSB. Individually wrapped, bite-size pieces of candy are the only food item approved for dispensing from the exhibit booth.

### Badge Policy

Each 10' x 10' exhibit space includes one full conference registration and two expo-only passes. All other full registrations are at the full conference rate. 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.

## Thank you to our ICAM 2021 exhibitors!

- Absolute Internship
- ACADEM by RimaOne
- Amazon Kindle
- American University of the Middle East
- Audit Analytics
- Barco
- Beta Alpha Psi
- Beta Gamma Sigma
- Bureau van Dijk, a Moody's Analytics Company
- BusinessCAS by Liaison
- Cabell's International
- Capsim Management Simulations, Inc.®
- Cesim Simulations
- CIBC
- CLADEA
- Educational Testing Service
- FactSet Research Systems, Inc.
- FINRA
- Graduate Management Admission Council™
- Higher Education Marketing
- Interpretive Simulations
- Ivy Software, Inc.
- Knack Tutoring
- MBA International Business Magazine
- Mentor Collective
- NameCoach
- ODEA INC.
- Peregrine Global Services
- Perkins+Will
- QED: The Accreditation Experts
- SAGE Publishing
- The Beacon Fellowship
- The Financial Times
- The PhD Project
- U.S. News Academic Insights
- University of Houston
- University of Minnesota
- University of North Texas
- University of Wisconsin MBA Consortium
- Wharton Research Data Services (WRDS)
- Wiley



# ICAM Contacts

## Exhibits, Sponsorship and Advertising:



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