

EURAM 2021 EXHIBITORS' INFORMATION



European Academy of Management
EURAM

ESG UQAM

EURAM 2021
Reshaping capitalism for a sustainable world
16-18 June 2021
In collaboration with Université du Québec à Montréal, Canada

conferences.euram.academy/2021conference/
info@euram.academy

Online Conference

16-18 JUNE 2021



For additional information, go to
<https://conferences.euram.academy/2021conference/>

ABOUT THE 21st EURAM CONFERENCE

About the European Academy of Management (EURAM)

The European Academy of Management (EURAM) is a professional community of engaged management scholars and reflective practitioners - open, inclusive, international, and cross-cultural.

EURAM places a strong emphasis on multidisciplinary theoretical perspectives and methodological pluralism and promotes critical examinations of the historical and philosophical roots of management theory and praxis.

EURAM aims to enhance the quality of research, improve its relevance for responsible and effective practice, and contribute to the social and political discourse on management. EURAM is recognized as the academic association of management in Europe, becoming a reference for management scholars. EURAM has around 1400 members per year.

EURAM Annual Conference

Every year, the EURAM annual conference takes place in a different city in Europe in June. The Doctoral Colloquium precedes each conference.

A university or scientific institution in Europe hosts the Annual Conference, which is a strategic way of achieving EURAM's objectives. Specifically, this helps in the continued evolution of an open, inclusive, international, and cross-cultural EURAM community of engaged scholars. As such, EURAM supports scholars in designing, producing and disseminating higher quality and impactful research at each stage of their career. Moreover, it influences the development of management education and provides platforms and networks for the dialogue between scholars, reflective practitioners, and policy makers.

The EURAM Conference has been held in Lisbon (Portugal), Reykjavik (Iceland), Glasgow (Scotland), Paris (France), Warsaw (Poland), Valencia (Spain), Istanbul (Turkey), Rotterdam (The Netherlands), Tallinn (Estonia), Rome (Italy), Liverpool (UK), Ljubljana (Slovenia), Paris (France), Oslo (Norway), Munich (Germany), St Andrews (Scotland), Milan, (Italy), Stockholm (Sweden) and Barcelona (Spain).

EURAM values above all the health of future conveners at the conference and the protection of populations at large. Given the current situation, EURAM has taken the decision to hold the EURAM 2021 conference online, like EURAM 2020.

Conference Theme: *Reshaping capitalism for a sustainable world*

We live in an interconnected world that faces great challenges in shaping its FUTURE. In response, we must find new ways to stimulate sustainable economic growth by creating new jobs and economic opportunities for all, serving society, protecting the environment and strengthen the global response to climate change. At the same time, we must learn to adjust to the pandemic's 'new normal' and to cope with new threats that may arise in the aftermath of the COVID-19 pandemic, such as economic, financial and health crises, cyber threats, and large-scale humanitarian crises. To address these challenges, we must initiate a fair dialogue among all stakeholders and groups involved. These include scholars, private and public companies, other organisations, and policymakers at the national and supranational levels. Let's work together to blur the boundaries between research and practice and find solutions for reshaping capitalism, in a context of pluralism of ideas, multiculturalism, diversity, and inclusion. Let these solutions transcend national boundaries and the narrow goals of each interest group.

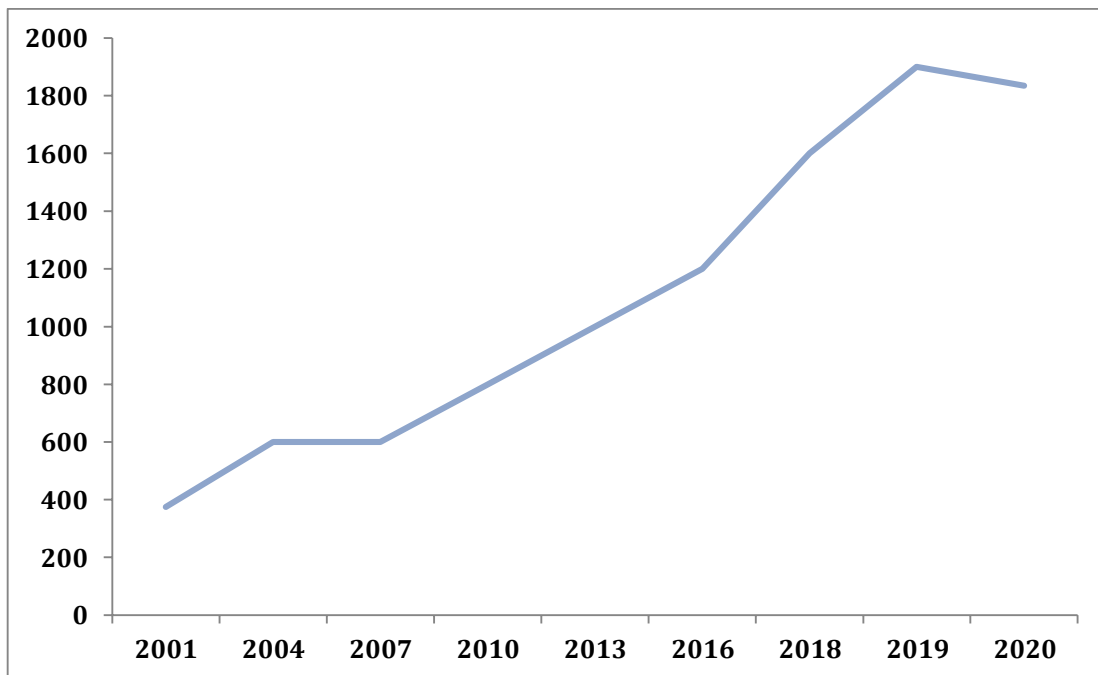
The dialogue must address, openly and courageously, any dichotomies among the views of these stakeholders in regard to the timing and means for reshaping capitalism. We can learn from one each other, share ideas and engage collectively in the development of new knowledge that concerns, but is not limited to: new, sustainable paths to innovation that combine social innovation, digital innovation, artificial intelligence and human creativity; new entrepreneurial approaches that combine social entrepreneurship and financial entrepreneurship; new corporate governance practices across the world that address the competing demands of the numerous stakeholders of the Boards and the ability of companies to withstand a crisis; new approaches to strategy & corporate finance that help corporations to balance between their global approaches and their markets' local needs; new, innovative and sustainable HRM practices and leadership styles in different cultural contexts; new business models aimed at creating economic, social and environmental value and sustainable patterns of consumption; new business practices and public policies throughout the world that seek to improve the wellbeing of our society, the health of our people, the future of our planet, and the strengths of our businesses, financial markets and industries.

In order to adopt a transdisciplinary approach that transcends the boundaries between sciences and combines academic work and professional practice, we expect that proposals will come from scholars from various cultural and academic backgrounds – management sciences, social sciences, environmental sciences, health sciences, communication, education, ICT or other related sciences.

Who attends the EURAM Annual Conference?

The EURAM Annual conference is a meeting place for more than 1,400 academicians and practitioners, from all over the world, comprised of professors, Ph.D. students & assistants, and practitioners. As shown below in the graphic, the EURAM membership as of 2020 reached 1,835.

EURAM MEMBERSHIP 2001-2021



Approximately 10% of EURAM members are from non-European countries while 750 members are from Germany, Italy, Spain, France, and the UK representing the five countries with the highest membership.

EURAM Exhibition Packages

Exhibitor Package at EURAM 2021 Annual Conference

Virtual Stand	Fee
Virtual Stand at EURAM 2021 Online Conference	830 €

Detailed information for exhibitors

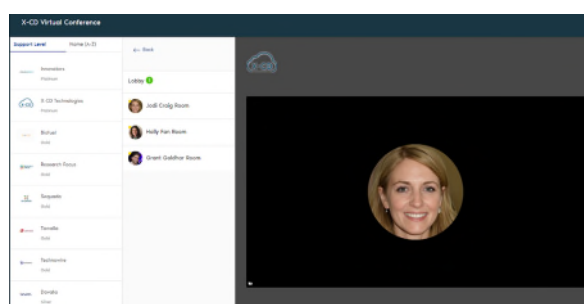
- Publishers can log into EURAM 2021 virtual platform to populate booth content, company information, website and social media links, product PDFs, promotional videos, staff members, and raffle giveaways
- Product sheets in PDF format when uploaded
- Videos must be YouTube URLs
- Populate booths with public facing staff contacts
- Allow staff to upload head shots and their position title at the exhibiting company
- Adding raffle items is strongly encouraged to incentivize attendees to visit and share their contact information to enter the raffle
- Preview your booth as you build it.

Publisher Booth Sample

The screenshot shows a virtual conference booth for Leica Microsystems. The booth is displayed on a platform titled 'X-CD Virtual Conference'. On the left, there is a navigation menu with options like 'Lobby', 'Program', 'All Sessions', 'Live Sessions', 'Live Now', 'My Itinerary', 'Participants', 'Social Lounge', 'Social Feed', 'Chat', 'Exhibit Hall', and 'Game'. The main content area features the Leica logo in red, followed by 'MICROSYSTEMS' in black. Below this, it says 'Leica Microsystems' and lists social media icons for LinkedIn, Facebook, YouTube, Twitter, and Instagram. The booth also includes a 'Support Level: Virtual Exhibitor' and a 'Website: www.leica-microsystems.com'. A 'Country: United States' is listed. A paragraph of text describes the company's focus on supporting surgeons with high-quality surgical microscope technology. At the bottom, there is a link to learn more about the NEW Proveo 8 microscope. On the right side of the booth, there are two contact sections: 'Contact Us' with a message form and 'Staff Contacts' with a contact card for Steven Smith, also featuring a message form.

Publisher Virtual Networking Lounge

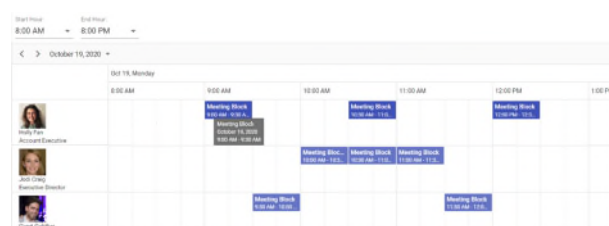
- Publishers may utilize a built-in meeting space that consists of a company lobby and individual staff private rooms.
- The publisher meeting space is a virtual meeting program that consists of full audio, webcam, and screen share capabilities.
- The exhibit staff team can wait together in the lobby until visitors arrive.
- Once a staff member is identified as the best representative for the attendee, they may leave the lobby and continue speaking privately in the staff member's private room by just clicking the staff member's private room link in the listing of lounges.



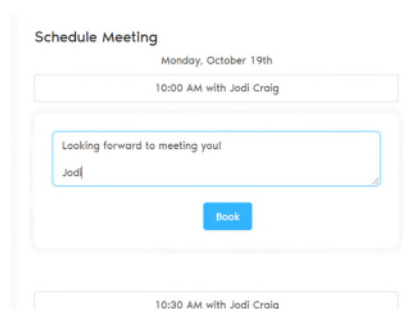
Attendee - Publisher Appointment Booking

- Allow publishers to create staff time slot availability as they build their booths.
- Attendees may see these time slots from within the virtual booth area and book appointments with staff members.
- Attendees and publishers are notified about the appointment and they can meet inside the virtual app's private exhibitor staff meeting room.

Exhibitor Creates Time Slots



Attendee Books Meeting Inside the App



For additional information, go to
<https://conferences.euram.academy/2021conference/>.

SPONSORSHIP / PUBLISHER AREA APPLICATION FORM

Organisation Name :
Address :
Phone :
Fax :
Contact Person(s) :
Mobile Phone Number :
Email :
Notes :
Invoice Details :

Sponsorship Type :
Sponsorship Fee :

Payment Form:

Bank Transfer (Please attach a copy of the bank draft to this form)

Account Name: Dekon Kongre ve Turizm Hiz.A.Ş.

Bank Name: T.Garanti Bank A.S.

Branch Name / Code: Bogazici Ticari Branch - 1666

Swift No: TGBATRISXXX

IBAN No: TR64 0006 2001 6660 0009 0844 07

Credit Card Payment



VISA Mastercard

Name of Cardholder :

Card Number : (16 digits)

Expiry Date : /

CVC Number :(last 3 digits on signature panel)

Date :

Signature: