

EURAM 2022 EXHIBITORS' INFORMATION



EURAM 2022
Leading Digital Transformation

15–17 June 2022
Winterthur / Zurich
Switzerland

www.euram.academy

For additional information, go to <https://conferences.euram.academy/2022conference/>

ABOUT THE 22nd 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). During the COVID-19 pandemic, the conference was held online on two occasions.

22nd EURAM Annual Conference (Winterthur)

About Winterthur

Winterthur is a treasure trove of art, history and nature. The medieval heart of the city is full of life no matter what the time of day. Shops, restaurants, markets and festivals bring the charming Old Town to life and provide a meeting place for locals, visitors and businesspeople alike. Being a city small enough to get around conveniently while also having a big-city atmosphere makes Winterthur a popular destination.

The pedestrian zone in the charming Old Town is considered to be Switzerland's largest. Venerable mansions in and around the Marktgasse, the City Church, the Fisher Maiden's Fountain and the famous Town Hall Passage are great attractions.

Culture has a long tradition in Winterthur. The city boasts 17 museums, including the Oskar Reinhart collection "Am Römerholz" with its masterpieces of European art from the 14th to the 20th century. This tradition continues with the internationally renowned Centre for Photography, the Casino Theater, which has become a centre of the German-language cabaret scene, and the Swiss Science Center Technorama, which makes technology and science an accessible experience.

The extremely diverse cultural agenda also comprises a series of festivals – Afro-Pfingsten, the International Short Film Festival and the Winterthurer Musikfestwochen festival as well as the performances by the Winterthurer Musikkollegium. With the city's regular fare of exhibitions, films, concerts, readings and theatre – it is clear that Winterthur's residents are well catered for when it comes to matters cultural.

Despite its industrial tradition, Winterthur is also a "garden city" with a large number of parks and gardens. There is even a city tour dedicated to "Villas and Gardens". The city's delightful environs are home to castles and fortresses set in the woods, in the wine country, and on the Töss and Rhine rivers, and to which the locals have long felt a special relationship. Winterthur is also an ideal base for excursions to the Rhine Falls, Lake Constance and to the nearby metropolis of Zurich.

Conference Theme: *LEADING THE DIGITAL TRANSFORMATION*

“Software is eating the world,” wrote Marc Andreessen in his memorable Wall Street Journal essay in 2011. In the wake of this technological upheaval, organisations are being transformed in fundamental ways across a broad spectrum of industries – from manufacturing, education and retailing to finance and health care.

The ongoing shift towards information technology, along with (big) data, algorithms, and smart analytics, affects all sectors (private, public and non-profit) and is changing how organizations create value. Besides a blurring of industry boundaries, modular business architectures and new definitions of business performance are just some of the consequences of this transformation. To succeed, businesses need to be data-driven and digitally optimised, generate vast amounts of data, and analyse it intelligently.

Changes that have happened since the dawn of the information age in the mid-20th century provide clues about what is to come; organisations failing to recognise the signs can quickly be upended. In particular, data has become a valuable new currency to be mined and exploited, bought and sold – by fair means or foul. Even by collecting and judiciously analysing more data from their own activities, companies develop practices to help them make accurate forecasts and derive sound business decisions.

The COVID-19 pandemic, the most recent disruption not only to our private lives but to every organisation on the planet, has further accelerated digital transformation to accommodate changing consumer behaviour. In recent months, consumers have become accustomed to online everything – from shopping and learning to banking and entertainment. At the same time, not all businesses have suffered equally, with some benefiting, for example, from being able to reduce their office space. Since everyone will be keen to take advantage of the “new normal,” many of these technology-driven changes are here to stay.

As leaders of digital transformation, managers must find new sources of competitive advantage in these data-driven markets. This means reassessing core competencies and business strategies. Company-wide change management policies may be required to bring in people with fresh skills, integrating them with existing staff, and redefining how the company engages with its stakeholders – from the supply chain to the customer. For organisations, digital transformation is not a matter of implementing a single project but rather a whole series of different projects across all organisational units. To achieve this, they also need the competence to manage change itself.

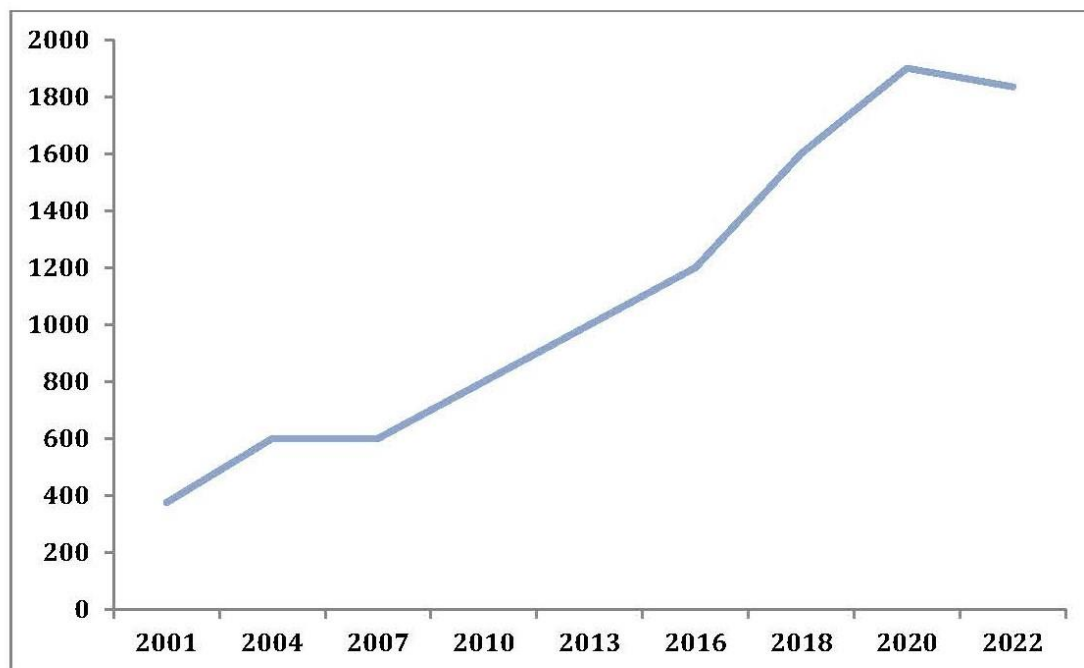
When considering these complex issues, we encourage conference participants to adopt an interdisciplinary approach by combining insights and strategies from previously distinct fields. We welcome contributions that transcend the boundaries between disciplines and connect academic work and professional practice. Ideally, proposals will come from scholars from various backgrounds, including strategic management, marketing, organisational behaviour, human resources, entrepreneurship, ICT, education, and other related disciplines.

Join leading thinkers and practitioners in Winterthur / Zurich, Switzerland, to explore the opportunities and challenges of digital transformation. In addition to a full and varied conference programme addressing multiple aspects of the topic, we offer a doctoral colloquium and a series of “labs” to showcase practical applications across various industries. A programme of visits and social events will provide participants with additional opportunities to network.

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 2001-2022



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 2022 Annual Conference

Exhibitor stand options	Standard fee (€)	Early bird discount fee* (€)
Stand in the area close to the coffee breaks, including an advertisement of ¼ page in the EURAM 2022 Exhibitor Booklet and two complimentary passes for stand managers (Wed-Fri)	1,300	1,040
Upgrade to advertisement ½ page in the EURAM 2022 Exhibitor Booklet	1,450	1,160
Upgrade to advertisement 1 page in the EURAM 2022 Exhibitor Booklet	1,600	1,280
Two stands including advertisement ½ page in the EURAM 2022 Exhibitor Booklet	2,000	1,600
VIP EXHIBITOR OPTION Two stands including 1-page advertisement in the EURAM 2022 Exhibitor Booklet, one insert in the delegate bags and a satellite table in the lunch area (two days)	2,500	2,100
ADDITIONAL OPPORTUNITIES		
Inserts for the delegate bags when an exhibitor stand is purchased	150 (price per insert)	140 (price per insert)
Books ONLY (5 titles max.) to be displayed at a common table located at the publisher's area	125 (price per title)	115 (price per title)

*Early Bird Discount Fee applies if you book your Exhibitor Stand by Friday 4 April 2022.

Detailed information for exhibitors

Each Exhibitor booking includes the following:

- One long covered table (0,9 x 1,8 x 0,76 m) (six feet) plus 2 chairs;
- General lighting, power and wireless connection to the internet;
- Two complimentary passes for stand managers (which includes refreshments and lunch). Additional badges may be purchased for €50 each (max. two additional badges per exhibitor);
- Dedicated exhibitor page on the EURAM 2022 conference website with your organisation's name and logo, enabling you to target your communication to delegates;
- Pre-conference publicity as an exhibitor;

- Branding at the Conference i.e. your organisation's name and logo on the signage as an exhibitor;
- Acknowledgment in the EURAM 2022 Conference Programme as an exhibitor (printed and online).

Other Information

Venue information - The exhibition floor plan will also be circulated around April 2022. The exhibition area will be located close to the coffee break area: delegates going to the plenary sessions and the meeting rooms will pass the exhibition space.

Logistics - Instructions on where to send the display items will be sent to you upon receipt and confirmation of your booking form. Any materials you wish to be returned must be sent back by your organisation.

Allocation process for exhibitor space - Exhibitors who also sponsor EURAM will have priority in selecting their space. The remaining spaces will then be open to all other exhibitors. The key contact in your organisation will be notified by email when the allocation process for exhibitor space is open. The space allocation will operate on a first-come basis.

"Books Only" option - 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. The cost is €125 per title with a maximum of five titles allowed per publisher/author. You may send copies to give away, or "Display Only" copies. You may send as many order forms, brochures, and/or catalogues as necessary. Order forms must include a fax number where attendees can send filled out forms. EURAM 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 charity. If you require items to be returned, you must provide shipping supplies and instructions with your materials. EURAM is not responsible for the loss or damage of materials

***** Please note that the exhibition space chosen by exhibitors during the space allocation process is not guaranteed until full payment has been received by EURAM *****

Exhibitor badges - The payment for each exhibitor stand will include two complimentary passes for stand managers. Additional badges for stand managers may be purchased for 50€ each. Exhibitor registration will be onsite at the main conference registration desk. Exhibitor badges will be provided at that time. Exhibitor representatives will not be permitted to enter the exhibition area without a valid exhibitor badge.

Exhibitor personnel are welcome to attend all EURAM sessions as a "regular" attendee except in cases where there are additional charges, e.g., get together activities, social dinners, gala dinner.

Raffles - A great way to promote exhibitors and to attract delegates to come to the exhibits area is to hold daily raffles during the coffee breaks. Exhibitors are encouraged to donate prizes/gifts to be raffled off during those times.

Installation and dismantling of Exhibitor Space - Exhibitors may set up their display stands on Tuesday 14 June 2022 from 14:00 pm. All exhibitor stands must be dismantled on Friday 17 June 2022 from 16:30 onwards.

Security and Liability - EURAM and ZHAW will take special precautions to safeguard each exhibitor's property during the Conference. However, EURAM specifically disclaims all liability. Exhibitors assume all responsibility and liability for their property, personnel, and employees. Exhibitors should insure their exhibits and display materials.

Purpose Clause - EURAM reserves the exclusive right to determine the relevance of the organisation's product and refuse a prospective exhibitor the right to exhibit. The organisation has to offer a product or service of specific value to EURAM members.

Payment - Once you have made a booking, you will be issued an invoice for the full amount. Full payment will be required within 30 days.

Cancellation Policy - All cancellations must be made in writing to EURAM. EURAM shall retain:

- 50% of the exhibitor fee if cancellation is received less than one month prior to the Conference
- 100% of the exhibitor fee, if the cancellation is received by EURAM less than two weeks prior to the Conference.

EURAM assumes no responsibility for having included the name and information of the cancelled exhibitor in the Conference Programme or any other materials. EURAM also reserves the right to amend the exhibitor stand plan if required by the host venue for logistical or safety reasons. The exhibition area will be based in the main breakout area where the coffee breaks are served, thus being in the centre of the Conference's socialising and networking activities and will also ensure a good level of footfall and delegate engagement throughout the event.

Important Dates for Exhibitors

Date		Event
4 April	2022	Early bird registration deadline as an exhibitor
15 April		Floor plan available will be available
13 May		Deadline to provide the Advertisement for EURAM 2022 Exhibitor Booklet
13 May		Deadline for purchasing exhibit space
21 May		Deadline for payment of exhibit
14 June		Check in and setup starts
15 June		Exhibit Area opens to all attendees
17 June		Exhibits Area closes and booths are dismantled for check out

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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: