

# EURAM 2024 EXHIBITORS' INFORMATION



For additional information, go to <https://conferences.euram.academy/2024conference/>

# ABOUT THE 24<sup>th</sup> 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 currently has close to 1750 members.

## 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 Winterthur (Switzerland), 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. In 2023 the conference took place in Dublin, Ireland.

## 24<sup>th</sup> EURAM Annual Conference (Bath)

### About Bath

Bath is an elegant city full of traditional heritage, contemporary culture, green spaces, and a few surprises. From its historic origins to the colourful characters that brought the city to life, there's a lot more to Bath than meets the eye.

Bath may be famous as the Roman spa town of Aquae Sulis, but human activity around the hot springs dates back as far as 8000 BC! While the Roman Baths may be the hub of the city's spa heritage, much of Bath as we see it today is thanks to the Georgian innovators who designed iconic parts of the city's architecture such as the Royal Crescent and the Circus. Bath is also home to a vibrant contemporary cultural scene, with theatre, comedy, live music, and festivals all over the city throughout the year. Its setting amongst lush green English countryside, along with the city's many green spaces, makes Bath a wonderful place to explore the great outdoors.

As well as being a vibrant and thriving twenty-first-century city, Bath is a living museum. History and heritage line the city's streets, with every footstep revealing compelling cultural attractions and astonishing architecture. It's why Bath is the only city in the UK designated a UNESCO World Heritage Site, along with its unique second inscription as part of UNESCO's Great Spa Towns of Europe.

Ever since its legendary beginnings, Bath has been home to a cast of colourful characters; from Anglo-Saxon royalty to an eighteenth-century dandy, these extraordinary historical figures each helped shape the city into what it is today. It is well known that Jane Austen lived in Bath and used the city as a setting for some of her novels, but Bath has been home to many more impressive residents over its long history.

## Conference Theme: *FOSTERING INNOVATION TO ADDRESS GRAND CHALLENGES*

Technological innovation has always been a significant enabler of value creation, improved competitiveness, and economic growth. It has also contributed to the taming of

the impact of long-standing Grand Challenges, most notably, the ageing society, the environmentally unsustainable economic growth and the health impacts of climate change. These are important challenges as they have been blamed for causing economic inequality, social injustice and jeopardising the quality of life.

Although technological innovation has helped tackle several aspects of these long-standing challenges, the development and adoption of new and emerging technologies – such as big data, artificial intelligence, and vehicle autonomy – have created new challenges, many of which are of an ethical nature. For example, the advent of these advances poses dilemmas about the ownership and use of data; privacy concerns relating to face recognition; concerns about the devaluation of existing skills and infrastructure; and risks of spreading misinformation and threatening security.

The high opportunity cost of not addressing these long-standing and new challenges begs the question: how can innovation help solve major challenges without creating new ones? To answer this question, business organisations, their key stakeholders, governments, and the academic community can collaborate to develop new solutions and ensure that innovation is responsible and ethical. This may require moving beyond “traditional” forms of innovation to include organizational, business models, and social innovation. Thus, there are fruitful opportunities for management scholars to deliver impactful research on the managerial, organisational, and policy challenges inherent in developing the requisite innovations.

We welcome scholars to submit their research to the 2024 EURAM Conference, which focuses on fostering innovation to address long-standing and new Grand Challenges.

## Who attends the EURAM Annual Conference?

The EURAM Annual conference is a meeting place for more than 1,800 academicians and practitioners, from all over the world, comprised of professors, Ph.D. students & assistants, and practitioners. As shown below in the graphic, EURAM has 1730 members in 2023.



In 2023, approximately 19% of EURAM members are from non-European countries while 820 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 2024 Annual Conference

| Exhibitors 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 2024 Exhibitor Booklet and two complimentary passes for stand managers (Wed-Fri)                    | 1,430                  | 1,150                        |
| Upgrade to advertisement ½ page in the EURAM 2024 Exhibitor Booklet   | 1,600                  | 1,275                        |
| Upgrade to advertisement 1 page in the EURAM 2024 Exhibitor Booklet   | 1,760                  | 1,400                        |
| Two stands including advertisement ½ page in the EURAM 2024 Exhibitor Booklet   | 2,200                  | 1,760                        |
| <b>VIP EXHIBITOR OPTION</b><br>Two stands including a 1-page advertisement in the EURAM 2024 Exhibitor Booklet, one insert in the delegate bags, and a satellite table in the lunch area (two days) | 2,750                  | 2,310                        |
| <b>ADDITIONAL OPPORTUNITIES</b>   |                        |                              |
| Inserts for the delegate bags when an exhibitor stand is purchased  | 180 (price per insert) | 160 (price per insert)       |
| Books ONLY (5 titles max.) to be displayed at a common table located at the publisher's area  | 150 (price per title)  | 135 (price per title)        |

\*Early Bird Discount Fee applies if you book your Exhibitor Stand by Friday 18 April 2024.

## 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 2024 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 2024 Conference Programme as an exhibitor (printed and online).

## Other Information

**Venue information** - The exhibition floor plan will also be circulated around end of April 2024. 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 €135 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, and the EURAM party.

**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 25 June 2024 from 14:00 pm. All exhibitor stands must be dismantled on Friday 28 June 2024 from 16:30 onwards.

**Security and Liability** - EURAM and University of Bath School of Management 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 receive 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  |
|----------|------|--|
| 12 April | 2024 | Early bird registration deadline as an exhibitor                       |
| 26 April |      | Floor plan available will be available                                 |
| 20 May   |      | Deadline to provide the Advertisement for EURAM 2024 Exhibitor Booklet |
| 30 May   |      | Deadline for purchasing exhibit space                                  |
| 30 May   |      | Deadline for payment of exhibit  |
| 25 June  |      | Check in and setup starts  |
| 26 June  |      | Exhibit Area opens to all attendees                                    |
| 28 June  |      | Exhibits Area closes and booths are dismantled for check out           |

For additional information, go to <https://conferences.euram.academy/2024conference/>

## 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: