

April 23–25, 2023 • Chicago, Illinois, USA

[aacs.edu/icom](https://aacs.edu/icom)

# ICAM 2023

C H I C A G O

**Exhibitor Prospectus**

PATHWAYS TO  
**IMPACT**

# Thank you for your interest in ICAM 2023!

Each year, AACSB International hosts its [International Conference and Annual Meeting \(ICAM\)](#)—the largest business education event of its kind—bringing together more than 1,400 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.

As we experience a fast-paced higher education environment, global trends are emerging, and new prospective connections are more possible than ever before. We are excited to host ICAM 2023 with multiple opportunities to connect with attendees in Chicago.

ICAM 2023 will have three days 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.

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. To make the most of your exhibiting experience, AACSB will provide regular updates in the weeks leading up to the conference. 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

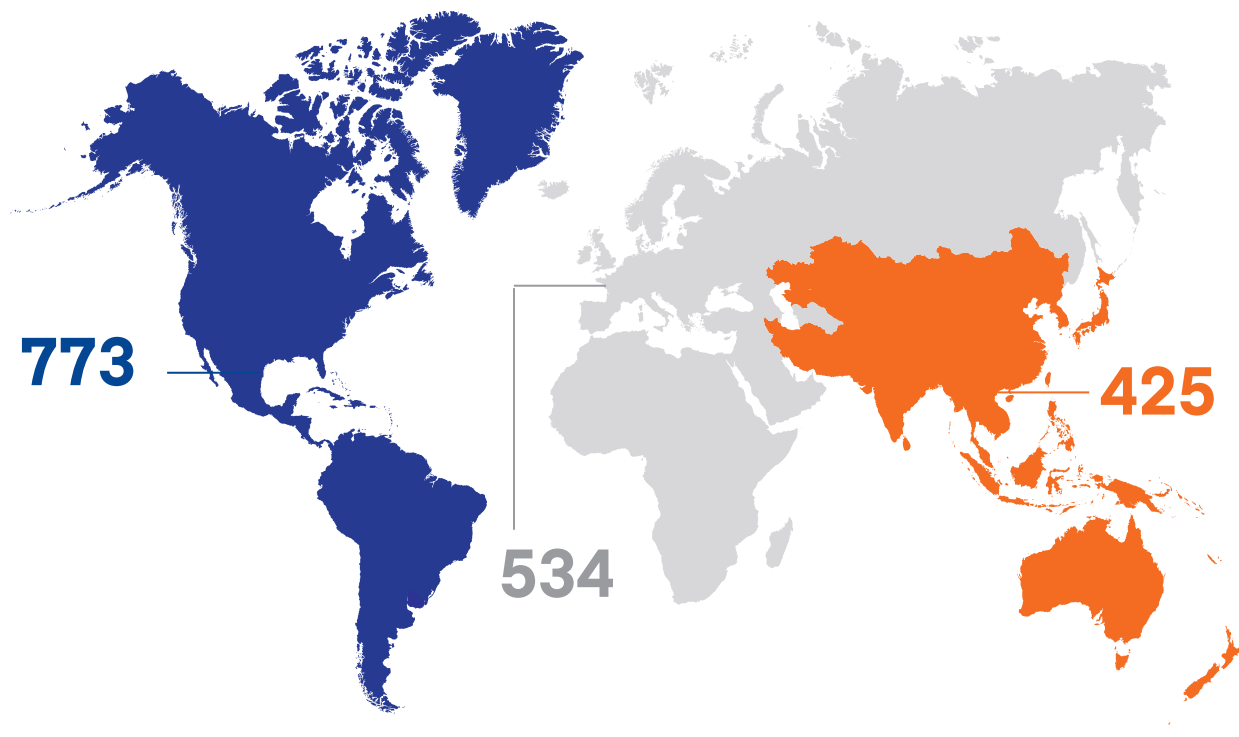
The mission of AACSB International is to foster engagement, accelerate innovation, and amplify impact in business education. This mission is aligned with AACSB's accreditation standards for business schools. AACSB strives to continuously improve engagement among business, faculty, institutions, and students 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 Member Organizations by Region

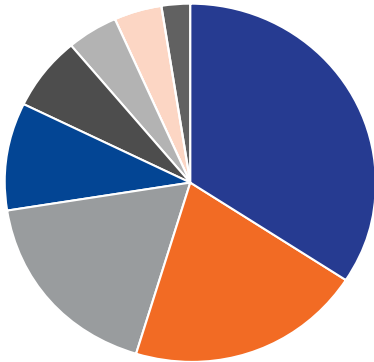
*As of August 31, 2022*



# ICAM 2022 by the Numbers



## ICAM Participants by Title



Dean/Head of Business School	34%
Assistant, Associate, Vice, Deputy Dean	21%
Coordinator, Director, Manager	18%
Faculty	10%
Chair, Head of Division	7%
President, CEO, Executive Leadership	4%
Other	4%
Business Relations/ Development	3%

## ICAM Social Reach



1.3m impressions

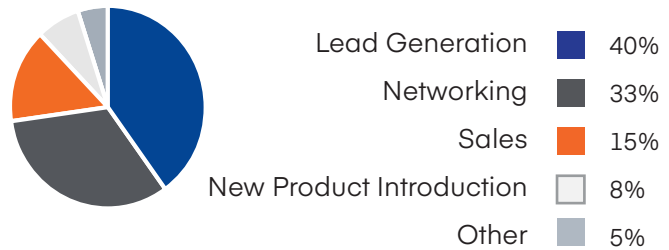
using the hashtags

- #AACSB #AACSBINSPIRES
- #AACSBICAM #AACSBEVENTS
- #AACSBCONNECTS #ICAM2022

## 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.

ICAM exhibitors value attending for:



Source: AACSB ICAM 2022 Exhibitor Survey

## Presentation Opportunities

### 45-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)

## 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	2,900 USD	3,500 USD
10' x 20' Booth	5,100 USD	5,900 USD
On/After March 1		
10' x 10' Booth	3,250 USD	3,800 USD
10' x 20' Booth	5,400 USD	6,200 USD

## Benefits

Each 10' x 10' booth includes 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:

[aacsbedu/membership](https://aacsbedu/membership)

or contact us at:  
[membership@aacsbedu](mailto:membership@aacsbedu)

## Engagement Before and After the Conference

-  One complimentary conference registration per 10' x 10' booth with access to all keynotes, sessions, and conference functions
-  Two expo passes per 10' x 10' 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.

### Badge Policy

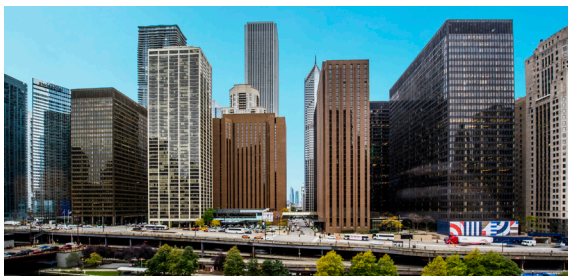
Each 10' x 10' exhibit space includes one full conference registration and two expo-only passes. All other full registrations are at the full conference rate. Expo-only staff have admittance to the exhibit hall, receptions, and lunches. Expo-only staff will not be admitted to sessions. Badges are required at all times.

## Conference Hotel

Discover the culture of the “Windy City” at [Hyatt Regency Chicago](#), a short walk from the Navy Pier, Millennium Park, and the Magnificent Mile. There is no better place from which to explore the hustle and bustle of Chicago.

## Conference and Exhibition Venue

The **Hyatt Regency Chicago** offers the largest selection of meeting space in downtown Chicago at 250,000 square feet. ICAM 2023 will convene in this modern hotel that features sleek spaces, advanced technology, and a full-service business center.



### Exhibit Booth Carpet

The 2023 exhibit hall will be carpeted. Exhibitors are not required to order additional carpet for booths.

## 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, 2023. Email certificates of Insurance to: [engage@aacsb.edu](mailto:engage@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 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.

## Thank you to our ICAM 2022 exhibitors!

- ACADEM by RimaOne
- Altus Assessments
- Amazon Books
- Association of Asia-Pacific Business Schools (AAPBS)
- Austral Education Group
- Beta Gamma Sigma
- Cabells
- Capsim Management Simulations
- Center for Research in Security Prices (CRSP)
- Certiport, a Pearson VUE Business
- Cesim Business Simulations
- CLADEA - Latin American Council of Management Schools
- Coursera for Campus
- Eduvantis
- ETF Global
- ETS
- Everspring
- Explorance
- FactSet Research Systems Inc.
- Financial Times
- Graduate Management Admission Council™
- Interstride
- Ivey Publishing
- Ivy Software
- Knack Tutoring
- Market Games
- Marketplace Simulations
- Moody's Analytics
- Peregrine Global Services
- Perkins&Will
- QED Accreditation
- Quinnia
- Rise Display
- Rowan University
- Rubin
- S&P Global Market Intelligence
- SAGE Business
- SAS
- SkillsSurvey
- StockTrak Inc.
- Studyportals
- Stukent
- The PhD Project
- VMock Inc.
- Watermark
- Wharton Research Data Services (WRDS), The Wharton School
- WorldStrides Custom Programs
- Yellowdig



# ICAM Contacts

## Sponsorship and Advertising:



### Brittany Papendorf

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AACSB International

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## Exhibits:



### Nathan Wilson

Exhibits and Advertising Coordinator  
AACSB International

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### Europe, Middle East, and Africa

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### Asia Pacific

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