



# ICAM2024

A T L A N T A

April 15–17

Sponsor and Exhibitor  
Prospectus



# Thank you for your interest in ICAM 2024!

AACSB International is thrilled to announce our 2024 [International Conference and Annual Meeting \(ICAM\)](#)—the largest business education event of its kind—to the vibrant city of Atlanta, Georgia. ICAM brings 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.

Join us at ICAM 2024 for three days packed with vibrant sessions, interactive networking community meetings, thought-provoking keynote presentations, and opportunities for one-on-one meetings. Sponsors and exhibitors will gain exclusive access and exceptional visibility among global thought leaders, subject matter experts, and prominent business educators.

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. Don't miss this exceptional opportunity to connect with these key decision-makers, showcase your solutions, and contribute to the advancement of business education.

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

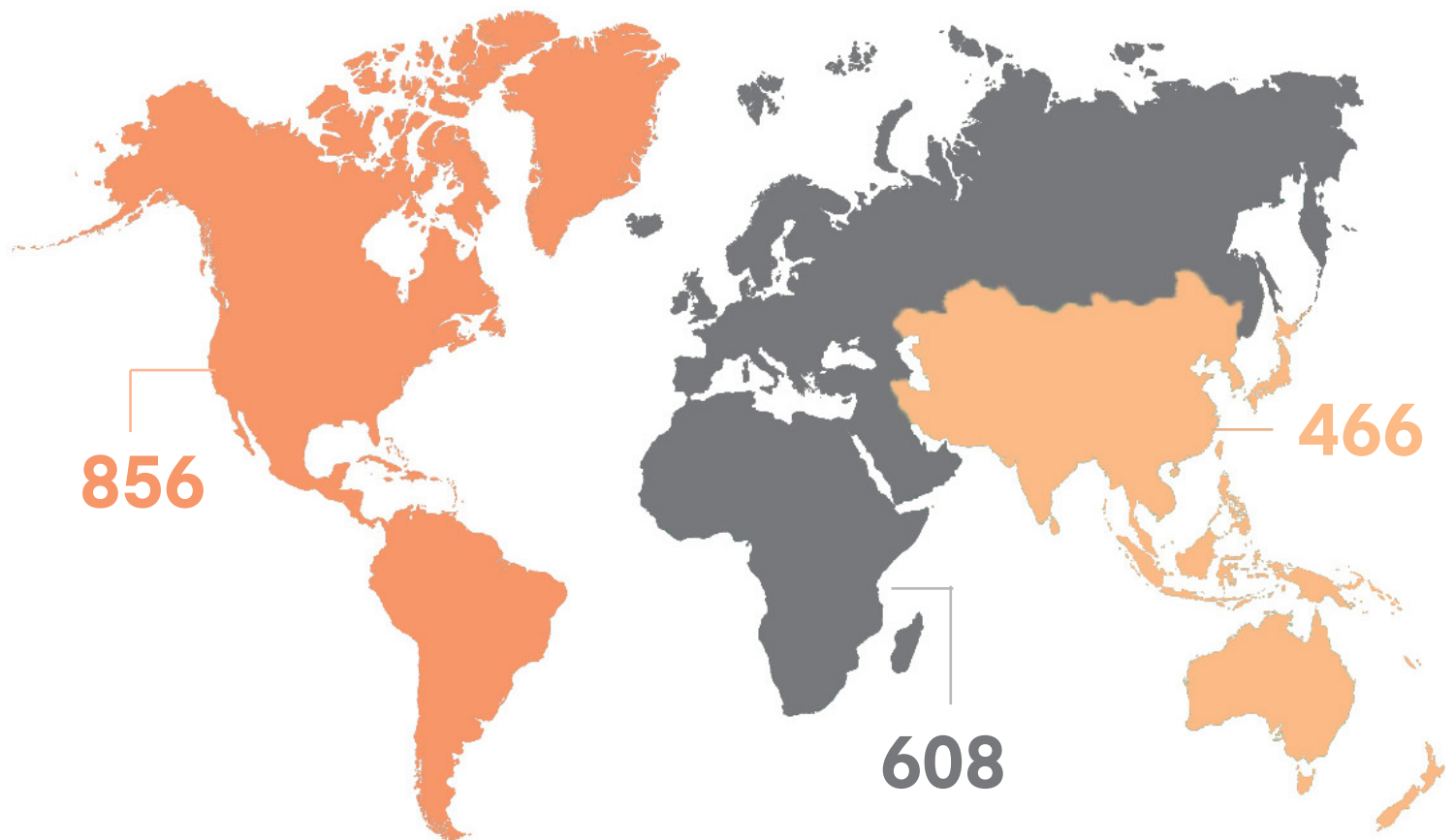
The mission of AACSB International is to foster engagement, accelerate innovation, and amplify impact in business education. This mission is aligned with AACSB's accreditation standards for business schools. AACSB strives to continuously improve engagement among business, faculty, institutions, and students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

## Member Organizations by Region

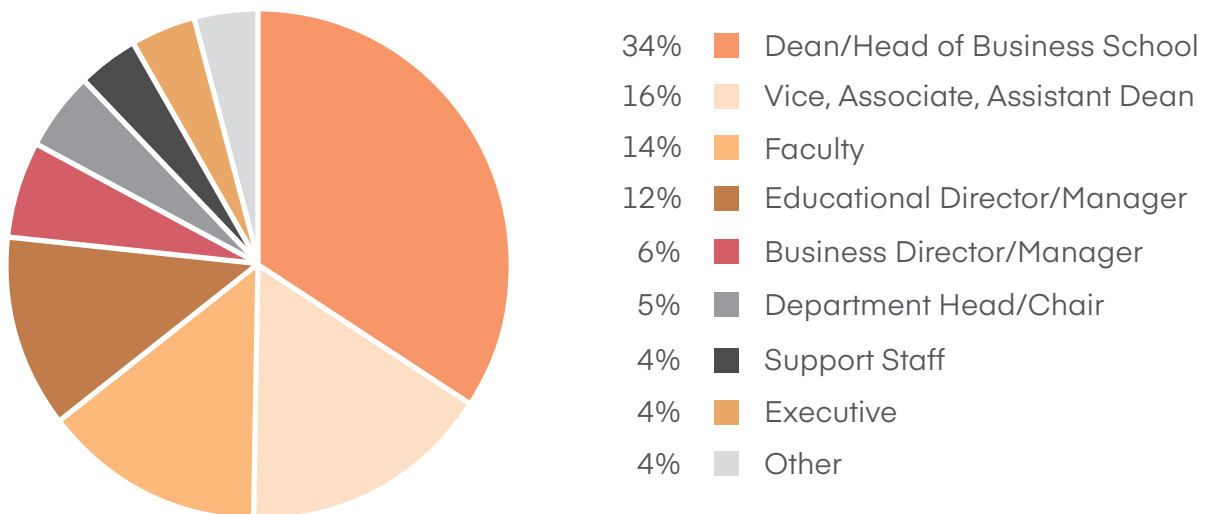
*Figures include both schools and businesses as of September 30, 2023.*



# ICAM 2023 by the Numbers



ICAM 2023 Participants by Title



## 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.

## 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

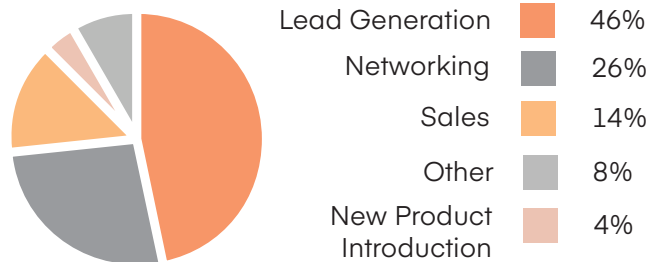
Present a live, 20-minute demonstrative session in the Expo Theater, located inside the Exhibit Hall.

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)

ICAM exhibitors value attending for:



Source: AACSB ICAM 2023 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.

# Exhibit 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

## 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)

## 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.

## 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 app and website
- ▶ Access to conference attendee list (limited to name and institution)

## 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

Experience the essence of Atlanta at the [Hilton Atlanta](#) hotel, conveniently located near popular attractions like Centennial Olympic Park, the Georgia Aquarium, and the vibrant downtown area your—ideal starting point for immersing yourself in Atlanta!



## Conference and Exhibition Venue

The **Hilton Atlanta** offers extensive exhibition space, two ballrooms, breakout rooms, and pre-function areas at 131,730 total square feet of event space. ICAM 2024 will convene in this modern hotel that features 51 meeting rooms, a full-service business center, and on-site dining.

## 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 February 16, 2024.

Email certificates of insurance to: [nathan.wilson@aacsb.edu](mailto:nathan.wilson@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.

### Exhibit Booth Carpet

The 2024 exhibit hall will be carpeted. Exhibitors are not required to order additional carpet for booths.

## Booth Selection at ICAM

Securing the perfect exhibit booth location for at ICAM is crucial for visibility and engagement. We've established a prioritized booth selection process to ensure fairness and to recognize our valued members. In January 2024, booth selection will commence in the following order:

- 1. Sponsors and Sustaining Business Members:** As our most dedicated partners, you'll have the first opportunity to choose your ideal spot.
- 2. Executive Business Members:** Your commitment to our organization is deeply appreciated. Once our sustaining members have made their selections, you'll be up next.
- 3. Business and Associate Members:** Your continued support and membership plays a vital role in our community. You'll be able to select your booth following the executive business members.
- 4. Non-Members:** If you're not yet a member of our organization, we still welcome and value your participation. Booth selection for non-members will be based on the order in which applications were received.

## Sustainability Guidelines for AACSB Conference Exhibitors

At AACSB, we're deeply committed to sustainability and reducing our environmental impact. As you prepare for the conference, please consider the following guidelines to align with our sustainability goals:

- **Go Digital:** Avoid mass printing of promotional materials. Instead, offer digital versions accessible online or through the AACSB event app.
- **Eco-Friendly Giveaways:** Prioritize items made from sustainable materials that are reusable, such as sustainable stationery or reusable drinkware.
- **Quality Over Quantity:** Focus on fewer, high-quality giveaways that resonate with attendees, ensuring longevity and reducing waste.
- **Reduce Packaging:** Minimize unnecessary packaging or use recyclable options.

Your collaboration in these sustainability initiatives is invaluable. For further guidance, please contact [Nathan Wilson](#), Exhibits and Advertising Coordinator at AACSB International.



## Thank You to Our ICAM 2023 Exhibitors!

- ACADEM / RimaOne
- Acuity Insights
- APL nextED
- Association of Asia Pacific Business Schools
- Austral Education Group LLC
- Barco
- Beta Alpha Psi
- Beta Gamma Sigma
- Bloomberg for Education
- Bschoo Travel
- Cabells
- Capsim Management Simulations, Inc.®
- Career Key
- CarringtonCrisp
- Center for Research in Security Prices
- Certiport, a Pearson VUE Business
- Cesim Business Simulations
- Coursera
- Divon Academy Inc
- Duolingo English Test
- ETS
- Eduvantis
- Engageli
- Everspring
- Global Academic Ventures
- Global Association of Risk Professionals
- Graduate Management Admission Council™
- HEADway Advisory
- Honorlock
- Impact Consulting
- Innovative Learning Solutions
- Interfolio
- Ivey Publishing
- Ivy Software
- Keystone Academic Solutions
- Knack Technologies, Inc.
- Kritik
- Latin American Council of Management Schools - CLADEA
- Mentor Collective
- Miles Education
- Pearson
- PeopleCert
- Peregrine Global Services
- Perkins+Will
- PRO Community LLC
- Proctorio
- QED: The Accreditation Experts
- Quinncia
- Riipen
- Rise Display
- S&P Global Market Intelligence
- Sage Business
- SAS
- Schedule Scout
- StockTrak Inc.
- Studyportals
- Stukent
- Telemet America, Inc.
- The Financial Times
- The Institute of Internal Auditors
- The PhD Project
- TraversEd Global
- Trinity University
- U.S. News Academic Insights
- University of Wisconsin-Whitewater
- VMock, Inc.
- Watermark Insights
- Wharton Interactive
- Wharton Research Data Services (WRDS), The Wharton School
- WorldStrides Custom Programs
- Yellowdig

# Sponsorship Opportunities

## Tuesday Evening Reception

### Benefactor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the conference journal, and the event app.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Table provided during the Tuesday Evening Reception for the distribution of materials.
- Opportunity to place materials on high-top tables throughout the reception.
- Logo recognition on cocktail napkins and signage placed throughout the reception.
- A complimentary one-page, four-color advertisement in the conference journal.
- 10x20 exhibit booth for the duration of the conference.
- Two complimentary conference registrations and four expo-only passes.

**Investment: 40,000 USD**

## Keynote I

### Benefactor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the conference journal, the event app, and signage at the conference site.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Table provided prior to the keynote for the distribution of pre-approved materials.
- 30-second video to play prior to keynote presentation.
- A complimentary one-page, four-color advertisement in the conference journal.

**Investment: 30,000 USD**

## Tuesday or Wednesday Continental Breakfast

### Benefactor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the conference journal, the event app, and signage at the conference site.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Table provided during the sponsored breakfast for the distribution of pre-approved materials.
- A complimentary one-page, four-color advertisement in the conference journal.

**Investment: 25,000 USD**

## General Conference Support

### Benefactor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the conference journal, the event app, and signage at the conference site.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- A complimentary one-page, four-color advertisement in the conference journal.

**Investment: 20,000 USD**

## Wednesday Networking Luncheon

### Benefactor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the conference journal, the event app, and signage at the conference site.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Table provided during the luncheon for the distribution of pre-approved materials.
- A complimentary one-page, four-color advertisement in the conference journal.

**Investment: 20,000 USD**

## Tuesday or Wednesday Morning Refreshment Break

### Benefactor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the conference journal, the event app, and signage at the conference site.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Table provided during the sponsored refreshment break for the distribution of pre-approved materials.
- A complimentary one-page, four-color advertisement in the conference journal.

**Investment: 20,000 USD**

## Hotel Room Door Hangers

### Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the conference journal, the event app, and signage at the conference site.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Sponsor’s custom design on a hanger placed on attendee hotel room doors.

**Investment: 15,000 USD**

## Custom Cube Stack

### Contributor-Level Sponsorship Benefits:

- Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- Logo recognition on social media, the conference journal, the event app, and signage at the conference site.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Sponsor’s custom design on three large, four-sided cubes placed in a high-traffic area.

**Investment: 15,000 USD**

## Custom Wall Branding

### Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the event app.
- Sponsor recognition in the conference journal and during opening remarks.
- Sponsor’s custom branding on a wall in a high-traffic area of the conference.

**Investment: 10,000 USD**

## Custom Column Branding

### Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the event app.
- Sponsor recognition in the conference journal and during opening remarks.
- Sponsor's custom branding on a column in a high-traffic area of the conference.

**Investment: 10,000 USD**

## Care Station

### Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the event app.
- Sponsor recognition in the conference journal and during opening remarks.
- Logo recognition on signage near the Care Station, an area where attendees can access items that may be needed during the conference.

**Investment: 10,000 USD**

## Conference Photographer

### Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the event app.
- Sponsor recognition in the conference journal and during opening remarks.
- Logo recognition on photos distributed to attendees after the conference.

**Investment: 10,000 USD**

## Hydration Stations

### Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the event app.
- Sponsor recognition in the conference journal and during opening remarks.
- Logo featured on the branded hydration stations placed throughout the conference.

**Investment: 8,000 USD**

## Full-Page Conference Journal Advertisement

### Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the event app.
- Sponsor recognition in the conference journal and during opening remarks.
- A one-page, four-color advertisement in the conference journal.

**Investment: 7,500 USD**

## Half-Page Conference Journal Advertisement

### Friend-Level Sponsorship Benefits:

- Logo recognition on the conference website and the event app.
- Sponsor recognition in the conference journal and during opening remarks.
- A half-page, four-color advertisement in the conference journal.

**Investment: 5,000 USD**

# Additional Sponsorship Opportunities in Conjunction with ICAM

## Influential Leaders Sponsorship

The Influential Leaders initiative invites AACSB-accredited schools to nominate exceptional faculty members creating research with impact on business and society. Selected leaders will exemplify the important role of business school faculty in developing research and new knowledge that has an impact beyond journal placements, providing timely and relevant solutions for business and societal challenges.

### 2024 Sponsor Benefits

The ideal sponsor for this spotlight program will have a desire to align their brand with influential and innovative business schools and business leaders.

- Sponsor logo will be included on the award submission platform.
- Sponsor logo recognition will be included on the 2024 Influential Leaders webpage.
- Sponsor recognition will be included in communications associated with the initiative at ICAM 2024 in April. Opportunities include:
  - The sponsor may formally introduce the Influential Leaders program at the beginning of a keynote session.
  - Sponsor recognition at the beginning of an Influential Leaders panel session by the moderator.
  - Sponsor's logo included in the AACSB Events app for the panel session.
  - Poster displays in high-traffic areas of the conference.
  - A complimentary 10' x 10' exhibit booth with one full registration and two expo-only passes.
- Sponsor recognition will be included in associated communications of the initiative during a specially developed Influential Leaders Webinar, to take place after ICAM. Opportunities include:
  - Sponsor's logo displayed on the webinar webpage and in marketing communications before and after the webinar.
  - Sponsor recognition at the start of the webinar and inclusion of a five-minute pre-recorded presentation by the sponsor at the beginning of the webinar.
  - Sponsor will receive a list of those who have registered for the webinar (limited to name and institution).
  - Sponsor will receive a list of email addresses for attendees who have opted in to sharing contact information.
  - Sponsor may provide a message for inclusion in an email sent to all registrants following the webinar.
- Sponsor recognition will be included in the following promotional activities associated with the initiative:
  - Posts on AACSB's social media platforms.
  - Recognition in AACSB's global press release.
  - Other communications that may be developed.

**Investment: 20,000 USD**

# Thank you to our ICAM 2023 sponsors!

## Benefactor-Level Sponsors:



## Contributor-Level Sponsors:



## Friend-Level Sponsors:

- Bryant University, School of Business
- Everspring
- Governors State University, College of Business
- Tongji University, School of Economics and Management
- Trinity University, Michael Neidorff School of Business
- University of Wisconsin MBA Consortium

Watch the 2023 sponsor [thank you video](#).



## ICAM Contacts

### Sponsorship and Advertising:



#### Brittany Papendorf

Senior Manager of Strategic Relationships  
AACSB International  
[brittany.papendorf@aacsb.edu](mailto:brittany.papendorf@aacsb.edu)

### Exhibits:



#### Nathan Wilson

Exhibits and Advertising Coordinator  
AACSB International  
[nathan.wilson@aacsb.edu](mailto:nathan.wilson@aacsb.edu)

## Testimonials

*"I loved that there were lots of opportunities for networking within the exhibit hall, driving people there. This conference never disappoints!" - Coursera*

*"Everything was highly organized. The event ran efficiently." - Cabells*

#### Americas

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