

EURAM 2018

- EXHIBITORS' INFORMATION -



For additional information, go to <http://euramonline.org/annual-conference-2018> or send an email to [euram2018@hi.is](mailto:euram2018@hi.is)

# ABOUT THE 18<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 recognised as the academic association of management in Europe, becoming a reference for management scholars. EURAM has around 1200 members.

## EURAM Annual Conference

Every year, the EURAM annual conference takes place in a different city in Europe. A two-day 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 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).

## 18<sup>th</sup> EURAM Annual Conference (Reykjavik)

### **A City of Possibilities: Reykjavík's Natural and Cultural Attractions**

With its unique culture and ancient history, Reykjavík might be the perfect way to satisfy your craving for something unusual and exciting. No matter what you're looking for from your trip, you'll always have plenty of options to choose from when exploring Reykjavík, and the Capital Inn makes the perfect launching pad for your adventures.

#### **Reykjavík's Natural Splendour**

Many visitors to the city come in search of the kind of startling beauty that can only be found in Iceland. Located on the southern coast, Reykjavík boasts a wide array of natural attractions: a wild, jagged coastline, the awe-inspiring Golden Waterfall and Laugardalur Park's cultivated beauty. Some sights lend themselves to long tours by foot or by car, professionally or self-guided so research before your trip and decide exactly how much time you want to allocate each sight or attraction.

#### **Diving into History**

Established as the first Icelandic settlement in 870 AD, Reykjavík has gone through many changes in its long and storied existence, and exploring the astonishing depths of this history might just be the highlight of your trip. The city has a variety of museums which cater to a range of interests, including some fascinating "specialty" museums which are well worth a visit.

For visitors curious about the history and culture of Iceland, the National Museum of Iceland is a good starting point. Displays of everything from early art, to religious artefacts, to household items and furniture help bring the past to life, particularly for those interested in Iceland's changing culture. If seeing artefacts of the past whets your appetite for something more impressive, there are a number of ways to experience history for yourself. The Árbær Open Air Museum recreates a traditional Icelandic village, while the Settlement Exhibition allows visitors a glimpse into the Viking Age. Of course, if all this history isn't your style, you can always explore some of the city's quirkier offerings, like the Icelandic Phallogical Museum - better known by fascinated travellers as the Penis Museum.

## Exploring Art, Culture, and More

Of course, the present day has its attractions as well. Located in a former port warehouse, the Reykjavik Art Museum is home to art and sculptures by some of Iceland's most famous artists, and is responsible for many of the city's outdoor sculptures. If live performances are more likely to catch your interest, the Icelandic Opera produces 2-4 musical events each season at the spectacular Harpa Concert Hall, and the venerable Reykjavik City Theatre (founded in 1897) offers productions of both classic and cutting-edge shows. Once you've indulged your creative side, you can shop at the 170-store Kringlan Shopping Mall (the largest in the city) or the city centre stores for fashion, mementos, and souvenirs.

Finally, no visit to Reykjavik is complete without a trip to Perlan. At nearly 85 feet high, this landmark combines all the city's best: spectacular views of the city and coast, exhibition space featuring marketplaces and performances, and the Saga Museum. There is also a revolving restaurant and cocktail bar, allowing diners the chance to see the city from an entirely new perspective.

Reykjavik offers the exciting culture of a destination city, a long and fascinating history, and natural beauty which can't be found anywhere else on earth. No matter what you're looking for we know that you'll find it here, giving you a vacation you'll be talking - and dreaming - about for years to come.

## Conference Theme: *Research in Action*

### Accelerating knowledge creation in management

Heimskringla is the best-known source of the old sagas of the Nordic kings. The book was written around 1230 by Snorri Sturluson. In one of the stories there is a proverb: *Fátt veit fyrr en reynt er*. It emphasises the importance of action for knowledge; without action knowledge is limited. Research has been developing since the Age of Enlightenment. The diversity of paradigms and methodologies has not impoverished but empowered researchers. The importance of impactful research is an effort to assist people to use the output of research to change behaviour. The relevance of such research creates a purposeful dialogue between academia, business and society. Research in Action – Accelerating Knowledge Creation in Management – is a call for action. The idea is to empower researchers to explore the state of research and experiment with the aim of creating new insights. It is not just a question of methodology it is a quest for relevance in different disciplines of management. In the words of Snorri Sturluson: Little can be known without trying – *Fátt veit fyrr en reynt er*.

## Who attends the EURAM Annual Conference?

The EURAM Annual conference is a meeting place for more than 1,200 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 2017 reached 1,300.



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 2018 Annual Conference

Exhibitor stand options	Standard fee (€)	Early bird discount fee* (€)
Stand in the area close to the coffee breaks, including complimentary advertisement of ¼ page in the EURAM 2018 Conference Programme and two complimentary passes for stand managers (Wed-Fri)	1,300	1,040
Upgrade to advertisement ½ page in the EURAM 2018 Conference Programme	1,450	1,160
Upgrade to advertisement 1 page in the EURAM 2018 Conference Programme	1,600	1,280
Two stands including advertisement ½ page in the EURAM 2018 Conference Programme	2,000	1,600
Discounted inserts for the delegate bags when an exhibitor stand is purchased	150 (price per insert)	140 (price per insert)
Books ONLY (5 titles max.)	125 (price per title)	115 (price per title)
Satellite table in the lunch area (i.e. exhibitor table in the lunch area during the lunch-time)	+200 (per day)	+160 (per day)
<b>VIP EXHIBITOR OPTION</b> Two stands including 1-page advertisement in the EURAM 2018 Conference Programme, one insert in the delegate bags and a satellite table in the lunch area (two days)	2,500	2,100

\*Early Bird Discount Fee applies if you book your Exhibitor Stand by Friday 30 March 2018.

## 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 3 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 2018 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 2018 Conference Programme as an exhibitor (printed and online)
- A discount on inserts at €150 per insert (normally €250), allowing your organisation to reach delegates directly by providing information on the product and services offered. Each delegate will receive a conference bag upon registration

## Other Information

**Venue information** - The exhibition floor plan will also be circulated in early 2018. The exhibition area will be located at the University of Iceland, 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.

EURAM will provide on its website information useful to exhibitors regarding logistics issues (e.g. administrative requirements for shipments and delivery processes).

**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 19 June 2018 from 14:00 pm. All exhibitor stands must be dismantled on Friday 22 June 2018 from 16:30 onwards.

**Security and Liability** - EURAM and the University of Iceland 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 and in any case always before the Conference starting day (20 June 2018).

**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
15 March	2018	Floor plan will be available
31 March		Early bird registration as an exhibitor
13 May		Deadline to be listed in the printed program as an exhibitor or sponsor
13 May		Deadline for purchasing exhibit space
21 May		Deadline for payment of exhibit
19 June		Check in and setup starts
20 June		Exhibit Area opens
22 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 : .....

