



BAM2019 Sponsorship and Exhibition Opportunities

**Aston University, Birmingham, United
Kingdom**

3rd – 5th September

*Building and Sustaining High Performance
Organisations During Uncertain Times: Challenges
and Opportunities*

www.bam.ac.uk



About the Conference

The British Academy of Management annual conference will provide you with an opportunity to meet with academics, researchers, students and practitioners from the UK and around the world. BAM plays a central role in representing the voice of the community to government and research councils and has strong links with several related organisations both in the UK and internationally.

In addition to prominent keynote speakers there will be: Professional Development Workshops, symposia, an award ceremony, paper presentations, the Gala Dinner and the exhibition which takes place throughout the Conference.

The Conference is publicised through the British Academy of Management website social media platforms. It is also publicised through the Academy of Social Sciences (AcSS).

Who attends?

The BAM conference attracts between 850 – 900 delegates made up of students, academics, Deans of Business Schools and practitioners from the UK and overseas.

Benefits of Sponsoring and Exhibiting

The British Academy of Management offers a wide range of sponsorship and exhibiting opportunities for you to promote your organisation. We have designed our packages to maximise your company's exposure to delegates via the conference website, the programme brochure and the conference app. Throughout the conference, there are several allocated breaks in which delegates can visit the exhibition stands.

By exhibiting, you will be given:

1. A platform to network and engage with important decision makers in Business Schools and in associated organisations.
2. The opportunity to increase awareness and engagement with your organisation amongst the business and management community.
3. Brilliant networking opportunities to promote your organisation at the Conference and provide maximum visibility among the business and management research community.
4. The chance to connect your organisation to high-quality research at the BAM Conference and to provide a strong foundation on which to build relationships with skilled researchers.
5. The opportunity to publicise your organisation's products and services among key decision makers in Business Schools and in associated organisations
6. Maximum visibility for your organisation and a solid foundation on which to build relationships with skilled researchers.
7. Engagement with delegates in a friendly, supportive and intellectual environment.

About the British Academy of Management

The British Academy of Management (BAM) is the leading community for management scholars. To find out more about BAM, please visit our website at <http://www.bam.ac.uk/>

BAM2019 Sponsorship Packages

An important part of the BAM Annual Conference proceedings are the professional development and social functions for the delegates. You can increase your organisation's brand awareness by supporting these activities. Exhibitors, who also sponsor the organisation, will have priority in selecting their exhibitor space preference for the Conference. If you are interested in a Sponsorship package, would like more information or have further suggestions for other sponsorship opportunities, then please contact **Lewis Johnson** at ljohnson@bam.ac.uk.

LEAD CONFERENCE SPONSOR

Sponsorship Price: £10,000

Benefits include:

- Your logo featured on
 - delegate badges
 - official conference bags
 - conference banner
 - main conference slides
 - conference webpage (with hyperlink)
 - the key sponsors area of the conference programme and conference app, with an accompanying profile
- 2 full-page adverts in the conference programme booklet
- Acknowledgement as Lead Sponsor on social media and during the conference
- 4 complementary passes for the conference
- 2 complementary passes for the Gala Dinner (Wednesday 4th September)
- Opportunity to address all conference attendees in a plenary session of the conference.
- Opportunity to host a drinks reception
- Opportunity to send pre or post event mailing to conference delegates



CONFERENCE GALA DINNER

Sponsorship Price: £5,500

About the BAM Conference Gala Dinner

The BAM2019 Conference Gala Dinner plays a dynamic role in the social programme for the delegates. The 2019 Gala Dinner will take place on Wednesday 4th September at Aston Villa Football Club.

Benefits include:

- 2 complementary tickets to the Gala Dinner
- Your logo on the Gala Dinner tickets
- Public acknowledgement mention during the Gala Dinner
- Acknowledgement in the BAM2019 Conference Programme and App
- Sponsor materials (supplied by sponsor) to be distributed at the Dinner
- Pre-conference publicity
- Dedicated sponsorship webpage on the BAM2019 Conference website with your organisations name and logo.
- Full page advertisement in the BAM2019 Conference programme
- Receipt of the BAM2019 delegate list

BEST FULL AND DEVELOPMENTAL PAPER AWARDS

Sponsorship Price: £3,500 [FOR BOTH BEST PAPER AWARDS]

Sponsorship Price for Full Paper Award only: £2,250

Sponsorship Price for Developmental Paper Award only: £2,250

About the Best Full and Developmental Paper Awards

Each year many of the Conference Tracks present one Full and one Developmental Best Paper Award. This is BAM's way of identifying and honouring the best research submitted to the conference. The winners are publicised widely among the business and management community during and after the conference. All award winners receive a plaque, which is presented to them by either the SIG or Track Chair.

Benefits include:

- Prominent branding on all Best Full and Developmental Paper Award plaques and PowerPoint presentation displayed at the Gala Dinner
- Pre-conference publicity
- Logo on Gala Dinner tickets
- Acknowledgement in the BAM2019 Conference Programme and App
- Dedicated sponsorship webpage on the BAM2019 Conference website with your organisation's name and logo.
- Full page advertisement in the BAM2019 Conference programme
- Receipt of the BAM2019 delegate list



PROFESSIONAL DEVELOPMENT WORKSHOPS

Sponsorship Price: £3,500

About the Professional Development Workshops

The Professional Development Workshops (PDWs) have become a prominent feature at the Conference, emphasising the teaching and learning element of the event. This year the PDWs will take place on Tuesday 3rd September and, following on from previous conferences, will cover any aspect of the business and management scholarship, including research, teaching and engagement with practice. The PDWs are generic, thus allowing members from different disciplines to attend.

Benefits include:

- Branding at the Conference i.e. your organisation's name and logo on the signage
- Materials distributed at the Conference
- Pre-conference publicity
- Acknowledgement in the BAM2019 Conference Programme and App
- Dedicated sponsorship webpage on the BAM2019 Conference website with your organisations name and logo.
- Full page advertisement in the BAM2019 Conference programme
- Receipt of the BAM2019 delegate list



NEW MEMBERS WELCOME BREAKFAST

Sponsorship Price: £3,500

About the New Members Welcome Breakfast

The New Members' Welcome Breakfast will take place on Tuesday 3rd September and is open to all new members who have recently joined the Academy. The event provides an opportunity for new BAM members to meet other members, learn more about BAM and welcome them to the community.

Benefits include:

- Branding at the New Members Welcome Breakfast
- Materials distributed at the Conference
- Pre-conference publicity
- Acknowledgement in the BAM2019 Conference Programme and App
- Dedicated sponsorship webpage on the BAM2019 Conference website with your organisation's name and logo.
- Full page advertisement in the BAM2019 Conference programme
- Receipt of the BAM2019 delegate list

ADDITIONAL NOTEPADS AND PENS

Sponsorship Price: £1,000

About the Notepads and Pens

In order to deliver an optimum benefit for a sponsor, your organisation will get the opportunity to support these items. A note pad and pencil will be inserted in every delegate bag; the Academy and the sponsor will work together to design and order the note pads and pencils. These items will also be located at the registration desk to ensure optimum visibility. This year, in an effort to be eco-friendlier, BAM is encouraging the use of recycled materials for both items

Benefits include:

- Materials distributed at the Conference
- Pre-conference publicity
- Acknowledgement in the BAM2019 Conference Programme and App
- Dedicated sponsorship webpage on the BAM2019 Conference website with your organisations name and logo.
- 1/2 advertisement in the BAM2019 Conference programme
- Sponsors name and logo printed on pens



REFRESHMENT BREAKS

Sponsorship Price: £2,000

About the Refreshment Breaks

Throughout the Conference, there will be refreshment breaks for the delegates. The tea and coffee breaks can be sponsored on just one day. The rate stated above covers all breaks on one day.

Benefits include:

- Branding in the refreshment areas
- Pre-conference publicity
- Acknowledgement in the BAM2019 Conference Programme and App
- Dedicated sponsorship webpage on the BAM2019 Conference website with your organisation's name and logo
- ½ advertisement in the BAM2019 Conference programme



ADVERTISEMENT OPPORTUNITIES

Advertisement ¼ page: £150.00

Advertisement ½ page: £250.00

Advertisement 1 page: £400.00

Advertisement 2 page: £600.00

About the Advertising Opportunities

The advertisement options available at the BAM2018 Annual Conference have been designed to offer significant benefits to your organisation. Advertising at the BAM2018 Annual Conference provides your organisation excellent networking opportunities to promote your organisation and allow you to engage with the delegates in a friendly, supportive and intellectual environment.

BAM2019 EXHIBITOR STAND PACKAGE

Exhibitor Stand options	Standard Fee	Early Bird Discount Fee*
Stand including complimentary ¼ page advertisement in the BAM2019 Conference Programme and 2 complimentary passes for stand managers	£1,200.00	£960.00
<ul style="list-style-type: none"> • Upgrade to ½ page advertisement in the BAM2019 Conference Programme 	£1,400.00	£1,160.00
<ul style="list-style-type: none"> • Upgrade to 1-page advertisement in the BAM2019 Conference Programme 	£1,600.00	£1,360.00
<ul style="list-style-type: none"> • Upgrade to 2-page advertisement in the BAM2019 Conference Programme 	£1,800.00	£1,560.00
Two stands including ½ page advertisement in the BAM2019 Conference Programme	£2,000.00	£1,760.00
Advert ONLY	£150 (¼ page advert) £250 (½ page advert) £400 (1-page advert) £600 (2-page advert)	£150 (¼ page advert) £250 (½ page advert) £400 (1-page advert) £600 (2-page advert)
Additional Exhibitor Guest Pass	£100.00 (price per additional Guest Pass)	£100.00 (price per additional Guest Pass)

BAM2019 EXHIBITOR AND SPONSORSHIP PACKAGE BOOKING FORM

Company Name:	
Contact Name:	
Position	
Address:	
Telephone:	
Fax:	
Email:	
SIGNATURE:	

EXHIBITOR AND SPONSORSHIP PACKAGES (PLEASE COMPLETE AS APPROPRIATE)

Package	Packages Required	Cost £
Exhibitor Stand including complimentary advertisement ¼ page		£
Upgrade to advertisement ½ page		£
Upgrade to advertisement 1 page		£
Upgrade to advertisement 2 page		£
Two stands including advertisement ½ page		£
Additional Exhibitor Guest Pass		£
Advert ONLY		£
Lead Conference Sponsor		£
Conference Gala Dinner		£
Best Full and Developmental Paper Awards		£
Professional Development Workshops		£
New Members' Welcome Breakfast		£
Note pads and pens		£
Refreshment breaks		£
TOTAL COST		£
Valid Purchase Order Number		

***** Early Bird Discount Fee applies if you book your Exhibitor stand by the 15th February 2019**

Once you have made a booking, you will be issued an invoice for the full amount. Full payment will be required once an invoice is issued. ****Please note any bookings made under the early bird discount rate are non-refundable***

Please complete the BAM2019 Exhibitor and Sponsorship Booking Form and email to **Lewis Johnson** – ljohnson@bam.ac.uk