



BAM2022 Conference Exhibitor Opportunities

31 August – 2 September

Reimagining business and management as a force
for good.

[BAM Semi-Hybrid Conference](#)

Theme

Achieving the UN Sustainable Development Goals confronts us with the need to re-imagine the purpose of business.

We are increasingly aware that reaching Net Zero will require fundamental transitions both in the way we live and our economy. There is a world of difference between the structure of our current economy and the one required to limit global warming to 2oC. Closer to home there is a world of difference in prosperity between regions of the UK. Inequalities related to social groups across the regions may already have changed the face of UK politics, and as the flesh is put on the bones of the government's Levelling Up agenda, difficult questions are being asked about the role of businesses in reinforcing inequalities not just about what they can do to reduce them?

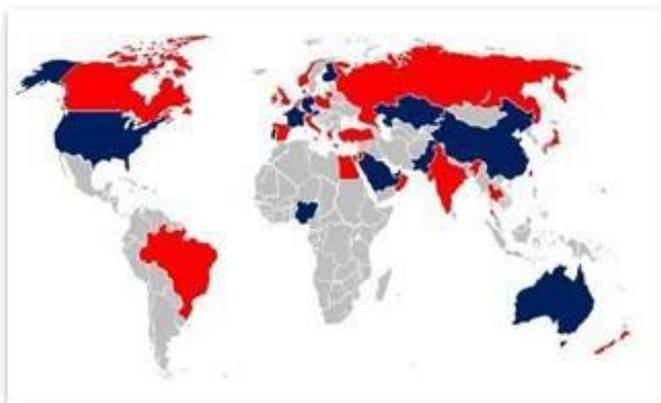
These profound shifts challenge the way we think about and practise business and management, raising fundamental questions about whether sustainable and inclusive productivity growth is possible and - if it is - the new roles business, the public sector and third sector will have to play in attaining it. However, as if these challenges weren't big enough, there is a world of difference between the pre and post COVID business landscape within which they will need to be addressed. Changes to work patterns and supply chains, combined with labour and skills shortages are converging on firms, managers and employees in ways that could change the world of business for ever. Does the post-pandemic world provide us with new opportunities to plan for new organisational futures? Will we be able to reimagine a new workplace that enhances the health and wellbeing of our workforces, creating 'good work' for all? Or will standard economic and business thinking stifle our ability to reimagine and innovate?

In this new era where the wider societal impact of our research, teaching, and scholarship has never been more important, the current business and management research ecosystem seems to be getting in the way of producing knowledge that is ultimately helpful in addressing the challenges facing business and society. There remains a world of difference between the kind of partnerships and co-produced research that is required to address these challenges and what we currently do. If business and management scholars are to have a role to play in creating 'the best of all possible worlds', do we also need to change the way we understand, measure and reward good research and good teaching? How will we produce the business and public leaders, managers, engaged scholars and agents for change that we need?

We invite you to join us as at BAM 2022, our 36th Annual Conference, where business and management scholars, policy setters and business leaders will grapple with these issues. Join us and help us make a world of difference to management practice and theory and ensure that business and business schools can become the force for good that the world needs them to be.

Projected number of attendees

Based on attendance levels from previous Conferences, we anticipate between 800 – 1000+ participating to attend our hybrid Conference comprising of academics, Deans of Business Schools, practitioners, and doctoral students from the UK and overseas. Last year's virtual conference attracted participants from 50 countries.



This image shows the number of countries which attended the previous BAM Conference

BAM Conference Exhibitor Packages

The professional development and social functions for the delegates are an important part of the BAM Annual Conference. You can increase your organisation's brand awareness by supporting these activities. This year we are offering three tiers of packages to meet the varying needs of our exhibitors. If you are interested in any of the exhibition packages, would like more information or have further suggestions for customised sponsorship opportunities, then please contact Justina Senkus jsenkus@bam.ac.uk and Lewis Johnson at ljohnson@bam.ac.uk.

Standard Package - (Exhibitor area and virtual hall)

Sponsorship Price: £1,500 plus VAT

This package includes:

- ✓ Your company logo and description in the Exhibition Zone (virtual stand)
- ✓ Place at the Exhibition Hall (physical venue)
- ✓ Your own exhibition page displaying your company information, downloadable brochures, links to your website and any promotional videos you wish to be available for the duration of the event
- ✓ Live 1-2-1 meetings with attendees in person and online
- ✓ Complimentary pass for the conference
- ✓ Your company logo and description on BAM's website.

Enhanced Package: Exhibition Space in Exhibition area and virtual hall plus Banner Advert

Sponsorship Price: £2,000 plus VAT

This package includes:

- ✓ Banner advert: your company logo on the home page of event platform and Conference programme
- ✓ Logo and description in the Exhibition Zone (virtual stand)
- ✓ Place at the Exhibition Hall (physical venue)
- ✓ Your own exhibition page displaying your company information, downloadable brochures, links to your website and any promotional videos you wish to be available for the duration of the event
- ✓ Live 1-2-1 meetings with attendees in person and online
- ✓ Complimentary pass for the conference
- ✓ Your company logo and description on BAM's website.



Premium Package: Exhibition space, banner advert plus video in main programme timeline

Sponsorship Price: £2,500 plus VAT

This package includes:

- ✓ Banner advert: your company logo on the home page of event platform and conference programme
- ✓ Company promotional video available for viewing on the main timeline of the programme between sessions: Max length of time for promotional video would be 2 minutes.
- ✓ Your company logo and description in the Exhibition Zone (virtual stand)
- ✓ Place at the Exhibition Hall (physical venue)
- ✓ Your own exhibition page displaying your company information, downloadable brochures, links to your website and any promotional videos you wish to be available for the duration of the event
Live 1-2-1 meetings with attendees in person and online
- ✓ Complimentary pass for the conference
- ✓ Your company logo and description on BAM's website



EXHIBITOR PACKAGE BOOKING FORM

Exhibitors can complete the booking form below or complete the following survey to book - <https://www.smartsurvey.co.uk/s/7F8X00/>

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

EXHIBITOR PACKAGES (PLEASE COMPLETE AS APPROPRIATE)

Package	Selected:
Standard Package - Exhibition Space in the Virtual Hall and physical venue (£1,500)	
Enhanced Package - Exhibition Space in the Virtual Hall plus Banner Advert (£2,000)	
Premium Package - Exhibition space in virtual hall, banner advert plus video in main programme timeline (£2,500)	
COST	£
Valid Purchase Order Number:	

Please express your interest by completing the BAM2022 Conference Exhibitor Booking Form and email to – Justina Senkus jsenkus@bam.ac.uk and Lewis Johnson ljohnson@bam.ac.uk