

82nd Annual Meeting of the Academy of Management Exhibitor Guidebook

Washington State Convention Center Hall 4A

Seattle, Washington, USA (United States)
Exhibits: Friday, 5 August – Monday, 8 August 2022

Prepared by:
Megan Johnson, CMP, CEM
Assistant Director, Annual Meeting & Conference Services

Academy of Management
555 Pleasantville Rd, Suite N200
Briarcliff Manor, NY 10510
Phone: +1 (914) 326-1822
Fax: +1 (914) 326-1900



Exhibit Hall Schedule

Please arrange your travel to ensure you are set up by 4pm for a 6pm start on Friday evening. Please note that your booth must be staffed during exhibit hours.

Thursday **4 August 2022**

1:00pm - 5:00pm Exhibitors move-in and set up

Friday **5 August 2022**

8:00am - 4:00pm Exhibitors move-in and set up

6:00pm - 8:00pm Opening Reception (Exhibit Hall)

6:00pm - 8:00pm Exhibits open

Saturday **6 August 2022**

8:00am - 5:00pm Exhibits open

10:15am - 10:45am Conference Break in Exhibit Hall

2:45pm - 3:15pm Conference Break in Exhibit Hall

Sunday **7 August 2022**

8:00am - 5:00pm Exhibits open

10:15am - 10:45am Conference Break in Exhibit Hall

10:30am - 12:30pm Dedicated Exhibit Hours

2:45pm - 3:15pm Conference Break in Exhibit Hall

Monday **8 August 2022**

8:00am - 2:00pm Exhibits open

10:15am - 10:45am Conference Break in Exhibit Hall

2:00pm - 6:00pm Exhibitors move-out

We offer a SWAG BAG to the first 200 attendees that visit the exhibit hall on Saturday, Sunday, or Monday. Please contact exhibits@aom.org if you want to donate Swag (mugs, pencils, pens, bookmarks, etc.). We would need 600 pieces in total (200 for each day).

Important Dates

19 May 2022	Deadline to send information to have session/in-booth event listed in program
16 June 2022	First email goes out to all registered attendees about the exhibitor community on Connect@AOM
18 July 2022	Deadline to make your hotel accommodation reservations
20 July 2022	Deadline for discount prices with GES
5 July 2022	*First day shipments can arrive at the advanced warehouse
21 July 2022	Second email goes out to all registered attendees about the exhibitor community on Connect@AOM
25 July 2022	*Last day shipments can arrive at the advanced warehouse
4 August 2022	Check in and set up begins
4 August: 1pm-5pm & 5 August: 8am-4pm	Direct to show site shipments can be received
6 August 2022	Exhibit Hall opens to all attendees
8 August 2022	Exhibits Hall closes at 2:00pm and booths are dismantled for check out

*See GES Service Kit for more detailed instructions for shipping. The service kit will be emailed to all registered exhibitors approximately 60 days (about 2 months) before the meeting

Exhibit Rules & Regulations

Exhibitor Conduct:

2. No hand-written signs may be displayed in the exhibit booth.
3. Do not share the booth with another vendor without prior written approval from the Academy of Management.
4. Smoking is prohibited in the Exhibits Area.
6. Exhibitors are not authorized to conduct business with non-exhibitors in the exhibit hall during set up or tear down.

Selling books, software and/or materials at exhibit booths: State of Washington

- State Business License / Universal Business Identifier (UBI)
 - Register as a business in Washington
 - <https://dor.wa.gov/education/industry-guides/out-state-businesses>
- State Sales Tax
 - Remit WA State sales tax for any sale of items while in the state (books, merchandise, etc.)
- State Business & Occupation Taxes

- For business income generated within the State of Washington
- Business “Nexus” taxes
 - https://dor.wa.gov/sites/default/files/legacy//Docs/Pubs/SpecialNotices/sn_trade_conv_nexus.pdf
 - Nexus may occur when individuals or companies conduct business while in Washington State, which results in sales or transactions.
 - There is an exemption for business entities that only attend one event per calendar year.

Telephone: 206-727-5300

Visit <https://dor.wa.gov/>

Or Exhibitor.services@wscc.com

Food and Beverage Service:

Food and beverage service on the exhibit floor of the Washington State Convention Center is provided exclusively by Aramark. Distribution or sale of food or beverages from sources other than Aramark is prohibited without written permission from Aramark or their designated representative. To order any food or beverage items for your space, please fill out and follow the directions on the order form in the GES service kit.

Installation and Dismantling of Exhibits:

The exhibit area will be available for set-up from 1:00pm-5:00pm on Thursday, 4 August 2022 and 8:00am through 4:00pm on Friday, 5 August 2022. Set-up of exhibits must be completed during these hours. No exhibit may be erected after the exhibit hall opens (Friday, August 5th at 6pm). It is the responsibility of the exhibitor to see that all materials are delivered to the official decorating company or to the facility directly. All exhibitor booths need to be dismantled between 2:00pm and 6:00pm on Monday, 8 August 2022.

Should there be a failure to remove the exhibit, the removal will be arranged by AOM at the expense of the exhibitor. Exhibit materials may not be removed before 2:00pm on Monday, 8 August 2022. Delivery or removal of any portion of the exhibit during show hours is prohibited. The Exhibitor agrees to have an authorized representative present during the periods of installing and dismantling the exhibit and to work with the Official Academy Exposition Services Contractor. Attendees are not permitted in any exhibitor's booth at any time during the installation or dismantling of the show or before or after the daily opening or closing of the show unless such person can positively identify himself/herself as an employee or authorized representative of the exhibitor or Official Academy Exposition Services Contractor. **If this schedule does not work for you and you need to set up and/or tear down at a different time you must send a written request to exhibits@aom.org before 4 August 2022, so that we may make alternative arrangements.**

No-Shows:

If the exhibitor fails to install a product or display in assigned space, fails to staff the space, fails to pay the rent, or fails to comply with any other provision of this agreement, AOM shall have the right without notice to the exhibitor to take possession of said space and lease said space or any part thereof to such parties and upon such terms and conditions as it may deem proper. No refund will be issued to no-shows.

Furnishings and Space:

Furniture, carpeting, draping, accessories, signs, electrical outlets, etc. must be arranged through our general service contractor, GES, at the sole expense of the exhibitor.

Acceptability of Exhibits:

All exhibits shall be to serve the interest of AOM and shall be operated in a way that will not detract from other exhibits or the convention. AOM reserves the right to restrict exhibits which detract from the general character of the display or convention. This includes people, things, conduct, printed materials, or anything of a character which may detract from the exhibit or convention. AOM reserves the right to deny exhibit space to any potential exhibitor if AOM determines that the content or intention of the exhibitor is inconsistent with the goals and objectives of the organization. AOM reserves the right to require the immediate withdrawal of an exhibitor which AOM believes to be injurious to the purpose of the organization. AOM is not liable for any refunds of rentals or other exhibition expenses. No exhibit will be permitted which violates any municipal, state, or Federal laws, rules, and regulations, including safety codes. Acceptance of an exhibit application does not imply an endorsement of the exhibitor or exhibitor's products or services. Display boards and other high exhibits shall not be placed in such a manner as to interfere with other exhibits. No exhibit shall extend beyond the official floor plan dimensions or an aisle. Verbal announcements, recordings, radios, closed circuit, or videotape TV, sound-slide presentations, motion picture, or other attention-getting devices are prohibited if objectionable to adjacent exhibitors. All demonstrations and other activities must be confined to the limits of the exhibition booth or to AOM provided areas, such as the exhibit hall conference room.

AOM follows the [IAEE \(International Association of Exhibitions and Events\) Guidelines for Display Rules & Regulations](#).

Security and Liability:

SPECIAL SECURITY PERSONNEL WILL BE ON 24-HOUR DUTY IN THE EXHIBITS AREA STARTING AT 1:00 P.M. ON THURSDAY AND ENDING AT 6:00 P.M. ON MONDAY. The Academy of Management and the Washington State Convention Center will take special precautions to safeguard each exhibitor's property during the show; however, the Academy of Management specifically refuses all liability. Specifically, neither the Academy of Management nor the Washington State Convention Center will be liable for damage or loss to an exhibitor's property through theft, fire, accident, or any other cause. Further, the Academy of Management and the Washington State Convention Center will not assume any liability for any injury that may occur to visitors, exhibitors, or other agents or employees of exhibitors. Exhibitors assume all responsibility and liability for their property, personnel, agents, employees, invitees, and guests. Exhibitors should ensure their own exhibits and display materials.

Exhibitor Badges:

The payment for each exhibit booth, regardless of size or location, will include 5 complimentary conference exhibitor badges. Additional registrations may be purchased here when registration opens in March 2022. Exhibitor registration will be onsite at the Washington State Convention Center at the Exhibitor/Press Booth in Hall 4A. Exhibitor badges and identifying tags will be provided at that time.

PLEASE NOTE: Exhibitor representatives, including authors and guests invited by exhibitors, will NOT be permitted to enter the Exhibits Area without a proper exhibitor badge. You may use your allotted complimentary badges to register any authors or guests visiting your booth. If you do not make the necessary provisions for invited authors and guests, they will be required to pay and register to enter the exhibits area.

Exhibitor personnel are welcome to attend all Academy functions as a "regular" attendee except in cases where there are additional charges assessed to our members, e.g., professional development workshops requiring additional paid registration. Exhibitor registration does not grant access to any member-only benefits, including papers post conference and login access to the online program. To have access to papers you must register as a regular conference attendee. To protect exhibitor samples, no one is allowed into the Exhibits Area when it is not open, and no one is permitted into the area without a badge. The Technology Centers inside the exhibit hall will be open during exhibit hours only.

Out & About Exhibitor Tables:

This is a great opportunity for you to reach hundreds of attendees that may not have the time to visit the exhibit hall. One 6-foot skirted table will be placed in one of the Technology Centers in your choice of meeting venue where the sessions are taking place (Sheraton, Hyatt & Westin). The table will be available to you for use Saturday-Monday, during exhibit hours. The table must be always staffed by a member of your organization and no items should be left at the table while it is not staffed. The Out & About table can be purchased at the same time as your booth/s.

How to Obtain Exhibit Space

Please contact our partners at MCI:

Eric Gershowitz

Events and Media, Account Executive

410-584-1987

eric.gershowitz@mci-group.com

Additional Information

The cost of each booth includes **five** complimentary conference exhibitor badges, general illumination, one booth identification sign with the exhibitor's name on it, 8-foot high drapery at the back of the booth, and 3-foot high draped side dividers. Exhibit booth fees also include a listing as an exhibitor in the Annual meeting materials circulated to the Academy members attending the event, if reserved before the deadline. ([See "Important Dates"](#)).

Exhibit Hall Colors:

Blue and white drape

Carpet:

The exhibit hall is NOT carpeted - AOM requires all exhibitors to carpet their booths/display

Official Academy Exposition Services Contractor:

The official show decorator is GES, Exhibit booth space does not include carpet, tables, chairs, or other equipment, nor does it include electricity, labor, or other services. All utilities (including internet and electrical outlets) must also be pre-ordered from the appropriate vendors. Order forms for all such materials and services will be included in the service kit supplied by the official show decorator. Information regarding rental and service orders with descriptions and rates for all items will be made available to every confirmed exhibitor by the official show decorator at least 60 days (about 2 months) prior to the meeting or upon receipt of a booth confirmation from our exhibit management system. [The service kit](#) is available online through Espresso, which is the GES online ordering system. AOM will also provide a link from our website and a hard copy can be printed off from the GES website. Shipping information will also be included in the service kit.

Hotel Accommodations:

Exhibitors are responsible for making their reservations through the Academy of Management Housing Bureau. Exhibitors are urged to make hotel reservations as early as possible. [Housing](#) for the Annual Meeting is open. Rooms have been set aside at the Sheraton for exhibitors.

Housing Advisory

Maritz is the only official housing/accommodations provider for the 2022 AOM Annual Meeting. Any other company or travel agency contacting you is not affiliated with AOM. In some cases, these companies claim to have hotel rooms at discounted rates, but when you arrive on-site the hotel does not have your reservation. As always, AOM secures a housing block providing discounted and convenient hotel accommodation for the Annual Meeting.

Directory Use:

Members may use the information contained on AOM.org and its directories for individual networking and communication. No part of the information available on this site can be redistributed, copied, or reproduced for commercial or non-personal use without the prior written consent of the Academy of Management (AOM). Specifically, users of the site may not compile AOM member information to be used for product promotion, unwanted/unsolicited communications, mass mailings or "spamming". AOM reserves the right to monitor the use of the information contained herein and can take appropriate remedial action, including, but not limited to, barring access to parts of the site for violations of this policy. AOM no longer sells the Annual Meeting attendee mailing addresses for marketing purposes to exhibitors. If any organization claims to be affiliated with the AOM and is selling a list, please do NOT enter into agreement with them. AOM has taken steps to ensure exhibitors have plenty of marketing opportunities. If there is something not listed that your organization would like to take advantage of, kindly send suggestions to Megan Johnson at mjohnson@aom.org.

Privacy Policy:

Please [click here](#) to view our privacy and a detailed explanation about how we collect and use information. If you have any questions or concerns, please contact privacy@aom.org.

Events/Social Functions:

Social functions and other activities sponsored by exhibitors cannot be held in conflict with the AOM General Session on Sunday morning, the AOM All-Academy Reception on Sunday evening or in conflict with any AOM sponsored exhibit hall breaks. Exhibitors must be confirmed in our system before an ancillary event is approved by AOM. Exhibitors are responsible for all arrangements and costs associated with their event including room rental, audiovisual equipment,

food, and beverage, etc. All requests for space outside of the exhibit hall for social functions must be requested through Brianna Giampia, Program Coordinator at bgiampia@aom.org.

Insurance:

Insurance protection will not be afforded to the exhibitor either by the AOM or the Washington State Convention Center. Exhibitors shall carry their own insurance to cover exhibit material against damage. Exhibitors utilizing independent contractors must provide the AOM with a certificate of insurance in full compliance with all provisions as stated below by 28 June 2022. Also, a separate certificate of insurance must be provided in the exhibiting company's name.

Note: The AOM is required to provide similar proof of our insurance, including automobile liability, to the convention center. Each exhibitor MUST provide a Certificate of Insurance evidencing Commercial General Liability and Hired & Non-Owned Automobile Liability insurance. Policies shall name both the AOM and the Washington State Convention Center as additional insured. If your insurance broker is providing the required evidence of coverage, please forward the certificate to exhibits@aom.org or by fax to (914) 326-1900.

COVID-19:

By registering and attending the 82nd Annual Meeting of the Academy of Management, exhibitors understand and agree that participation in-person in Seattle, WA is entirely voluntary. Exhibitors agree to comply with all COVID-related procedures implemented by Academy of Management, the city of Seattle, and the Washington State Convention Center based on guidance from the Centers for Disease Control (CDC). This may include but is not limited to providing proof of full COVID-19 vaccination, proof of a negative test, wearing a mask, and observing social distancing requirements and restrictions placed on certain activities that carry higher COVID-related risk. Exhibitors understand that COVID-related requirements put in place by the City of Seattle may change at any time.

The Academy of Management's COVID-19 policy follows the mandates imposed by the city of Seattle to prioritize the health and safety of our in-person Annual Meeting attendees, exhibitors, and partners. By agreeing to attend, you understand and commit to abide by these measures to ensure everyone's safety.

The Academy of Management will require all registrants, including exhibitors to provide proof of full COVID-19 vaccination to participate in the Annual Meeting. The Academy of Management is working on a technology solution that will enable meeting registrants, including exhibitors to submit proof of full COVID-19 vaccination during the registration process. In addition, the Academy of Management will require registrants to agree to submit a Personal Responsibility Waiver at the time of registration.

The Academy of Management has the right and duty to restrict access to anyone in violation of conference center, city, or state guidelines.

Greening Guidelines



We ask all Exhibitors to use the following guidelines where possible to help us reach our greening goals for 2022.

Waste Reduction

- Recycle, reuse and reduce where possible
- Use of Energy Star equipment
- Paperless where possible
- Use reusable displays
- Maximize use of recycled content in paper and displays
- Only use duplex printing in all materials
- Do not provide hard copies of catalogs, list the URL where catalogs are found on business cards or pricelists
- Provide Academy and attendees with information on recycled content % of different titles, catalog, etc.
- Do not give away any disposable water bottles
- Limit giving away bags – always ask book purchasers if they need one
- Donate any leftover giveaway items to shelters
- Any food provided will use washable or compostable glasses, plates, and flatware

Pollution Prevention

- No plastic bags – cloth only
- Provide environmentally sound items as giveaways
- No plastic signage unless it is reusable

Education

- Highlight teaching materials and research publications dealing with environmental topics

Transportation

- Offset carbon associated with transport of both staff and materials to the conference. Donate books rather than shipping after the conference