



April 13-15, 2026 | Seattle, Washington, USA

International Conference and Annual Meeting (ICAM)

## Sponsor and Exhibitor Prospectus



# Table of Contents

<b>3</b>	Thank you for Your Interest in ICAM 2026!
<b>4</b>	About AACSB International
<b>5</b>	ICAM 2025 by the Numbers
<b>6</b>	Why Sponsor or Exhibit?
<b>8</b>	Exhibit Pricing and Engagement
<b>11</b>	Thank you to our ICAM 2025 Exhibitors!
<b>12</b>	Sponsorship Opportunities
<b>13</b>	Premier-Level Sponsorship
<b>14</b>	Benefactor-Level Sponsorship Opportunities
<b>17</b>	Contributor-Level Sponsorship Opportunities
<b>18</b>	Friend-Level Sponsorship Opportunities
<b>19</b>	Thank you to our ICAM 2025 sponsors!
<b>20</b>	ICAM Contacts

# Thank you for Your Interest in ICAM 2026!

**AACSB International is excited to bring the 2026 International Conference and Annual Meeting (ICAM)—the world’s premier business education event—to Seattle, Washington.**

Each year, ICAM brings together more than 1,300 business school leaders and industry decision-makers to connect, exchange ideas, and explore the latest innovations shaping business education.

At ICAM 2026, you’ll experience three days of thought-provoking keynotes, interactive community meetings, engaging sessions, and meaningful one-on-one networking opportunities.

For sponsors and exhibitors, ICAM offers exceptional visibility and direct access to global thought leaders, subject matter experts, and influential business educators. No other event attracts the same caliber of professionals seeking forward-thinking solutions, impactful collaborations, and tools to advance their schools.

This is your chance to showcase your solutions, build lasting partnerships, and play a leading role in the future of business education.

I would be delighted to help you design a sponsorship or exhibit package that aligns with your goals, audience, and budget. Please reach out anytime to discuss opportunities in exhibiting, sponsorship, or advertising.

I look forward to welcoming you to Seattle in April 2026!

**Brittany Papendorf**

Director of Strategic Relationships

AACSB International

[brittany.papendorf@aacsb.edu](mailto:brittany.papendorf@aacsb.edu)



# About AACSB International



## Mission

AACSB elevates the quality and impact of business schools globally.

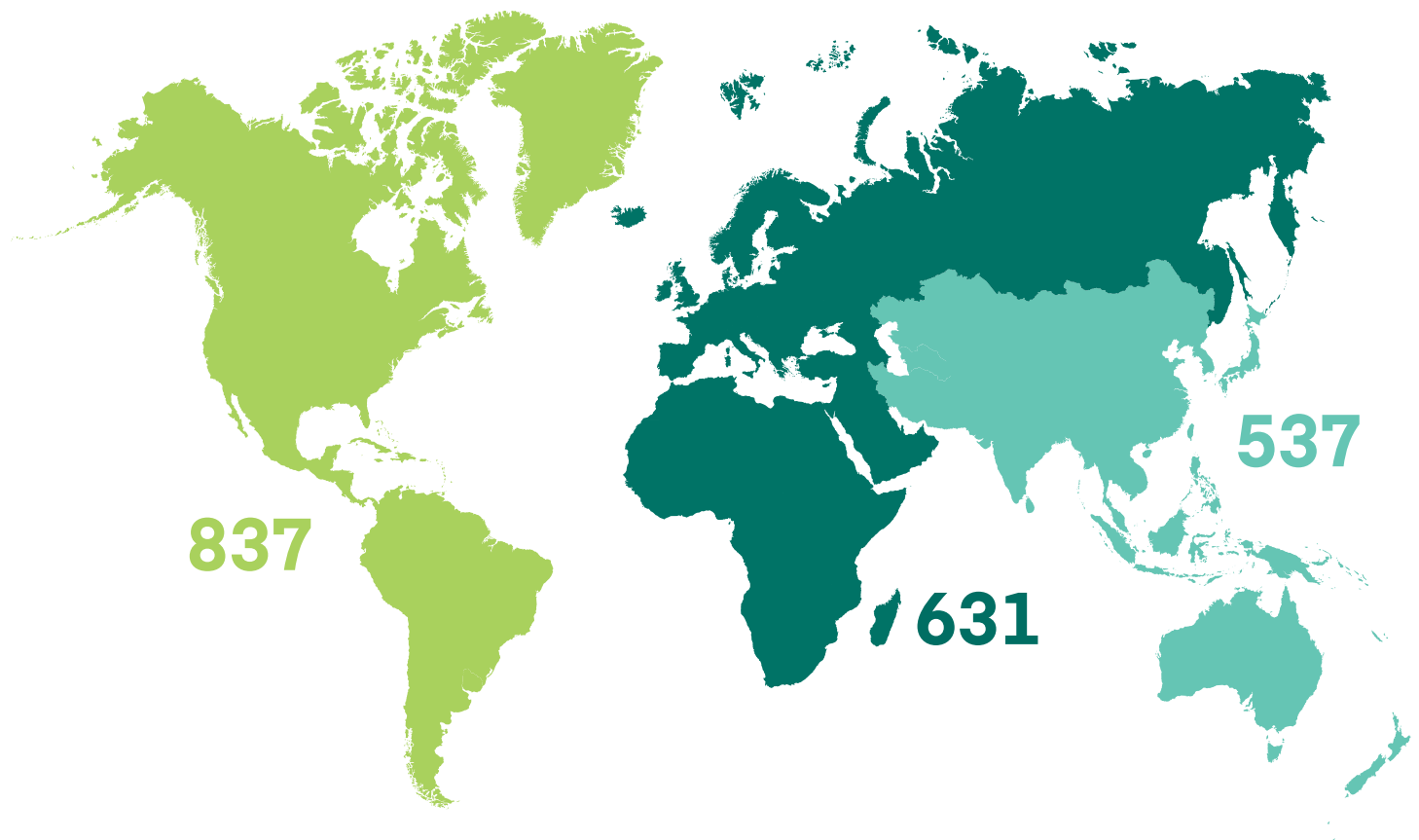


## Vision

To achieve positive societal impact through business schools.

## Member Organizations by Region

Figures include both schools and businesses as of July 31, 2025.



# ICAM 2025 by the Numbers



**1,200+**  
registrants from  
**80**  
countries and territories

## Participants by Title

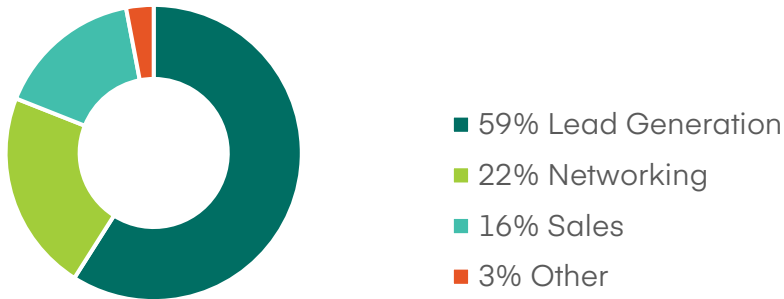


- 36% Dean/Head of Business School
- 16% Director/Manager
- 14% Vice, Associate, Assistant Dean
- 11% Faculty
- 11% Business
- 5% Department Head/Chair
- 4% Support Staff
- 4% Other

# 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.

ICAM exhibitors value attending for:



Source:  
AACSB ICAM 2025 Exhibitor Survey

## Presentation Opportunities



### 45-Minute Resource Sessions

Present a live, in-depth educational and informational session. Resource sessions take place during concurrent sessions and are included on signage, in the event app, and on the event website. Space is limited.



### 20-Minute Expo Sessions

Present a live, 20-minute demonstrative session in the Expo Theater, located inside the ICAM Exhibit Hall. Expo Sessions are also included in the event app, on the website, and on signage outside of the theater. Space is limited.



## Sponsorship Opportunities

Opportunities include:

- ▶ Sponsorship of sessions
- ▶ Giveaways
- ▶ Networking breaks
- ▶ Signage
- ▶ And more!

## Advertisement Opportunities



### Event App Advertisement

Advertise on the ICAM 2026 Event App where your exclusive advertisement will appear on both mobile and desktop versions, giving direct visibility to attendees before, during, and after the conference.



### Digital Advertisement

With the Digital Advertisement Sponsorship Package, your custom advertisement will rotate on screens throughout the venue, providing continuous exposure to all attendees as they navigate the conference.

For additional information about advertising opportunities, contact us!



# Exhibit Pricing and Engagement

## Pricing

Before March 1	Member Rate	Non-Member Rate
10' x 10' Booth	3,000 USD	3,600 USD
10' x 20' Booth	5,200 USD	6,000 USD
On/After March 1		
10' x 10' Booth	3,350 USD	3,900 USD
10' x 20' Booth	5,500 USD	6,300 USD

### Each 10' x 10' booth includes:

- ▶ 8' high rear and 3' high side walls, a standard ID sign, one table, two chairs, and one wastepaper basket.
- ▶ One complimentary conference registration with access to all keynotes, sessions, and conference functions.
- ▶ Two expo passes with access to the exhibit hall, receptions, and luncheons.
- ▶ Directory listing in the conference app and ICAM website.
- ▶ Access to conference attendee list (limited to name and institution).

## Badge Upgrades

As an exhibitor, you have the opportunity to enhance your presence at the event by upgrading or adding additional registrations at a significantly discounted rate. Below are the pricing options available:

- ▶ Add an Expo-Only Pass: 500 USD
- ▶ Upgrade Included Expo-Only Pass to Full Registration: 1,095 USD
- ▶ Add Full Registration: 1,295 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.

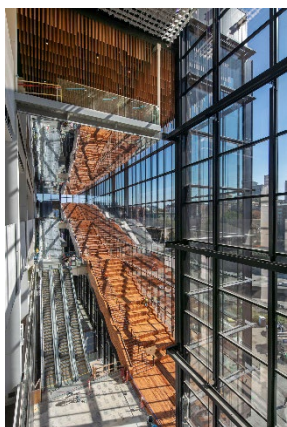
In addition to gaining access to a global network, members of the AACSB Business Education Alliance receive priority exhibit placement in the ICAM exhibit hall, discounted rates on exhibits, advertising, and sponsorships throughout the year, plus other exclusive benefits.

Learn more at: [aacsb.edu/membership](https://aacsb.edu/membership) Or contact us at: [membership@aacsb.edu](mailto:membership@aacsb.edu)



## Conference Location

Discover the heart of Seattle at the Seattle Convention Center Summit Building, located just steps from Pike Place Market, the Seattle Art Museum, and the lively downtown core. This prime location provides the perfect gateway to explore Seattle's rich culture, culinary scene, and breathtaking views of Puget Sound and the Cascade Mountains.



## Conference and Exhibition Venue

ICAM 2026 will take place in Flex Halls A & B at the Seattle Convention Center Summit Building, a state-of-the-art facility offering more than 570,000 square feet of event space, 62 meeting rooms, and spacious exhibit halls across multiple levels. Designed with modern architecture and sustainability in mind, Summit features expansive natural light, cutting-edge technology, and flexible layouts ideal for both conferences and exhibitions. With the ability to host thousands of attendees, the Seattle Convention Center Summit Building ensures a seamless, engaging, and memorable event experience.

## 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 20, 2026. 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 are kindly reminded that all food and beverages must be ordered directly through the convention center. Distribution of food or beverages from exhibit booths is not permitted unless authorized by AACSB. The only exception is individually wrapped, bite-sized pieces of candy, which may be shared from your booth. Thank you for your cooperation!

**Booth Selection at ICAM**

Securing the perfect exhibit booth location for ICAM is crucial for visibility and engagement. We have established a prioritized booth selection process to ensure fairness and to recognize our valued members. In January 2026, booth selection will commence in the following order:

<p><b>Sponsors and Sustaining Business Members:</b> As our most dedicated partners, you will have the first opportunity to choose your ideal spot in the Exhibit Hall.</p>	<p><b>Executive Business Members:</b> Your commitment to our organization is deeply appreciated. Once our sustaining members have made their selections, you will be up next.</p>
<p><b>Business and Educational Members:</b> Your continued support and membership play a vital role in our community. You will be able to select your booth following the executive business members.</p>	<p><b>Non-Members:</b> If you are not yet a member of AACSB, we still welcome and value your participation. Booth selection for non-members will be based on the order in which applications were received.</p>

**Sustainability Guidelines for AACSB Conference Exhibitors**

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](#), Strategic Relationships Representative at AACSB International.

# Thank you to our ICAM 2025 Exhibitors!

- ▶ Absolute Internship
- ▶ acemate.ai
- ▶ Austral Education Group LLC
- ▶ Beta Gamma Sigma
- ▶ Bloomberg for Education
- ▶ Cabells
- ▶ Center for Research in Security Prices (CRSP)
- ▶ Cesim Business Simulations
- ▶ Chartered Association of Business Schools
- ▶ CollegeAPP
- ▶ CompanyGame AI & Simulations
- ▶ Coursera
- ▶ Elsevier
- ▶ FeedbackFruits
- ▶ Financial Times
- ▶ Global Academic Ventures LLC
- ▶ Global Brigades
- ▶ GMAC
- ▶ Hardcastle & Associates
- ▶ HEADway Advisory
- ▶ INSEAD-XR
- ▶ Interpretive Simulations
- ▶ Ivey Publishing
- ▶ Kennesaw State University
- ▶ Keystone Education Group
- ▶ KNIME
- ▶ Marketplace Simulations
- ▶ Mujo Learning Systems
- ▶ PeopleCert
- ▶ Peregrine Global Services
- ▶ Perkins+Will
- ▶ Peter Fazio Consulting
- ▶ QED: The Accreditation Experts
- ▶ S&P Global Market Intelligence
- ▶ Sage
- ▶ StockTrak Inc.
- ▶ Studypartals
- ▶ Sulitest
- ▶ The Case Centre
- ▶ The Institute of Internal Auditors
- ▶ TraversEd Limited
- ▶ Trestle Link
- ▶ University of San Diego
- ▶ Verifdiploma
- ▶ Virtual Internships
- ▶ VMock, Inc.
- ▶ Wharton Research Data Services, The Wharton School



# Sponsorship Opportunities



# Premier-Level Sponsorship

## Premier-Level Sponsorship Package

Premier-level sponsorship at ICAM offers the **highest visibility** for sponsors at AACSB's largest conference. This exclusive level is limited in number, ensuring that sponsors receive maximum exposure and prominence during the conference.

### Sponsorship Benefits Prior to ICAM:



Receive two complimentary conference registrations for an AACSB conference of your choice.



Logo recognition in **all** ICAM 2026 promotions leading up to the conference.



Email sent on your behalf to all attendees in the month prior to or post-ICAM.



Recognition in ICAM social media posts.



Hyperlinked logo and description on the ICAM 2026 website.

### Sponsorship Benefits during ICAM:



Receive four complimentary ICAM 2026 conference registrations and four expo-only passes.



Logo on a gift given to ICAM attendees at check-in.



Receive two seats in a reserved section for the opening keynote.



Receive an invitation to a VIP dinner with AACSB's President and CEO, Lily Bi, for premier sponsors.



Prominent complimentary double exhibit space in the ICAM 2026 Exhibit Hall.



Complimentary digital advertisement to be displayed on rotating screens throughout the conference.



Recognized through prominent on-site signage.

Investment: **60,000 USD**



# Benefactor-Level Sponsorship Opportunities

General Benefits (included in every sponsorship opportunity):

- ▶ Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- ▶ Logo recognition on social media and the AACSB event app.
- ▶ Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.
- ▶ Sponsor’s custom digital advertisement to display on rotating screens throughout the conference.



## Welcome Reception

Join us for the highly anticipated Welcome Reception on the evening of Monday, April 13, where you will enjoy extensive visibility at one of the conference’s most popular and well-attended events.

Investment: **50,000 USD**



## Networking Reception

Sponsoring the Networking Reception on Tuesday, April 14th, guarantees your brand a high level of visibility and the chance to engage directly with business school leaders.

Investment: **40,000 USD**

## Reception Sponsorship Benefits:

- ▶ Logo recognition on prominent signage throughout the reception space.
- ▶ Logo recognition on cocktail napkins distributed during the reception.
- ▶ Opportunity to place materials on tables throughout the reception space.
- ▶ Prominent complimentary double exhibit space in the ICAM 2026 Exhibit Hall.
- ▶ Two complimentary conference registrations and four expo-only passes.



### Keynote I

Sponsoring the first keynote, a can't-miss event that promises significant exposure and engagement, aligns your brand with cutting-edge thought leadership.

Reserved

#### Keynote Sponsorship Benefits:

- ▶ Logo recognition on signage during the keynote.
- ▶ Dedicated table provided prior to the keynote for the distribution of pre-approved materials.
- ▶ 60-second video to play prior to the keynote presentation.



### Keynote II

Elevate your brand's presence by sponsoring the second keynote, another engaging session with high attendance.

Reserved



### Conference Bags

- ▶ Sponsor's logo on the conference bags and one pre-approved insert can be included in all bags.

Reserved



### Tuesday Networking Luncheon

- ▶ Logo recognition on signage during the luncheon.
- ▶ Dedicated table provided prior to the luncheon for the distribution of pre-approved materials.

Investment: **20,000 USD**





### Conference Wi-Fi

- ▶ Customization of the conference Wi-Fi password and the redirect page.
- ▶ Sponsor recognition on signage throughout the conference.

Reserved



### Monday or Tuesday Continental Breakfast

- ▶ Logo recognition on signage during the continental breakfast in the ICAM Exhibit Hall.
- ▶ Table provided during the sponsored breakfast for the distribution of pre-approved materials.

Investment: **20,000 USD**



## Contributor-Level Sponsorship Opportunities

General Benefits (included in every sponsorship opportunity):

- ▶ Logo recognition on the conference website and the “Know Before You Go” email sent to conference attendees.
- ▶ Logo recognition on social media, the AACSB event app, and on-site signage.
- ▶ Sponsor recognition during opening remarks and logo displayed on pre-keynote screens.



## Refreshment Break

- ▶ Sponsor's logo on signage during the refreshment break.
- ▶ Table provided during the refreshment break for the distribution of materials.

Investment: **17,500 USD**

## Headshot Station

- ▶ Sponsor's logo on signage at the headshot station.
- ▶ A 10' x 10' exhibit booth placed next to the headshot station for maximum traffic opportunities.

Investment: **15,000 USD**

## Custom Cube Stack

- ▶ Sponsor's custom design on three large, four-sided cubes placed in a high-traffic area of the conference.

Investment: **15,000 USD**

## Conference Branding

- ▶ Sponsor's custom branding placed in a high-traffic area of the conference.
- ▶ Opportunities vary, contact us to inquire further!

Investment: **15,000 USD**

## Conference Photography

- ▶ Sponsor's logo on photos distributed to attendees after the conference.
- ▶ Sponsor's custom message included in the post-conference photo email.

Investment: **12,500 USD**

## Charging Station

- ▶ Sponsor's custom design on a charging station placed in a high-traffic area of the conference.

Investment: **12,500 USD**

# Friend-Level Sponsorship Opportunities

General Benefits (included in every sponsorship opportunity):

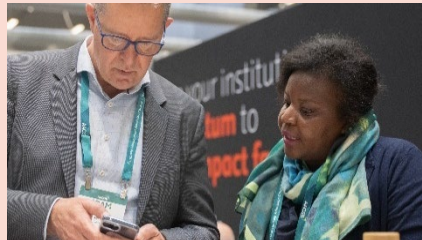
- ▶ Logo recognition on the conference website and the AACSB event app.
- ▶ Sponsor recognition during opening remarks and on pre-keynote screens.



## Hydration Stations

- ▶ Sponsor's custom branding on the conference hydration stations.

Investment: **8,000 USD**



## Event App Advertisement

- ▶ Sponsor's custom advertisement featured on the mobile and desktop versions of the AACSB event app.

Investment: **5,000 USD**



## Digital Advertisement

- ▶ Sponsor's custom digital advertisement to display on rotating screens throughout the conference.

Investment: **5,000 USD**





# Thank You to Our ICAM 2025 Sponsors!

## Premier-Level Sponsors



## Benefactor-Level Sponsors



## Contributor-Level Sponsors



## Friend-Level Sponsors

Trinity University  
Michael Neidorff School of Business

University of Wisconsin  
MBA Consortium

## ICAM Contacts



**Brittany Papendorf**

Director of Strategic  
Relationships

AACSB International

[brittany.papendorf@aacsb.edu](mailto:brittany.papendorf@aacsb.edu)



**Nathan Wilson**

Strategic Relationships  
Representative

AACSB International

[nathan.wilson@aacsb.edu](mailto:nathan.wilson@aacsb.edu)

### Americas

777 S. Harbour Island Blvd.  
Suite 750,  
Tampa, Florida 33602 USA+1  
813 769 6500

### Europe, Middle East, and Africa

UP Building, Piet Heinkade 55,  
1019 GM Amsterdam,  
The Netherlands  
+31 20 509 1070

### Asia Pacific

331 North Bridge Road, #10-  
04/05 Odeon Towers  
Singapore 188720  
+65 6592 5210

