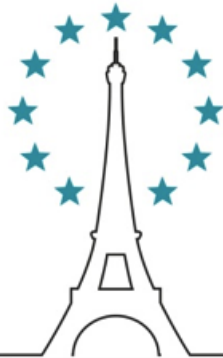


EURAM 2016

EXHIBITORS' INFORMATION



UNIVERSITÉ  
PARIS-EST CRÉTEIL  
VAL DE MARNE



EURAM 2016  
*Manageable Cooperation?*

JUNE 1-2-3 and 4, 2016 Paris – [www.euram-online.org](http://www.euram-online.org)

1-4 JUNE 2016



For additional information, go to <http://euram-online.org/annual-conference-2016.html> or send an email to [euram2016@u-pec.fr](mailto:euram2016@u-pec.fr)

# ABOUT THE 16<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 recognized as the academic association of management in Europe, becoming a reference for management scholars. EURAM has around 1200 members per year.

## EURAM Annual Conference

Every year the EURAM annual conference takes place in a different city in Europe between May and June. The Doctoral Colloquium each conference.

A university or scientific institution in Europe hosts the Annual Conference each year, 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 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).

## 16<sup>th</sup> EURAM Annual Conference (Paris)

Paris, a legendary city, has inspired artists, photographers and musicians through the ages. Victor Hugo described working-class Paris in *Les Misérables*; Apollinaire immortalized the Mirabeau bridge in his poem and Joe Dassin composed a song titled 'Les Champs Elysées'. These days, luxury brands like Cartier and Dior draw inspiration from the beauty of Paris for their designs. Paris is a popular setting for French films – just think of *Amelie*, with its many scenes shot in Montmartre. The

city has also featured in international films; it is a particular favourite with American film makers The Da Vinci Code is just one example. Then there's From Paris with Love, Inception and of course Woody Allen's Midnight in Paris, with scenes shot in Paris palace hotels like the Ritz and the Meurice, in the Musée Rodin and the Château de Versailles: a genuine tribute to the French capital.

Situated at the heart of Europe, Paris is easy to get to, with 2 international airports :Paris Charles-de-Gaulle (23km to the north) and Paris Orly (14km to the south) connecting the French capital to 557 cities in 132 pays. Aéroports de Paris handles some 14,000 flights per week. Paris is at the hub of an extensive and efficient rail network with connections to major European cities (London, Barcelona, Milan, Vienna, Berlin, Stockholm etc.) on TGV, Thalys, Lyria and Eurostar trains.

The city's 16 metro and 5 RER commuter rail lines make it easy and quick to get around Paris and its environs. The public transport network also comprises extensive bus service and several tram lines. As for private transport, taxis and private hire vehicles are available on a 24-hour basis, and can be called for immediate use, or booked in advance using new smartphone applications.

Paris stands out from its rivals due to its well-balanced, abundant and eclectic accommodation offer – from luxury palaces to small local hotels, from big chain hotels to charming design hotels with 149 000 bedrooms, and 82 227 in the center of Paris. Hotel residences, Bed & Breakfasts, youth hostels and furnished apartment rentals complete the offer.

French gastronomy has been added to the world's intangible heritage list by UNESCO. Paris, where cuisine goes hand in hand with creativity and skill, has a wide and varied selection to choose from: gourmet restaurants run by Michelin-starred chefs as well as smart brasseries at more affordable prices for business lunches and group dining: the ideal option for sampling French culinary classics.

Many of the big names in French cuisine have cookery schools in Paris: Lenôtre, Alain Ducasse, Cyril Lignac and Guy Martin organize a range of different courses comprising cookery classes and tasting sessions, with formats ideally suited to team building.

With their history and impressive architecture, Paris's monuments undoubtedly contribute to the charm of the French capital. The Eiffel Tower, Notre Dame Cathedral, the Sacré Cœur Basilica and the Arc de Triomphe are the four best-known monuments.

As for museums, Paris has 138 of them. The Louvre, the oldest one in Paris, is also the world's most-visited museum, with nearly 10 million visitors per year. The Musée National d'Art Moderne, the Musée d'Orsay, and the Château de Versailles near Paris are also increasingly popular with international visitors.

Paris nightlife gets going when the Eiffel Tower begins to sparkle. Night owls congregate in every district for drinks or a meal in restaurants, bars, cabarets or even boats and buses before heading on to trendy nightclubs. Most bars and restaurants stay open to 2am, and many have live music. Paris has 30-odd cabarets and dinner shows and 75 nightclubs, which draw clubbers from all over Europe: many of the top international DJs started out here. New clubs open each year, keeping the Paris nightlife scene fresh and lively.

Paris, a city with a strong green ethos, will be hosting the United Nations conference on climate change (COP 21) in 2015. The City of Paris carries out an active transportation policy: clean public transport, cutting car traffic to encourage sustainable or non-polluting mobility options such as the Vélib bike share and Autolib electric car sharing schemes, and a ban on diesel cars by 2020. Paris has adopted Agenda 21 to tackle economic, social and environmental challenges. This action strategy envisages a 30% reduction of CO2 emissions by 2020. a

Paris is also working to promote social cohesion and diversity. Public transport and public spaces are being made more accessible.

### **Conference Theme: *Manageable Cooperation?***

*“What is missing from the policy analyst's tool kit - and from the set of accepted, well-developed theories of human organization - is an adequately specified theory of collective action whereby a group of principals can organize themselves voluntarily to retain the residuals of their own efforts.”*

Elinor Ostrom (1996) *Governing the Commons: The Evolution of Institutions for Collective Action* p. 25-26

The way we act collectively is changing quickly in a world where transportation and information technologies are expanding and where boundaries to the exchange of goods, services and knowledge are declining.

Have we, management scholars, put too much emphasis on research about competition and top down processes and not enough emphasis on cooperation?

New modes of production together with new ways of value creation and distribution are emerging and growing. For example: Free, open, crowd, peer, shared, distributed are now adjectives that designate software or hardware, manufacturing, sourcing or funding....

Old systems are transformed with new demands for cooperation at the political and productive macro, meso and micro levels. Think about global governance, inter-firm relationships, public-private partnerships, global value chains, multi-stakeholder initiatives, inter-departmental project management, teams focused on innovation....

Risks to our common goods are rising from the intended or unintended results of our actions, through war and conflicts, poverty, climate change, pollution, natural resource depletion....

Less centralised and hierarchical organisations are required but markets are not enough to drive innovation and to avoid the destruction of our shared planet.

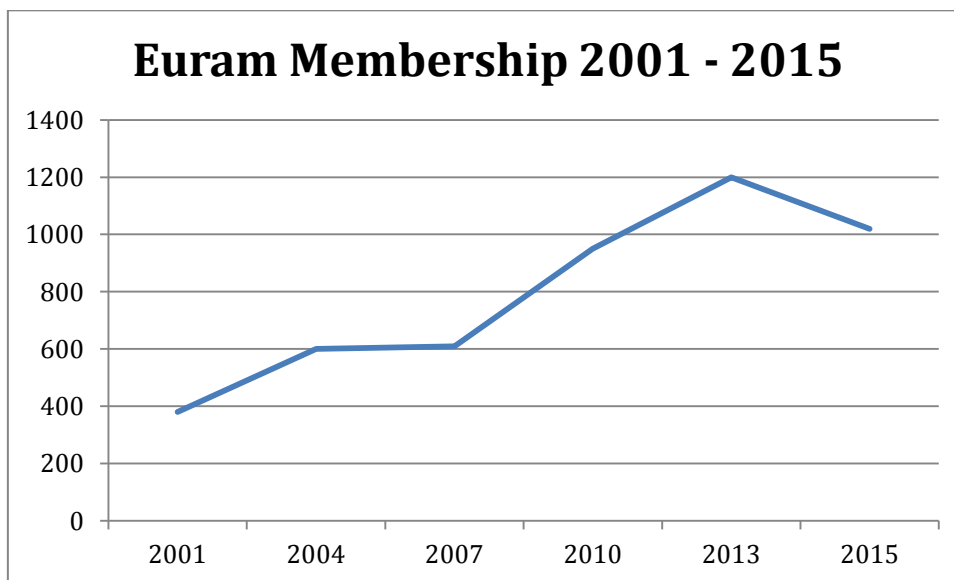
Management is about the conduct of collective action. Because we must move beyond centralisation and hierarchy, concern with management cannot be limited to managers.

With this broader perspective on management, the key question is: Is cooperation manageable? Can knowledge about cooperation help? Do we, human beings, have the capacity to develop more cooperative forms of organisations?

The French motto “Liberté, Égalité, Fraternité” may well inspire us. In Paris, we, engaged management scholars from diverse disciplinary, paradigmatic and national... origins, hope to cooperate in sharing and debating our approaches to cooperation: its aims and results, conditions, limits and drawbacks, the transitional steps toward more cooperative systems and behavior. We hope, as well, to tackle our own practice of cooperation and its evolution.

### 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 2015 reached 1,050.



Approximately 15% of EURAM members are from non-European countries while 1,000 members are from Germany, Italy, the Netherlands, France, and UK representing the five countries with the highest membership.

# EURAM Exhibition Packages

## Exhibitor Package at EURAM 2016 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 2016 Conference Programme and two complimentary passes for stand managers (Wed-Fri)	1,300	1,040
Upgrade to advertisement ½ page in the EURAM 2016 Conference Programme	1,450	1,160
Upgrade to advertisement 1 page in the EURAM 2016 Conference Programme	1,600	1,280
Two stands including advertisement ½ page in the EURAM 2016 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)
Inserts for the delegate bags when an exhibitor stand is not purchased	300	250
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 2016 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 1 April 2016.

## 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 2016 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 2016 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 2016. The exhibition area will be located in the foyer of the Creteil University, 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).

**Electricity Power Supply and Wireless Connection** - The exhibitor stands will be provided with electricity power supply for the duration of the conference. Electricity output is 220 volts, standard EU sockets. Thus, those from UK and USA will need to bring their own adaptors. Free wireless internet will be provided.

**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 31 May 2016 from 14:00 pm. All exhibitor stands must be dismantled on Friday 3 June 2016 from 16:30 onwards.

**Security and Liability** - EURAM and the Creteil University will take special precautions to safeguard each exhibitor's property during the Conference. However, EURAM specifically disclaims any and 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 (1 June 2016).

**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 January	2016	Floor plan available on <a href="http://euram-online.org/annual-conference-2016.html">http://euram-online.org/annual-conference-2016.html</a>
1 April		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
18 May		Deadline for payment of exhibit
1 June		Check in and setup starts
3 June		Exhibit Area opens to all attendees
3 June		Exhibits Area closes and booths are dismantled for check out

Additional information can be found on <http://euram-online.org/annual-conference-2016.html> or send an email to [euram2016@u-pec.fr](mailto:euram2016@u-pec.fr)

## SPONSORSHIP / PUBLISHER AREA APPLICATION FORM

Organization Name :

Address :

Phone :

Fax :

Contact Person(s) :

Mobile Phone Number :

Email :

Notes :

Invoice Details :

Sponsorship Type : .....

Sponsorship Fee : .....

### **Payment Form:**

Bank Transfer ( Please attach a copy of the bank draft to this form )

Bank Name : T.Garanti Bank.A.S.

Branch Name : Esentepe Branch (347) Istanbul

Acc.Holder : Dekon Kongre ve Turizm Hiz. A.S.

Acc.Number (eur) : 9084407

IBAN number (eur) : TR37 0006 2000 3470 0009 0844 07

Swift Code : TGBATRISXXX

