BAM 2021 CONFERENCE IN THE CLOUD

HOSTED BY Lancaster University Management School

BAM2021 Conference in The Cloud
Exhibitor Opportunities

31 August – 3 September

Recovering from Covid: Responsible Management and Reshaping the Economy

BAM Virtual Conference In The Cloud

Theme

Recovering from Covid: Responsible Management and Reshaping the Economy. In 2021, the 35th Conference and 2nd BAM Conference in the Cloud, will critically engage with the socio-economic recovery from the global Covid-19 pandemic. Consumers, producers, frontline workers, managers, businesses, public and third sector organisations all have their own roles and responsibilities in transforming our marketised society for the post-pandemic world. We will critically explore the challenges we all face, aiming to generate relevant, impactful insights into the innovative forms and means of mobilising the collective action that is required if we are to create a productive, flourishing and more inclusive society. The devastation created by the Covid-19 pandemic presents a unique opportunity for the business and management academy to play its part in addressing the social, technical, economic, and environmental disruptions we face. There is a desperate need for responsible management and distributed leadership. These unique circumstances offer the ability to make a tangible difference beyond the realms of the theoretical and academic, to take chances we might not otherwise have encountered. We call upon our collaborative research community to address the broad range of questions the pandemic and its aftermath have created, to explore how best to reimagine and enable a greener, more sustainable economy, one that levels up the economy, and one that is both inclusive and fairer.

Projected number of attendees

Based on attendance levels from our previous Conferences (including our highly successful inaugural online conference in 2020), we anticipate between 600 – 1000+ delegates attending our Virtual Conference consisting of academics, Deans of Business Schools, practitioners and doctoral researchers, from the UK and overseas. Last year's virtual conference attracted participants from more than 40 countries.

BAM Conference In The Cloud Exhibitor Packages

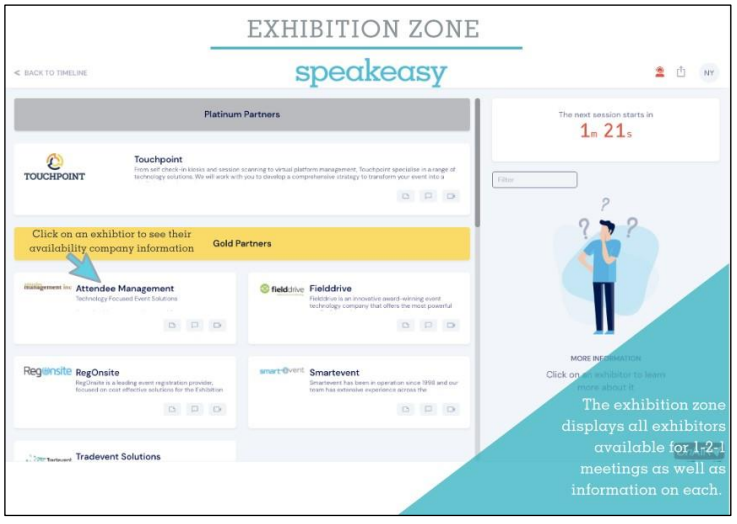
An important part of the BAM Annual Conference are the professional development and social functions for the delegates. You can increase your organisation's brand awareness by supporting these activities. This year we are offering three tiers of packages to meet the varying needs of our exhibitors. If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

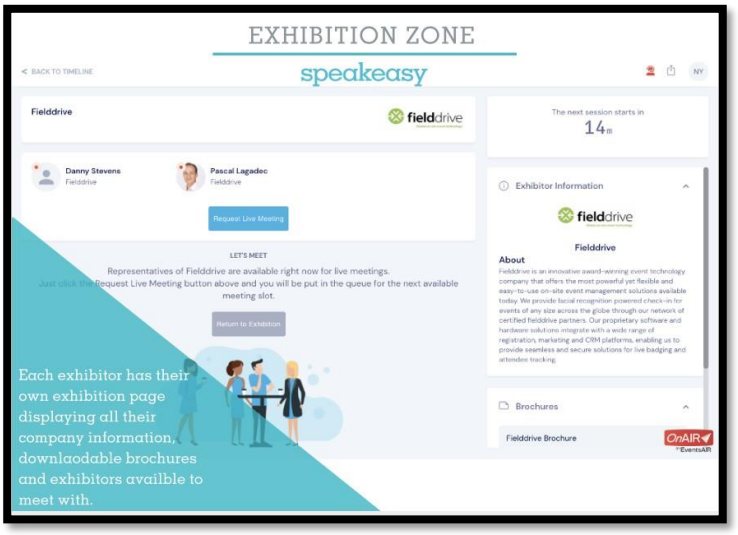
Standard Package - Exhibition Space in the Virtual Hall

Sponsorship Price: £800 plus VAT

This package includes:

- ✓ Your **company logo and description** in the Exhibition Zone
- ✓ **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 (which attendees can schedule)
- ✓ **Complimentary pass** for the conference
- ✓ Your **company logo and description on BAM's website**.



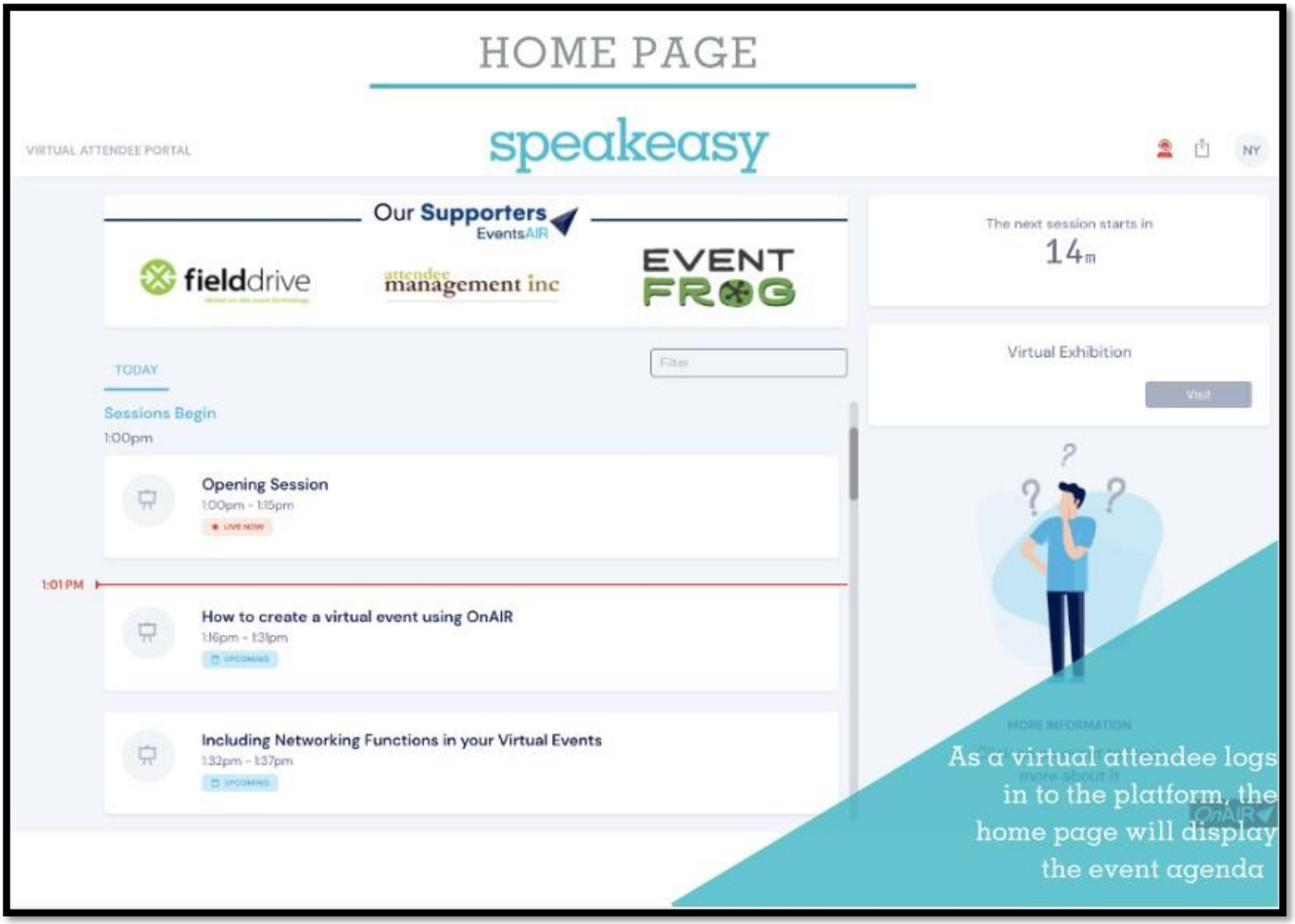


Enhanced Package: Exhibition Space in the Virtual Hall plus Banner Advert

Sponsorship Price: £1,000 plus VAT

This package includes:

- Banner advert: your company logo on the home page of event platform Your company
- logo and description in the Exhibition Zone
- 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 (which attendees can schedule)
- Complimentary pass for the conference
- Your company logo and description on BAM's website.



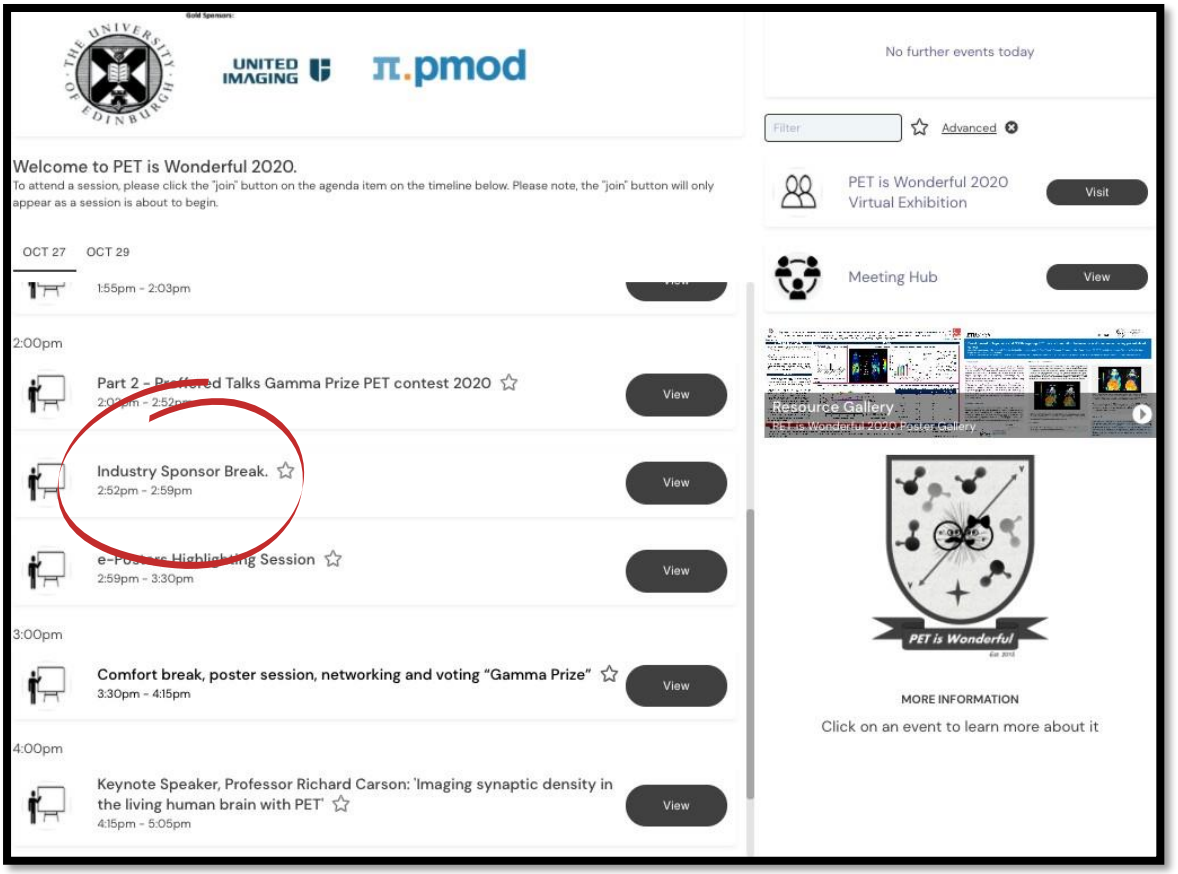
BRITISH ACADEMY OF MANAGEMENT

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

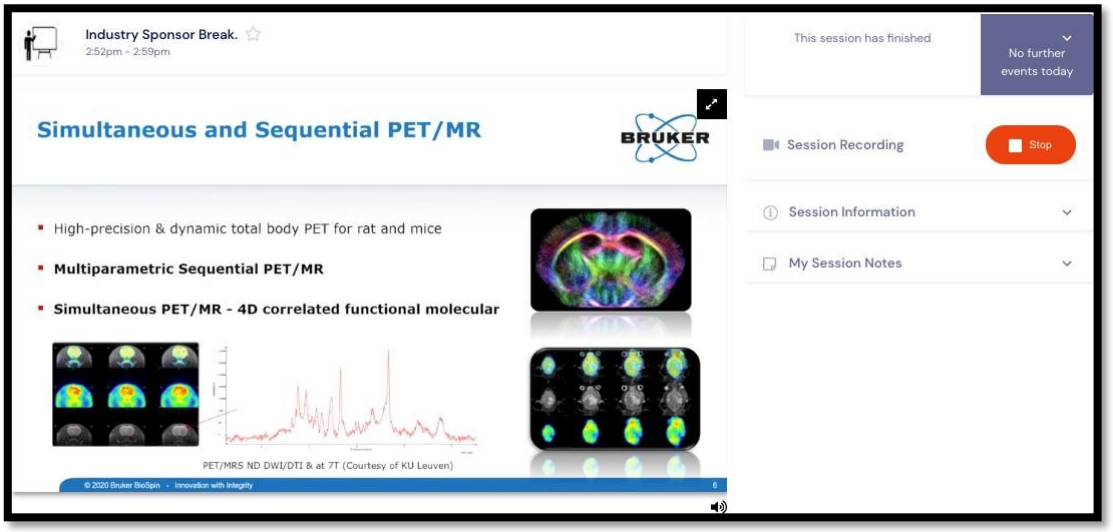
Sponsorship Price: £1,200 plus VAT

This package includes:

- ✓ **Banner advert**: your company logo on the home page of event platform
- ✓ **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. See images below.
- ✓ **Your company logo and description in the Exhibition Zone**
- ✓ **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 (which attendees can schedule)
- ✓ **Complimentary pass** for the conference
- ✓ Your company **logo and description on BAM's website**.



BRITISH ACADEMY
OF MANAGEMENT



BRITISH ACADEMY OF MANAGEMENT

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 (£800)	
Enhanced Package - Exhibition Space in the Virtual Hall plus Banner Advert (£1,000)	
Premium Package - Exhibition space in virtual hall, banner advert plus video in main programme timeline (£1,200)	
COST	£
Valid Purchase Order Number:	

Please complete the BAM2021 Conference in The Cloud Exhibitor Booking Form and email to Conference – conference@bam.ac.uk