

# EXHIBITORS' GUIDE



The Drucker Institute  
CLAREMONT GRADUATE UNIVERSITY

## 3RD GLOBAL DRUCKER FORUM 2011

NOV 3 – 4  
VIENNA

### KEY TOPICS

- Management – aspiring to a new identity
- Realising the latent potential within organizations
- Contributing to a functioning and prosperous society
- One World – the case for the poorest of the poor
- Developing Managers for the 21st century

PETER DRUCKER SOCIETY EUROPE  
IN CO-OPERATION WITH  
THE DRUCKER INSTITUTE PRESENTS

«A Quest  
for Legitimacy –  
How Managers  
Can Shape  
the Future»

#### KEY SPEAKERS INCLUDE

CHARLES HANDY  
RAKESH KHURANA  
MARK R. KRAMER  
NATSUMI IWASAKI  
DEEPA PRAHALAD  
IQBAL QUADIR  
JOHN QUELCH

“Economic expansion  
and increase are  
not aims in themselves.  
They make sense only  
as means to a social end.”

Peter F. Drucker

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- One World – the case for the poorest of the poor
- Contributing to a functioning and prosperous society
- Realising the latent potential within organizations
- Management – aspiring to a new identity

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# Table of Content

USEFUL INFORMATION	3
ABOUT THE FORUM	4
Key topics	4
Attendees' profile	4
Exhibitors' profile	5
Program synopsis	6
ABOUT THE VENUE & HOTEL	7
Forum venue	7
Hotel accommodation	8
Location	8
Room allocation	9
ABOUT THE EXHIBITION	10
Exhibition plan	10
Exhibition package	11
Booth occupation rules	12
LOGISTICS	13
Build-up & dismantling, delivery, storage...	13
BOOTH RESERVATION FORM	14

# Useful Information

<b>Event</b>	<b>3rd Global Drucker Forum Vienna 2011</b> « A Quest for Legitimacy : How Managers Can Shape the Future »
<b>Dates</b>	Thursday 3rd & Friday 4th November, 2011
<b>Venue</b>	AULA DER WISSENSCHAFTEN (« Hall of Sciences ») Wollzeile 27a, 1010 Vienna, Austria <a href="http://www.aula-wien.at/en/aula">www.aula-wien.at/en/aula</a>
<b>Organized by</b>	PDSA Veranstaltung- und BetriebsGmbH for Peter Drucker Society Europe
<b>Program</b>	Check for updates on <a href="http://www.druckersociety.at">www.druckersociety.at</a> Direct : <a href="http://www.druckersociety.at/index.php/pdf-2011/program">http://www.druckersociety.at/index.php/pdf-2011/program</a>
<b>Registration</b>	Open on <a href="http://www.druckersociety.at">www.druckersociety.at</a> Direct : <a href="http://www.druckerforum-registration.org/eventReg.php?e=Vienna2011">http://www.druckerforum-registration.org/eventReg.php?e=Vienna2011</a>
<b>Accommodation</b>	Radisson SAS Palais has been chosen as the preferred hotel. Contact the Secretariat for info/booking, starting 165 EUR/night
<b>Main contact &amp; Secretariat</b>	Sylvie Herman Conference Manager <a href="mailto:s.herman@mindstream.be">s.herman@mindstream.be</a> Tel : +32 (0)475 68 05 15 Fax : +32 (0)2 772 85 69

# About the Forum

## Key topics

The Forum will consist of **major thematic sessions** followed by a call to action, all linked by the common thread of building a new legitimacy for management.

- > *Management – aspiring to a new identity*
- > *Realising the latent potential within organizations*
- > *Contributing to a functioning and prosperous society*
- > *One world – the case for the poorest of the poor*
- > *Developing Managers for the 21<sup>st</sup> century*

The format includes plenary and break-out sessions. The Forum is being designed for a **high degree of interactivity and participation**.

The younger generation will also be involved, with winners of the **Global Peter Drucker Challenge Essay Contest** participating in various panels and breakouts – for those not older than 35 please check out <http://www.druckerchallenge.org/>. The Drucker Society will invite 40 authors of the best essays for free seats at the Forum.

## Attendees' profile

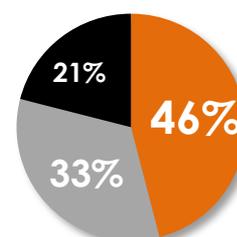
We are expecting **300-350 delegates** from all continents:

- Business leaders
- Academicians, Professors and Deans
- Managers of international institutions
- World leading practitioners
- Book authors
- Younger generation (40 winners of the Drucker Challenge)
- ...

### Top 5 countries:

- > Austria
- > Germany
- > United Kingdom
- > USA
- > Finland

- Senior business managers
- Academia
- Non-profit/Public sector



## Exhibitors' profile

Exhibitors' profile includes:

- > International Business School and Universities
- > Booksellers
- > Publishers
- > (e)Learning resources
- > ...

The following exhibitors have already committed:



## Join us now!

# Program synopsis

This program is preliminary, please visit [www.druckersociety.at](http://www.druckersociety.at) for up to date information.

## Day 1 – Thursday 3 November 2011

08.00 – 09.00	Registration and welcome coffee
09.00 – 10.00	Opening
10.00 – 11.15	Plenary session 1: keynote & panel discussion
11.15 – 11.45	Coffee break
11.45 – 12.15	3 Break-out discussion sessions
12.15 – 13.00	Concluding plenary
13.00 – 14.30	Lunch break Book signing (14.00 – 14.30)
14.30 – 15.00	Interview of Natsumi Iwasaki
15.00 – 16.00	Plenary session 2: keynote & panel
16.00 – 16.30	Coffee break
16.30 – 17.30	3 Break-out discussion sessions
17.30 – 18.00	Concluding plenary
20.00 – 24.00	Cocktail and Gala Dinner @ MAK Museum

## Day 2 – Friday 4 November 2011

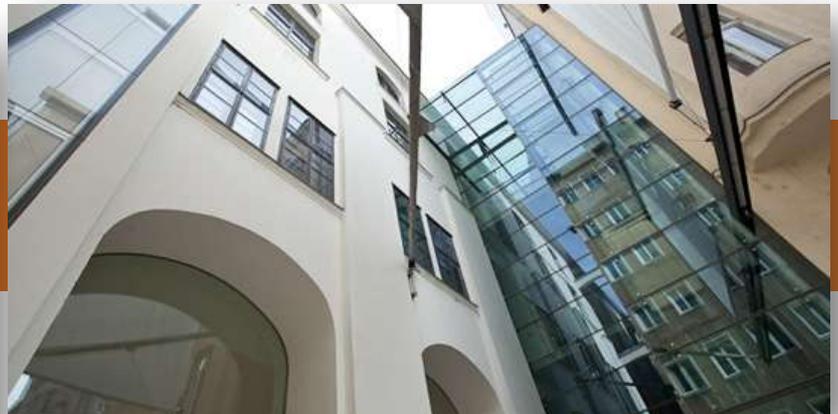
08.30 – 09.00	Registration and welcome coffee
09.00 – 10.00	Plenary session 3: keynotes & panel discussion
10.00 – 10.30	Coffee break
10.30 – 11.30	3 Break-out discussion sessions
11.30 – 12.00	Concluding plenary
12.00 – 13.30	Lunch break Book signing (13.00 – 13.30)
13.30 – 14.30	Session Peter Drucker Challenge Winners
14.30 – 16.00	Plenary session 4: keynotes & panel discussion
16.00 – 16.30	Closing

# About the Venue & Hotel

## Forum venue

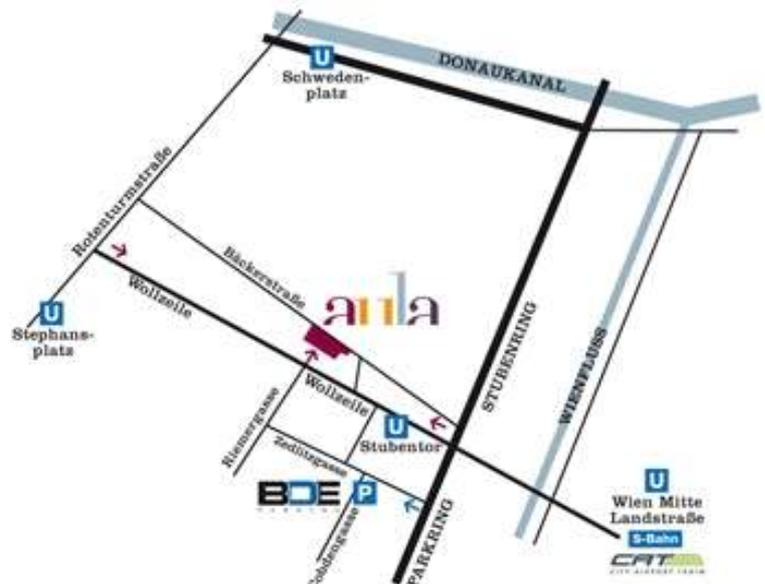
The Forum will be held in the splendid historic building of **Aula Der Wissenschaften** ("Hall of Sciences") at the old Vienna University – a 17th-century building equipped with modern infrastructure, bridging the past and the present.

- > Right in Vienna city center with its hotels, restaurants, bars, underground car parks, cultural institutions and shopping areas
- > Few minutes' walk away from the Radisson BLU Palais (event preferred hotel)
- > Easily reachable: underground (lines U1, U3, U4), bus (1A, 74A), tram (line 2)



Address: Wollzeile 27a  
1010 Vienna (Austria)

Website: <http://aula-wien.at/en/aula>



# Hotel accommodation

**Radisson BLU Palais (5-star)** has been chosen as the preferred hotel for the Forum. It is ideally located in the city center, within walking distance of the Forum venue. Preferential rates starting 165 EUR/night (incl. breakfast & taxes) have been negotiated for our group.

Do not hesitate to contact the Forum Secretariat [s.herman@mindstream.be](mailto:s.herman@mindstream.be) for booking or further information.



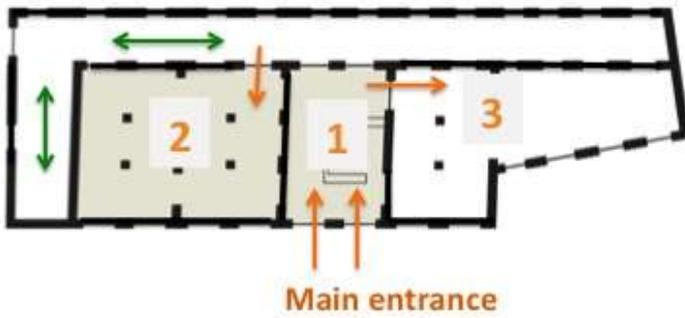
## Location

Address: Parkring 16 A-1010 Vienna (Austria)

Website:  
<http://www.radissonblu.com/palaishotel-vienna>

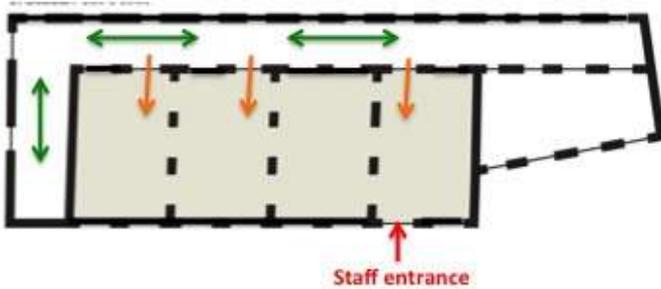


# Room allocation



## Ground floor:

- Registration area (1)
- Science Café: break-out (2)
- Aula Lounge: break-out (3)



## Level 1 – PILLARED HALL

- Exhibition
- Catering area
- Book signing



## Level 2: JESUIT HALL

- Plenary room (also used as break-out)

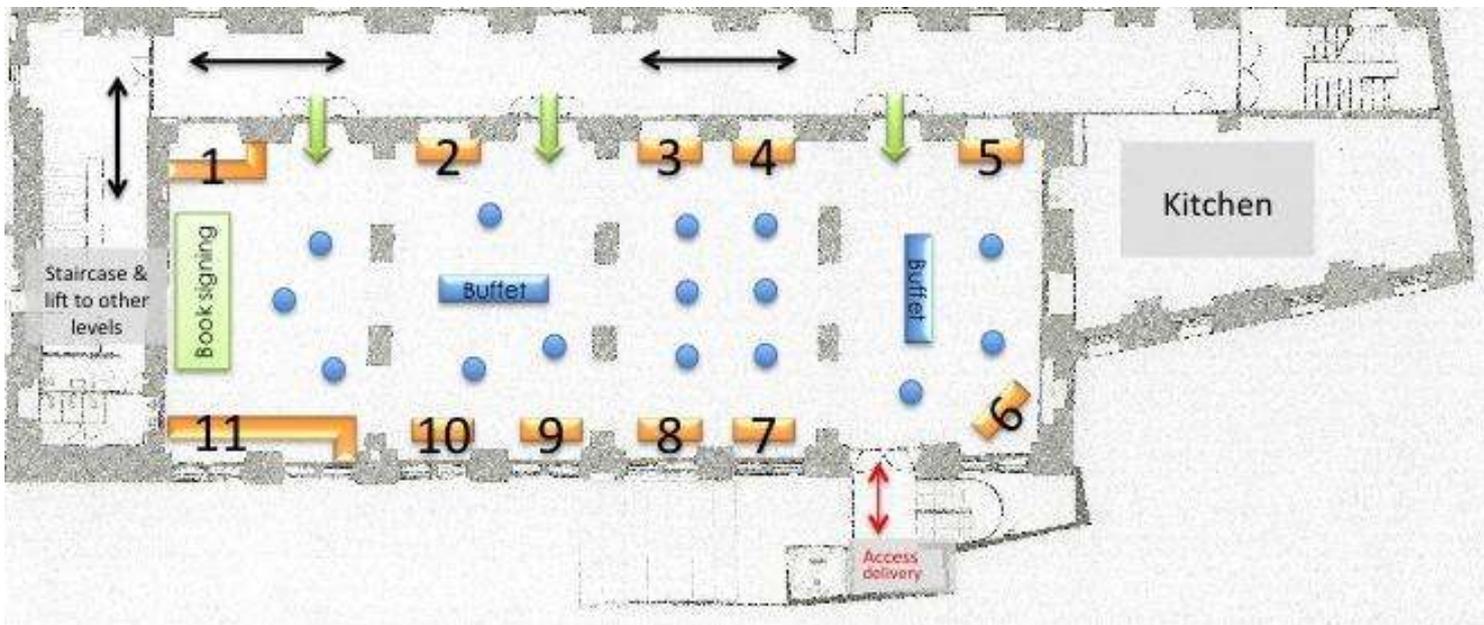


# About the Exhibition

## Exhibition plan

### Level 1 – PILLARED HALL

- > Exhibition
- > Coffee breaks & lunches
- > Book signing



The above plan and the following booth allocation are preliminary. The Organizer reserves the right to modify them if necessary.

### BOOTH ALLOCATION

1	Drucker Society Europe & Drucker Institute		
2		7	
3		8	
4		9	
5		10	
6		11	MANZ

# Exhibition package

1.500  
EUR  
(excl. VAT)

The exhibition package includes:

- > 6 m<sup>2</sup> net stand area
- > Wi-Fi Internet
- > 1 complementary exhibitor pass \*
- > Name and logo in the printed conference material
- > One electricity plug
- > One table and 2 chairs (if requested on the form)

*\* including coffee breaks and lunches, conference material (upon availability) but no access to the session rooms and the Gala Dinner*

## RESERVATION

### STEP 1: Booking

To reserve an exhibition space, fill in the attached Exhibition Reservation Form and return it before October 1<sup>st</sup>, 2011

### STEP 2: Payment

Payment of the full amount must occur by bank transfer upon receipt of the invoice.

Note that cancellations must be made by email to and that no refund will be made after July 15<sup>th</sup>.

### STEP 3: Send us

- the name of the representative who will be present (for the badge)
- your logo in Jpeg format
- any other request for information or extra services

## SPACE ASSIGNMENT

Exhibition spaces are limited and allocated on the first come first served basis.

We will make every efforts to take your preferred choice into consideration.

Your booth placement will be confirmed as soon as possible, providing that your application form has been returned and the invoice has been paid.

## EXTRA SERVICES

Additional exhibitors' badges, furniture, catering, signage, flowers, electricity, telephone, exhibitors' insurance, hostesses and any other extra costs and services are not included.

However we will be pleased to advise you, do not hesitate to contact us.

## Booth occupation rules

- > The set height of each booth is maximum 2,5 meters
- > It is forbidden to set up a dividing partition wall
- > Exhibitors are not authorized to sublet, share or transfer their booth, unless otherwise agreed by email by the Organizer
- > No projection, fixed or mobile, will be authorized except on the booth surface
- > No sound or music will be authorized on the booth
- > Exhibitors are free to distribute brochures, catalogues, give-aways on their own booth. Only official Forum documents issued by the Organizer can be distributed in the aisles and in public areas.
- > Direct sale of products is not permitted, unless otherwise agreed by email by the Organizer
- > Individual booth decoration is carried out by exhibitors under their own responsibility and at their charge
- > Exhibitors are to leave the locations used in the same conditions in which they were found initially. Please do not nail, screw or stick items on the structure. Repair of damages subsequent to the non-observance of the clause will be entirely at the exhibitor's expense.
- > Exhibitors must organize the shipment of their material to and from the Forum, as well as the storage onsite. See chapter "Logistics" below.
- > Complete booth must be installed and products must be displayed before the opening of registration and may not be removed outside the dismantling time slot. See chapter "Logistics" below for exact schedule.

Exhibitors are recommended:

- > To send drawings and dimensions of pop-up stands to the Organizer (if applicable)
- > To ask the prior approval of the Organizer before producing any material with reference to the event (name, logo, content...)
- > To be present at their booth during build-up and dismantling and to receive their deliveries in person
- > Not to leave their booth unattended while delegates are still in the area. The Organizer declines responsibility in the matter of theft, losses and damages that may occur.
- > To protect and lock their exhibiting material before the closing

# Logistics

## BUILD-UP

### Thursday 3 November

Starts @ 06.00

Ends @ 07.30

Exhibitors are asked to be ready to welcome the participants as of 08.00.

Should you need more time to set up, please contact us to fix an appointment the day before.

## DISMANTLING

### Friday 4 November

Starts after the lunch (13.30)

Ends @ 16.30

## DELIVERY

Exhibitors or a designated representative should supervise shipping, handling and receiving of their shipment at all times. Delivery release papers may not be signed on-site by any other unauthorized party.

!!! It is not permitted to deliver material to the venue before the build-up time and day.

Note that the Aula does not provide any delivery equipment.

All cartons should be marked:

### AULA DER WISSENSCHAFTEN

Drucker Forum – 3 & 4 Nov. 2011  
(Your Stand number + Company)

Contact: Katharina RUDAS

BÄCKERSTRASSE 20  
1010 WIEN  
AUSTRIA

## FREIGHT FORWARDER, CUSTOMS HANDLING & SHIPPING

Each exhibitor is to carry out the necessary customs formalities on materials and products from abroad. Handling of the exhibited material is at the exhibitor's own expense.

## STORAGE

For safety reasons, there are no amenities for the storage of packages at the venue. It is compulsory for exhibitors to foresee they are removed before the opening on Thursday @ 08.00.

## NEED ASSISTANCE ?

### GROUP E.S.I. - Laurent LABARRERE

European Director

Zac du Moulin / Le Moulin a Vent

2 Rue du Meunier

BP 65025 Roissy EN France

95970 Roissy CDG Cedex

Tel: +33 (0)1 39 92 87 88

Fax +33 (0)1 39 88 98 27

[Laurent.labarrere@group-esi.com](mailto:Laurent.labarrere@group-esi.com)

Exhibitors may apply – at their own costs – to the official contractor for assistance with delivery, freight forward, customs, storage...



GROUP E.S.I.

[www.group-esi.com](http://www.group-esi.com)

Please fill in the form and return to :  
Drucker Forum Secretariat (Sylvie Herman)  
Fax : +32 (0)2 772 85 69  
Email : [s.herman@mindstream.be](mailto:s.herman@mindstream.be)

Institution \_\_\_\_\_

Contact person  Ms.  Mrs.  Mr. \_\_\_\_\_

Position \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

**Full payment of EUR 1.500 (VAT excl.)**

Is due upon receipt of the invoice from  
PDSA Veranstaltungs- und Betriebs GmbH  
Augasse 9, 1090 Vienna, Austria  
VAT: ATU64783826

**Do not forget to send us:**

- logo in Jpeg format (min. 300 dpi)
- name of person who will be present on booth (if not below)
- any other special request

Billing address \_\_\_\_\_

Postal code \_\_\_\_\_

City \_\_\_\_\_

Country \_\_\_\_\_

VAT number \_\_\_\_\_

Preferred location of booth      1<sup>st</sup> choice:       2<sup>nd</sup> choice:       3<sup>rd</sup> choice:

Institution/Company name to be used in marketing communication on the Drucker Forum:

\_\_\_\_\_

I need 1 electricity plug (incl.)       I need 1 table and 2 chairs (incl.)

Please send us your **logo in jpeg** to [s.herman@mindstream.be](mailto:s.herman@mindstream.be)

I hereby confirm I have read and agree with **Booth occupation rules** included in the Exhibitors' guide.

Signature :

Name and date: