

# SPONSORSHIP OPPORTUNITIES



October  
19-21, 2017

Mid-Atlantic Association of  
Museums Annual Meeting

**Making Museums Matter:  
From Advocacy to Action**

RENAISSANCE PITTSBURGH HOTEL  
107 6TH STREET  
PITTSBURGH, PENNSYLVANIA



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[www.midatlanticmuseums.org](http://www.midatlanticmuseums.org)

Dear Potential Sponsor:

The Mid-Atlantic Association of Museums is pleased to announce that this year's annual conference will be held in Pittsburgh, Pennsylvania at the Renaissance Pittsburgh Hotel from October 19-21, 2017. This year's theme is "Making Museums Matter: From Advocacy to Action." We will be highlighting stories of how staff at museums take the next step and create real change through their actions.

The Mid-Atlantic region is home to more museums than any other part of the country. Showcase your company, museum, or non-profit by becoming a sponsor of the 2017 Mid-Atlantic Association of Museums (MAAM) Annual Meeting. Each year, MAAM hosts over 200 museum professionals from New York to Virginia. Partnering with us not only gives your organization visibility to a wide audience, but also helps Mid-Atlantic museum professionals make more informed and inspired cultural, scientific, and aesthetic business choices for their institutions and communities.

We hope that you will consider sponsoring this special event. Museums, now more than ever, can be a catalyst for action and change. We want to be able to provide museum professionals with quality sessions, lively networking events, and intriguing discussions but we cannot provide any of this without your support.

Join MAAM 2017 as a **gold, silver, bronze, or scholarship** sponsor or place an **advertisement** in our conference program. Depending upon your level of support, you can receive:

- Name and logo recognition on conference materials
- Logo and link to your company on MAAM's re-designed website
- Acknowledgment at conference sessions and receptions
- Table space to represent your company
- Ad space in our expertly designed conference program

Customizable packages are available upon request. Time is limited, so do not miss this chance to promote your organization or business at the Renaissance Hotel in downtown Pittsburgh! Please contact MAAM executive director, John Lovell, below to reserve your space at the MAAM annual meeting or to discuss what sponsorship option is best for your organization.

See you in Pittsburgh.

Sincerely,



John Lovell  
MAAM Executive Director  
[jlovell@nycap.rr.com](mailto:jlovell@nycap.rr.com): Tel: 518-489-0204

## OVERVIEW OF ANNUAL MEETING 2017

This conference is for all levels of museum professionals seeking to learn more about how museums can make themselves matter more within their local communities through advocacy and action.

This year's annual meeting will actively engage participants in sessions and discussions about advocacy and action and how to get involved as a museum professional. The program will include keynote addresses, two receptions, and a pre-conference diversity workshop.

Key museum leaders and decision makers will be in attendance from institutions across the Mid-Atlantic region and the United States. Whether your institution is a small historic site, a mid-sized art museum, a large, well-established cultural institution, or a vendor highly involved in the museum industry, this conference is for you!

Below are several advertising and sponsorship opportunities. Please consider one of these opportunities to help make our 2017 Annual Conference a success!

## ADVERTISING OPPORTUNITIES

Connect with over 200 museum professionals to your business by advertising in our conference program!

### Color Advertisements

Full Page (no bleed): 7.5"w x 10"h	\$750
Half Page: 7.5"w x 4.75"h	\$500
Quarter Page: 3.5"w x 4.75"h	\$350

All advertisement documents should be high resolution PDF, TIF, or JPEG format—CMYK with crop marks included, please.

# ADVERTISEMENT PURCHASE

## I would like to purchase:

- |                          |                                  |       |
|--------------------------|----------------------------------|-------|
| <input type="checkbox"/> | Full Page Color Advertisement    | \$750 |
| <input type="checkbox"/> | Half Page Color Advertisement    | \$500 |
| <input type="checkbox"/> | Quarter Page Color Advertisement | \$350 |

Organization/Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Billing Address (if different than above): \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Payment Method:

- |                          |       |                          |               |                          |                    |
|--------------------------|-------|--------------------------|---------------|--------------------------|--------------------|
| <input type="checkbox"/> | Check | <input type="checkbox"/> | Paper Invoice | <input type="checkbox"/> | E-Invoice (PayPal) |
|--------------------------|-------|--------------------------|---------------|--------------------------|--------------------|

If requesting a PayPal E-Invoice, please provide:

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Advertisements should be submitted to [midatlanticmuseums@gmail.com](mailto:midatlanticmuseums@gmail.com) in the proper format by August 15, 2017.**

Please remit this form and all subsequent documents to: [midatlanticmuseums@gmail.com](mailto:midatlanticmuseums@gmail.com)

If you are sending a check, please remit payment and form to:

MAAM, ATTN: Averie Shaughnessy-Comfort | PO Box 4 | Cooperstown, NY 13326

# SPONSORSHIP OPPORTUNITIES

Connect with attendees and share your expertise and services with conference registrants. Reserve a sponsorship today!

A sponsorship is an investment in furthering professional development for museum leaders in our region. Read through our sponsorship packages to determine which package is right for your organization.

\*All sponsorship packages include advertisement and exhibitor opportunities EXCEPT for the Scholarship Sponsorships. Still have questions? Contact us at [midatlanticmuseums@gmail.com](mailto:midatlanticmuseums@gmail.com)

## \*ADVERTISEMENT DETAILS

Full Page (no bleed): 7.5" w x 10" h

Half Page: 7.5" w x 4.75" h

Quarter Page: 3.5" w x 4.75" h

All advertisement documents should be high resolution PDF, TIF, or JPEG format—CMYK with crop marks included, please.

## \*EXHIBITOR TABLE DETAILS

Pittsburgh's Renaissance Hotel will feature an Exhibitor Hall in close proximity to the conference session rooms. Your table allows you access to the hall on both days, and during peak traffic hours. Also join us for an exclusive Exhibitor's Reception designed to bring participants to your table.

**All conference sponsorships (except Scholarship Sponsorships) include a table in the exhibitor hall at the Renaissance Pittsburgh.** Showcase your business/organization one-on-one with Mid-Atlantic museum professionals.

Have a product that just has to be seen in person? Want to show local museum professionals what your institution is up to? Or do you have displays and flyers for upcoming events and exhibits? Bring it to MAAM 2017 to be featured in our Exhibitor Hall.

Exhibitors receive one six-foot table with skirt and power capabilities upon request.

October 20 Exhibitor Hall Hours: 9:30am – 4:30pm

October 20 Exhibitor Hall Reception: 4:45pm - 5:45pm

October 21 Exhibitor Hall Hours: 9:00am - 2:15pm

# SPONSORSHIP PACKAGES

## Gold Level Sponsor

**\$3,500**

- Full page advertisement in conference program
- Logo and description in the conference program
- Table in Exhibitor Hall
- MAAM Corporate Membership for 1 year
- 3 complimentary registrants
- Prominent signage and chance to welcome guests at one of the following events:
  - Opening Reception
  - Exhibitor Hall Reception
  - Stephen Weil Lecture Sponsor
  - Katherine Coffey Sponsor

## Silver Level Sponsor

**\$2,500**

- Half page advertisement in conference program
- Logo and description in the conference program
- Table in Exhibitor Hall
- MAAM Corporate Membership for 1 year
- 2 complimentary registrants
- Prominent signage and chance to welcome guests at one of the following events:
  - Opening Breakfast
  - Closing Breakfast
  - Leadership Luncheon Sponsor
  - Business Luncheon Sponsor

## Bronze Level Sponsor

**\$1,500**

- Quarter page advertisement in the conference program
- Logo and description in the conference program in conference program
- MAAM Corporate Membership for 1 year
- 1 complimentary registrant
- Prominent signage at one of the following events:
  - Thursday Morning Break Session
  - Thursday Afternoon Break Session
  - Friday Morning Break Session
  - 1 Conference Session Block

## Scholarship Sponsor

**\$500**

- **Student Sponsor**
  - Scholarship to sponsor the registration fee/attendance of undergraduate/graduate level museum studies and public history students to the conference
  - Logo and description in the conference program
- **Emerging Professional Sponsor**
  - Scholarship to sponsor the registration fee/attendance of emerging museum professionals to the conference
  - Logo and description in the conference program

# SPONSORSHIP PURCHASE

I would like to purchase (Please check one sponsorship level, all information is required):

**Gold Level Package (Check one event below)** **\$3,500**

Opening Reception

Exhibitor Hall Reception

Stephen Weil Lecture Package

Katherine Coffey Package

**Silver Level Package (Check one event below)** **\$2,500**

Opening Breakfast

Closing Breakfast

Leadership Luncheon Package

Business Luncheon Package

**Bronze Level Package (Check one event below)** **\$1,500**

Thursday Morning Break Session

Thursday Afternoon Break Session

Friday Morning Break Session

One Conference Session Block

**Scholarship Sponsor (Check one event below)** **\$500**

Student Scholarship

Emerging Professional Scholarship

## SPONSORSHIP PURCHASE (Continued)

Organization/Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Billing Address (if different than above): \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Payment Method:

Check

Paper Invoice

E-Invoice (PayPal):

If requesting a PayPal E-Invoice, please provide:

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## REQUIRED INFORMATION

Will you need an exhibitor table? (Please check one)

Yes  No

If you are having an exhibitor table, do you need a power source? (Please check one)

Yes  No

**Advertisements should be submitted to [midatlanticmuseums@gmail.com](mailto:midatlanticmuseums@gmail.com) by August 15, 2017.**

**Please send us your logo in a high resolution format (JPEG or PNG) AND EPS by August 15, 2017.**

Please remit this form and all subsequent documents to: [midatlanticmuseums@gmail.com](mailto:midatlanticmuseums@gmail.com).

If you are sending a check, please remit payment and form to:

MAAM, ATTN: Averie Shaughnessy-Comfort | PO Box 4 | Cooperstown, NY 13326

**Thank you for sponsoring the Mid-Atlantic Association of Museums Annual Meeting 2017!**