



Mid-Atlantic
Association of **Museums**

2025 Building Museums™ Symposium

Sponsorship Opportunities

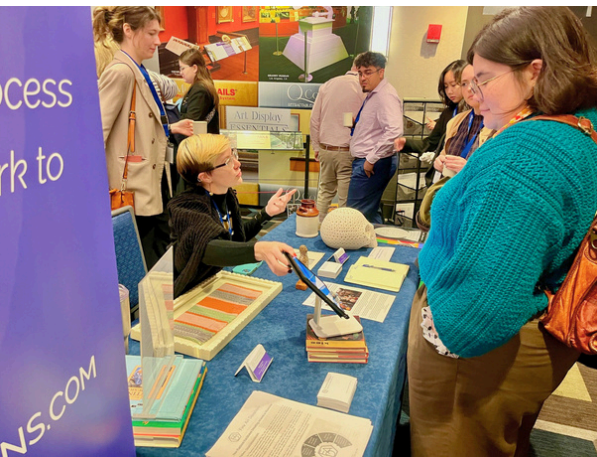
Sponsoring Building Museums™

The Mid-Atlantic Association of Museums (MAAM) is one of six regional museum associations in the United States and serves the states of New York, Pennsylvania, New Jersey, Maryland, Delaware, and the District of Columbia. MAAM has over 500 members from across the region, the nation, and abroad. Our members include individuals, students, volunteers, board members, retirees, industry and corporate partners, as well as museums and institutions. We serve our members by providing professional development, continuing education, and networking opportunities to people working with and/or affiliated with museums.

Sponsoring Building Museums™ gives your organization or firm visibility to a wide audience, and also helps museum professionals make better informed decisions for their institutions. Opportunities range from advertisements, à la carte items, in-kind donations, and inclusive packages.

About Building Museums™

The MAAM Building Museums™ Symposium is an annual international symposium on the process, promise, and pitfalls of planning and managing museum capital building projects. This symposium is for museum leaders, architects, planners, project managers, technical experts, and those who plan to implement new construction, renovation, preservation, or expansion projects for museums. The three-day symposium will consist of various types of presentations: a full-day workshop, keynotes, breakout sessions, behind-the-scenes tours, and social events.



450+ *Attendees from Mid-Atlantic & beyond*

4000+ *Subscribers in the Audience Network*

45% *Attendees affiliated with museums & cultural institutions*

Important Dates

- **November 20, 2024:** Sponsor opportunities become available
- **December 2024:** Building Museums™ Symposium registration opens
- **January 27, 2025:** Sponsor opportunities close
- **January 31, 2025:** Ad artwork, social media content, Industry Partner Directory items, and sponsor logos due
- **March 5-7:** Building Museums™ Symposium, Hyatt Regency at the Arch, St. Louis

By supporting MAAM, you are supporting our values:

- **Inclusion & Equity:** MAAM commits to shaping a museum field that values and includes diverse voices.
- **Empathy:** MAAM commits to the idea that people matter to museums and supports museums as places to learn and value others.
- **Curiosity & Innovation:** MAAM commits to evaluating and questioning current practices and integrating a wide range of perspectives to effect thoughtful change within the field.

Sponsor Package Levels.

Visionary Sponsorship Package

One (1) Opportunity Available

\$10,000

- Four (4) complimentary registrations
- Logo, name, and link to website on Building Museums™ webpage
- Logo in Building Museums™ digital conference program and conference app
- Access to additional discounted tickets
- Attendee email list* at: 6 weeks prior to conference; 3 weeks prior to conference; 1 week prior to conference; 1 week post-conference
- Listing in [Industry Partner Directory](#)
- Complimentary table in Exhibitors' Hall
- Two (2) social media post across all MAAM platforms
- Branded header banner in digital conference program and/or conference website
- Featured Advertisement Slide in the General Session Pre-Event Slideshows
- Exclusive logo placement on Name Badge Lanyards
- Four (4) guest tickets for Opening Reception
- One (1) year MAAM corporate membership
- Sponsor of Opening Reception; opportunity to welcome guests at the event

Luminary Sponsorship Package

Three (3) Opportunities Available

\$7,500

- Three (3) complimentary registrations
- Logo, name, and link to website on Building Museums™ webpage
- Logo in Building Museums™ digital conference program and conference app
- Access to additional discounted tickets
- Attendee email list* at: 6 weeks prior to conference; 3 weeks prior to conference; 1 week prior to conference; 1 week post-conference
- Listing in [Industry Partner Directory](#)
- Complimentary table in Exhibitors' Hall
- Two (2) social media post across all MAAM platforms
- Branded footer banner in digital conference program and/or conference website
- Featured Advertisement Slide in the General Session Pre-Event Slideshows
- Three (3) guest tickets for Opening Reception
- One (1) year MAAM corporate membership
- Sponsor of 1st time attendee Reception, Exhibitor Reception, or Plenary; opportunity to welcome guests at the event

Packages Continued

\$5,000

Contributor Sponsorship Package

Eight (8) Opportunities Available

- Two (2) complimentary registrations
- Logo, name, and link to website on Building Museums™ webpage
- Logo in Building Museums™ digital conference program and conference app
- Access to additional discounted tickets
- Attendee email list* at: 3 weeks prior to conference; 1 week prior to conference; 1 week post-conference
- Listing in [Industry Partner Directory](#)
- One (1) social media post across all MAAM platforms
- Featured Logo in the General Session Pre-Event Slideshows
- Sponsor of breakfast, coffee breaks, or luncheons
- Eligible for an Exhibitor Table add-on (first come, first serve)

Supporter Sponsorship Package

Unlimited Opportunities Available

\$2,750

- Two (2) complimentary registrations
- Logo, name, and link to website on Building Museums™ webpage
- Logo in Building Museums™ digital conference program and conference app
- Access to additional discounted tickets
- Attendee email list* at: 1 week prior to conference; 1 week post-conference
- Listing in [Industry Partner Directory](#)
- One (1) social media post across all MAAM platforms
- Eligible for an Exhibitor Table add-on (first come, first serve)



Exhibitor Sponsorship Package

\$1,800

Twenty-four (24) Opportunities Available

- Complimentary exhibitors table (table, two chairs, and power)
- One (1) complimentary registration
- Access to additional discounted tickets
- Company name and link to website on Building Museums™ webpage
- Logo in Building Museums™ digital conference program and conference app
- Access to Building Museums™ attendee list post-conference (electronic format)

All sponsors packages receive the following benefits:

- Logo, recognition, and link on MAAM website through February 2026
- Recognition in conference app and digital program
- Access to Building Museums™ attendee list

**Attendee email list includes names, affiliations, mailing addresses, and emails for conference attendees who consent to share their information with third-party organizations.*

Sponsorship Individual Opportunities

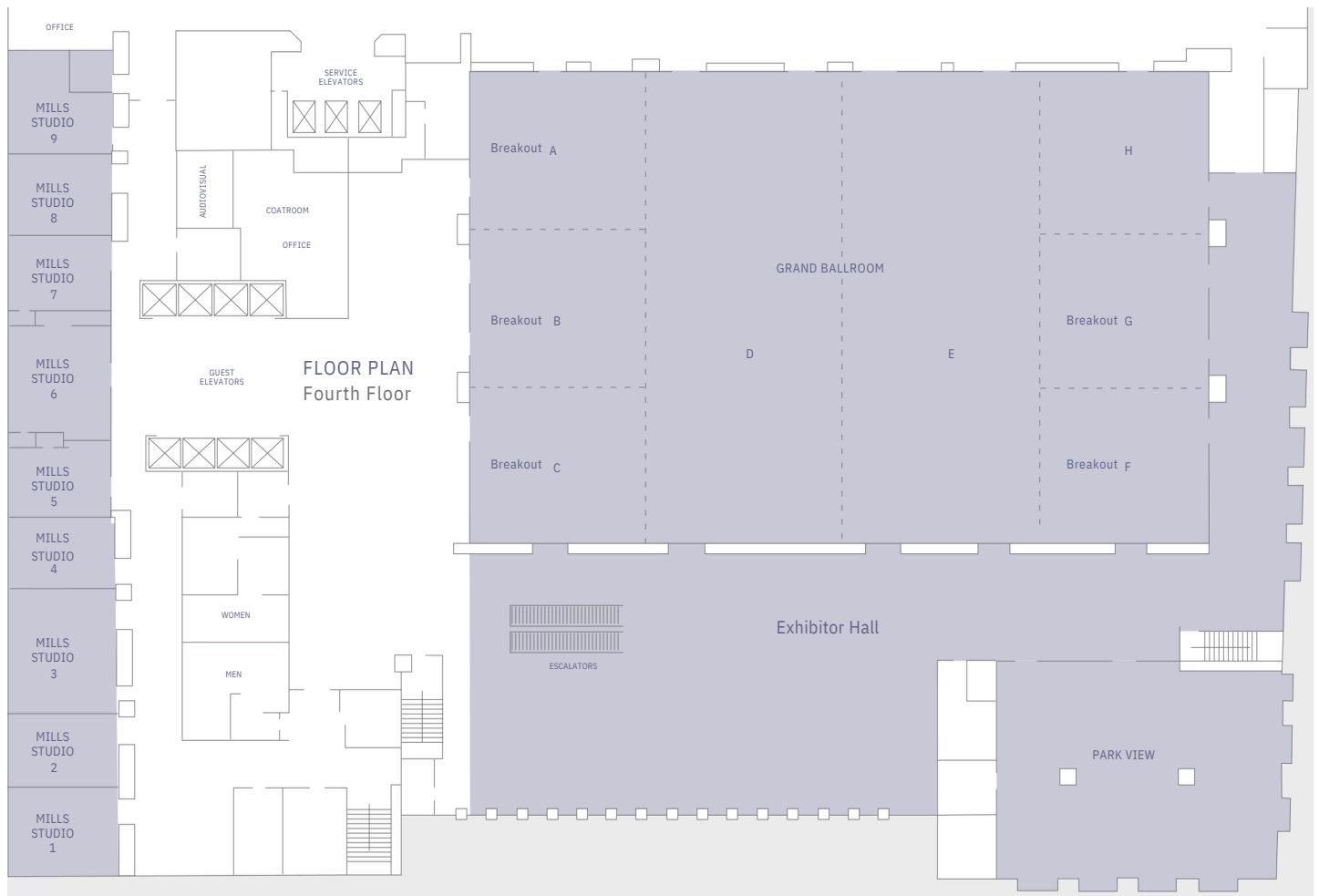
À la Carte Items

Choose from the following à la carte items to support MAAM and market your organization. Sponsors must provide physical and digital content. Please note that these items do not include registration.

- **Registration Desk:** ~~\$750 for members, \$850 non-members (only one available)~~
 - ~~Exclusive logo placement at registration desk with opportunity to include branded conference item~~
- **Industry Partner Directory Listing:** \$400 for MAAM members, \$600 non-members
 - *Showcase your company's services in this dedicated listing*
- **E-mail Ad** in communication header and/or a special offer to attendees through conference email announcements
 - *\$200 for MAAM members, \$250 for non-members (three slots available)*
- **Social Media Post:** \$100 for MAAM members, \$150 for non-members
 - *1 post across all platforms; Please note all social media mentions will be hosted on MAAM's social media pages (Facebook, Instagram, LinkedIn) and must be approved by MAAM.*



Conference Hotel Floor Plan:



Hyatt Regency St. Louis at the Arch

315 Chestnut St, St. Louis, MO 63102

Single/Double Room: \$185

The discounted room rate is available until 2/11/25.



Exhibitor Table Add-On

Opportunities for Exhibitor Table Add-ons available on a first come, first serve basis.

- The Exhibitors' Hall will be open during conference hours. **Exhibitor tables (6ft table with covering, two chairs, and power) are available to sponsors at Contributor and Supporter levels only for a \$500 add-on**
 - *Please note the exhibit materials may be shipped in advance to the conference venue. Exhibitors may incur storage and handling fees for advance shipments and will be billed directly by the hotel.*

Additional Registrations

- Sponsors at all package levels are entitled to full conference registration at a discounted rate.
 - \$275 for MAAM members, \$325 for non-members
 - *We invite you to consider supporting the next generation of professionals by donating back one of the complimentary registrations included in your benefits, or by offering an additional discounted registration to an emerging professional or student. Your contribution will provide invaluable opportunities for individuals to engage, learn, and connect at the conference and is tax deductible.*

Note: Sponsorship payments, advertisement payments, and exhibitor payments may be processed by check mailed to MAAM office or through an online payment processor, Intuit by Quickbooks. A 3% transaction fee will be applied to all sponsor, advertisement, and/or exhibitor e-invoices processed through an online payment processor.



Ready to sponsor? Contact us!

Kahla DeSmit
Executive Director
Mid-Atlantic Association of Museums
director@midatlanticmuseums.org

This guide is not updated to reflect current availability. Please contact MAAM for available sponsorship options.