



Mid-Atlantic
Association of **Museums**



2025 Annual Conference
October 28-30, 2025,
Pittsburgh, PA

Sponsoring MAAM

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 600 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.

MAAM's Annual Conference is dedicated to fostering excellence in museums by providing high-quality professional development, networking opportunities, and special events for museum professionals in the region.



6 *Regional States*

300+ *Attendees*

56% *Attendees in mid to upper management roles*

The Mid-Atlantic region is home to more museums and museum studies programs than any other part of the country. Showcase your firm, service, company, or non-profit organization to over 300 museum professionals by supporting the MAAM Annual Conference.

Sponsoring MAAM gives your organization or firm visibility to a wide audience, and also helps Mid-Atlantic museum professionals make informed decisions for their institutions. Opportunities range from à la carte items, in-kind donations, and inclusive packages. Online and onsite recognition ensures that sponsors are celebrated for their contributions.

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.*

Important Dates

- **June 16, 2025:** Sponsor opportunities become available
- **September 15, 2025:** Sponsor opportunities close
- **September 22, 2025:** Ad Artwork, Sponsor logos, and social media content due
- **October 23, 2025:** A la carte items and in-kind donations due to MAAM (sent directly to conference hotel)
- **October 28-30, 2025:** MAAM Annual Conference



Sponsoring Levels

Visionary Sponsorship Package

Two (2) Opportunities Available

\$5,000

- Sponsor of: **Opening Reception or Keynote Address**
- 4 complimentary registrations
- Logo, name, and link to MAAM website Conference page and digital conference program
- Business profile in digital conference program
- 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 on the MAAM Website
- Table in Exhibitors' Hall
- 1 social media post across all MAAM platforms
- Branded header banner in digital conference program and/or conference website
- Logo Placement on Schedule at a Glance Banner (on site pop-up banner with conference activities)
- Featured Slide in the Business Lunch Slideshow
- 4 guest tickets for Opening Reception
- 1 year MAAM corporate membership
- Sponsor ribbon for each sponsor registrant badge to distinguish your team on-site and highlight your support
- Opportunity to welcome guests at the event

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



Change Maker Sponsorship Package

\$3,500

Five (5) Opportunities Available

- Sponsor of: **Awards Reception, Business Luncheon, Leadership Lunch, White Gloves Service, or Community Museums Networking Event**
- 3 complimentary registrations
- Logo, name, and link to MAAM website Conference page and digital conference program
- Business profile in digital conference program
- 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 on the MAAM Website
- Table in Exhibitors' Hall
- 1 social media post across all MAAM platforms
- Branded footer banner in digital conference program and/or conference website
- Logo Placement on Schedule at a Glance Banner (on site pop-up banner with conference activities)
- Featured Slide in the Business Lunch Slideshow
- Sponsor ribbon for each sponsor registrant badge to distinguish your team on-site and highlight your support
- 2 guest tickets for Opening Reception
- 1 year MAAM corporate membership
- Opportunity to welcome guests at the event

Luminary Sponsorship Package

\$3,000

Seven (7) Opportunities Available

- Sponsor of Career-focused session, Headshot, Resume Review, Coffee Breaks, Workshops, or Breakfasts
- 2 complimentary registrations
- Logo, name, and link to MAAM website Conference page and digital conference program
- Business profile in digital conference program
- 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 on the MAAM Website
- Logo included in Business Lunch Slideshow
- 1 social media post across all MAAM platforms
- Sponsor ribbon for each sponsor registrant badge to distinguish your team on-site and highlight your support
- Eligible for an Exhibitor Table add-on

Emerging Professionals Champion Sponsorship Package

\$2,000

Fifteen (15) Opportunities Available

Directly supports Fellows' stipend, MAAM membership, and registration to the Annual Meeting

- 2 complimentary registrations
- Logo, name, and link to MAAM website Conference page and digital conference program
- Business profile in digital conference program
- Access to additional discounted tickets
- Attendee email list* at: 1 week prior to conference; 1 week post-conference
- Listing in Industry Partner Directory
- Public thank you at Awards Reception
- 1 social media post across all MAAM platforms
- Sponsor ribbon for each sponsor registrant badge to distinguish your team on-site and highlight your support
- Eligible for an Exhibitor Table add-on

Honorees Champion Sponsorship Package

\$2,000

Fifteen (15) Opportunities Available

Directly supports Awards Reception, award winners, and award production

- 2 complimentary registrations
- Logo, name, and link to MAAM website Conference page and digital conference program
- Business profile in digital conference program
- Access to additional discounted tickets
- Attendee email list* at: 1 week prior to conference; 1 week post-conference
- Listing in Industry Partner Directory
- Public thank you at Awards Reception
- 1 social media post across all MAAM platforms
- Sponsor ribbon for each sponsor registrant badge to distinguish your team on-site and highlight your support
- Eligible for an Exhibitor Table add-on

Exhibitor Sponsorship Package

\$1,600

- Complimentary exhibitors table (6ft table with covering, chairs, and power)
- 1 complimentary registration
- Logo, name, and link to MAAM website Conference page and digital conference program
- Sponsor ribbon for each sponsor registrant badge to distinguish your team on-site and highlight your support
- Attendee email list* at 1 week post-conference

Session Sponsorship Package

Twenty-five (25) Opportunities Available

\$1,200

- 1 complimentary registration
- Logo, name, and link to MAAM website Conference page and digital conference program
- Access to additional discounted tickets
- Attendee email list* at 1 week post-conference
- Listing in Industry Partner Directory
- Listed in Annual Conference digital conference program as sponsor of a particular session
- Sponsor ribbon for each sponsor registrant badge to distinguish your team on-site and highlight your support
- Opportunity to introduce sponsored session

Benefactor Sponsorship Package

For companies of three (3) or fewer full-time or contract employees

\$500

- 1 discounted registration
- Logo, name, and link to MAAM website Conference page and digital conference program
- Sponsor ribbon for each sponsor registrant badge to distinguish your team on-site and highlight your support
- Shared Benefactor Table in Exhibitors' Hall to leave promotional materials and sign-up sheets for small business sponsors. Optional hosting rotation available for those who wish to take turns staffing the table during peak times; available first come first serve.
- Attendee email list* at 1 week post-conference

À la Carte Sponsorship Opportunities

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; **sponsor must be sponsoring at a package level to be eligible.**
- **Lanyards:** \$750 for MAAM members, \$850 for non-members (only one available)
 - Exclusive logo placement on Name Badge Lanyards
- **E-Meeting Invitation:** \$500 for MAAM members, \$650 for non-members (3 available)
 - A dedicated email sent to registered attendees. This exclusive opportunity allows you to: introduce your company and its services; share custom messaging, links, and images; and include a call-to-action for attendees to schedule a meeting or demo
- **Industry Partner Directory Listing:** \$400 for MAAM members, \$600 non-members
 - Showcase your company's services in this dedicated listing
- **E-mail Ad:** \$200 for MAAM members, \$250 for non-members (3 available)
 - Include an advertisement and/or special offer to attendees in the header/footer of conference email announcements



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 Luminary and Champion 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 up to three (3) full conference registrations at a discounted rate
 - \$275 for MAAM members, \$325 for non-members

Note: Sponsorship payments, advertisement payments, and exhibitor payments may be processed by check mailed to MAAM office or through an online payment processor, 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? Have a creative sponsorship idea?

Contact us!

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



Contact us!

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