



2026 Annual Conference

Exhibitor & Sponsor Guide



Conference sponsors demonstrate leadership and investment in the future of the museum field while building meaningful connections with professionals across the region. Options range from inclusive packages, in-kind contributions, and other additional opportunities. Online and onsite recognition ensures that sponsors are celebrated for their contributions.

Exhibitors are the primary focus of our breaks all day long. Every effort is made to ensure food, beverages, meetups, and other programming is sprinkled throughout exhibitor area, making it easy for exhibitors to connect with attendees.

Important Dates

- **July 1, 2026:** Sponsor opportunities become available
- **September 11, 2026:** Sponsor opportunities close
- **September 18, 2026:** Ad Artwork, Sponsor logos, and social media content due
- **September 21, 2026:** Sponsorship payments due
- **October 5, 2026:** Additional items and in-kind donations due to MAAM (sent directly to conference site)
- **October 6-8, 2026: MAAM Annual Conference**

**Please note specific times are subject to change.*

Exhibitor Hall Schedule

Exhibitors are asked to adhere to the exhibit schedule and ensure that at least one representative is always present at or near their exhibit space during conference open hours, particularly during breaks and other activities in the General Session.

- October 6, 2025: **Exhibitor Set-up, 12:00 pm-5:00 pm***
- October 7, 2025: **Exhibitor's Hall Open, 8:00 am-5:00 pm***
- October 8, 2025: **Exhibitor's Hall Open, 8:00 am-2:00 pm***

**Please note specific times are subject to change*

While these are the hours that attendees will have access to the Exhibitors' Hall, please feel free to take breaks, attend sessions, or do anything else that you need to do at your discretion. There is also no requirement to set up on Tuesday afternoon, but that is available to you should you prefer that.





Conference sessions, many networking events, and exhibits will be located at the Douglass Student Center on the campus of Rutgers University in New Brunswick, NJ.

Parking:

Visitors are defined by the University as individuals or groups who are traveling into campus for an activity or special event. All visitors must have a visitor permit to park on campus.

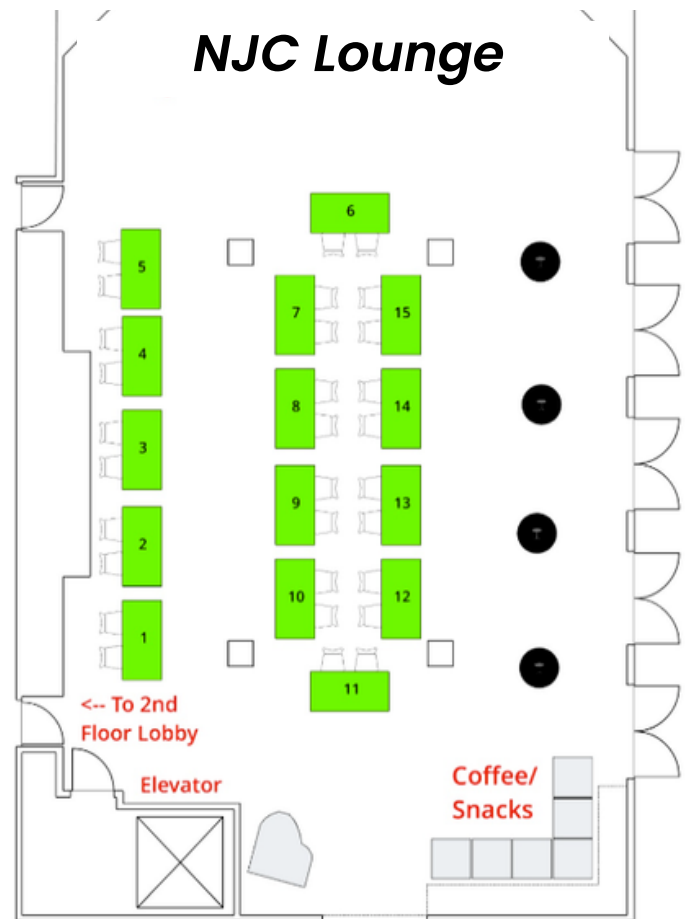
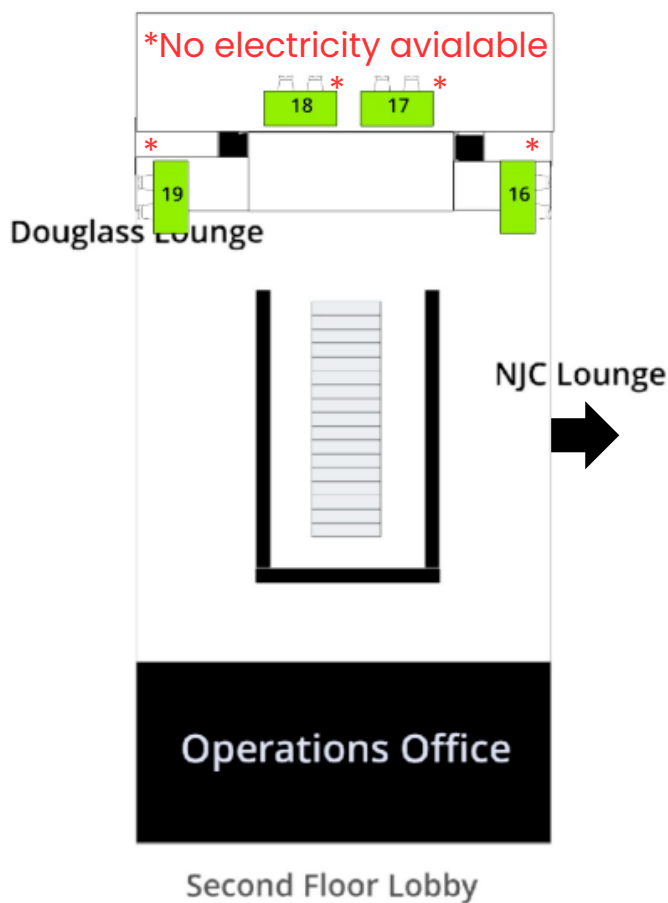
Visitors can create a guest account from the [Rutgers Parking Portal](#) to purchase visitor permits. Parking nearest the Douglass Student Center is Lot 82 and is \$5 per day. Additional [Parking FAQs](#) can be found on Rutgers website.



Exhibitor Hall Layout

The diagram shows the exhibitor hall layout where food, breaks, and many networking opportunities will take place. Please note these details are subject to change based on availability and scheduling needs.

Exhibitor Placement: Exhibit table placement is determined by sponsorship level, with higher-level sponsors given first preference. While we will make every effort to accommodate your preferred location, specific placements cannot be guaranteed. Full payment is required to confirm your booking and secure your exhibit space.



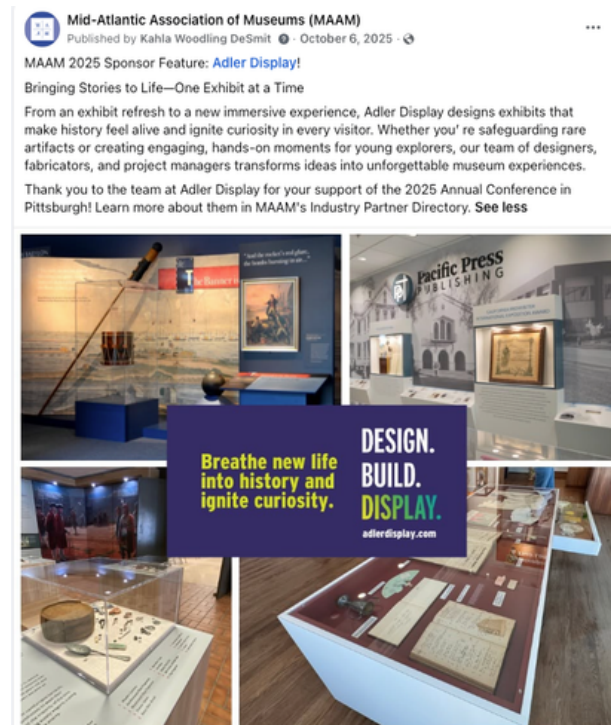
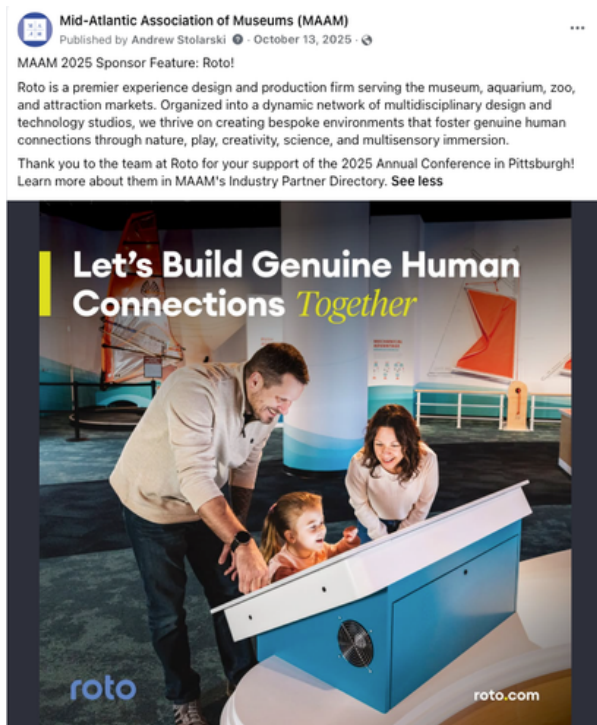
Advertising

In an effort to be more sustainable, MAAM is moving away from a traditional printed program and tote bag inserts. Sponsor packages now include a Featured Slide of the Business Luncheon Slideshow and ads on the conference website and/or app. Ad specifications can be found below.

Featured Slide: Featured slides ads are only available to Visionary and Change Maker sponsor benefits packages. Send artwork as PNG or jpg files, 300dpi, full color, 16:9 landscape orientation.

Logos: A high resolution JPEG or PNG file (300DPI).

Social Media Post: Certain sponsorship levels (Visionary, Change Maker, Luminary) include a social media post on MAAM platforms. We try to highlight the dynamic projects and ways that companies interact with the museum community. Ideal content includes recent projects or collaborations that highlight the work of your company.



All graphics/content due September 21, 2026

Please send directly to director@midatlanticmuseums.org

Additional Details

Delivery/Shipping: Rutgers University does not have the ability to store items; however, they accept deliveries for event-related materials on a case-by-case basis with advanced approval. **Prior to shipping, reach out to director@midatlanticmuseums.org**. Please share what items are being delivered, their size and estimated time of arrival. No materials can be held for more than 5 days in advance of an event.

Shipping to the Douglass Student Center is:

**Douglass Student Center
Operations Office
100 George Street, New Brunswick, NJ 08901**

All packages and items must be picked up by the sponsor at the conclusion of the event. Student Centers do not offer return shipping services. Guests are responsible for return shipping arrangements such as attaching labels and arranging for pickup. Any items left following an event will be treated as abandoned property. Student Centers are not liable for any stored items.

For retail shipping needs, full-service options near Douglass Campus include:

- The **[UPS Store](#)** 335 George St, Ste 4, New Brunswick, NJ: Located approximately 1.5 miles from campus, this location provides domestic and international shipping, custom boxing, packing supplies, and USPS products.
- **[USPS Post Office](#)** 390 George St, New Brunswick, NJ: Located in downtown New Brunswick roughly 1.5 miles away, offering a full range of mailing, packaging, and stamp-purchasing services.

Provided Equipment: All exhibit spaces will be equipped with a table, tablecloth, and 2 chairs. Electricity is available upon request and must be submitted by September 21, 2026.

Liability: Exhibitor shall be fully responsible to pay for any and all damage to property owned by the conference hotel/venue, its owners or managers that results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless the conference hotel/venue and Mid-Atlantic Association of Museums, and their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the venue/hotel or any part thereof.



Sponsorship Guidelines

- Sponsorship, advertisement, and exhibitor payments may be submitted by check to the MAAM office or processed online through QuickBooks. A 3% transaction fee will apply to all sponsorship, advertisement, and exhibitor invoices paid through an online payment system.
- All conference communications will be sent to the primary contact listed for each partner. Please share the conference update with the members of your team who will be attending
- Preconference attendee lists will be shared according to the benefits associated with each sponsorship level. A full attendee list will be shared with all attendees following the conference.
- Exhibitor Hall booth selection will take place approximately 2–3 weeks prior to the conference. Selection order will be based on sponsorship level. Exhibitors will be asked to submit their top three booth preferences at that time.

Additional Registrations

- *Additional full conference registrations at a discounted rate are \$295 for MAAM members, \$350 for non-members*

Consider donating one of your complimentary registrations to help a student or museum professional attend. Your contribution will provide invaluable opportunities for individuals to engage, learn, and connect at the conference and is tax-deductible.



Contact us!

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