



Mid-Atlantic
Association of **Museums**

2026 Annual Conference
October 6-8, 2026
New Brunswick, NJ

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 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.

The Mid-Atlantic Association of Museums Annual Conference is an annual gathering dedicated to fostering dialogue between museum professionals, consultants, students, and industry partners. Sessions range from discussions on curation to education to leadership in museum spaces.



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. Position your organization as a trusted champion of museums and cultural institutions across the Mid-Atlantic region.

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.

By supporting MAAM, you are supporting our values:

- *Inclusion, Equity, and Accessibility*
- *Empathy and Respect*
- *Curiosity and Innovation*
- *Stewardship and Public Service*
- *Community and Collaboration*
- *Professional Development and Excellence*

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
- **October 5, 2026:** Additional items and in-kind donations due to MAAM (sent directly to conference site)
- **October 6-8, 2026:** MAAM Annual Conference



Sponsoring Levels

All Visionary, Luminary, Change Maker, and Champion Sponsorships include:

Logo, name, and link to website on the MAAM Annual Conference page; recognition in official conference materials and digital program; business profile in digital conference program; listing in the Industry Partner Directory on the MAAM Website; and sponsor recognition ribbons for onsite attendees

\$5,000

Visionary Sponsorship Package

Two (2) Opportunities Available

- Choose from the following, including welcome opportunity:
 - Opening Reception
 - Keynote Address
- Table in the Exhibitors' Hall, if available
- 4 complimentary registrations; up to three (3) additional discounted registrations.
- 4 guest tickets for Opening Reception
- Attendee email list* at 6 weeks prior to conference; 3 weeks prior to conference; 1 week prior to conference; 1 week post-conference
- Featured across MAAM's social media and digital communications
- 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
- 1-year MAAM corporate membership

**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

Five (5) Opportunities Available

\$3,500

- Choose from the following, with welcome:
 - Awards Reception
 - Leadership Luncheon
 - Networking Event
 - Business Luncheon
 - White Gloves Service
- Table in the Exhibitors' Hall, if available
- 3 complimentary registrations; up to three (3) additional discounted registrations
- 2 guest tickets for Opening Reception
- Attendee email list* at 6 weeks prior to conference; 3 weeks prior to conference; 1 week prior to conference; 1 week post-conference
- Featured across MAAM's social media and digital communications
- 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
- 1-year MAAM corporate membership

Luminary Sponsorship Package

Seven (7) Opportunities Available

\$3,000

- Choose from the following:
 - Resume Review
 - Breakfasts
 - Workshops
 - Headshots
 - Coffee Breaks
- 2 complimentary registrations; up to two (2) additional discounted registrations
- Attendee email list* at 3 weeks prior to conference; 1 week prior to conference; 1 week post-conference
- Logo included in the Business Lunch Slideshow
- Featured across MAAM's social media and digital communications
- Eligible for an Exhibitor Table add-on, if available

All Visionary, Luminary, Change Maker, and Champion Sponsorships include:

Logo, name, and link to website on the MAAM Annual Conference page; Recognition in official conference materials and digital program; Business profile in digital conference program; Listing in the Industry Partner Directory on the MAAM Website; Sponsor recognition ribbons for onsite attendees

Emerging Professionals Champion Sponsorship Package

\$2,000

Ten (10) Opportunities Available

➤ **Directly supports Fellows' stipend, membership, and registration to the Annual Conference**

- 2 complimentary registrations; up to two (2) additional discounted registrations
- Attendee email list* at 1 week prior to conference; 1 week post-conference
- Public thank you at Awards Reception
- Eligible for an Exhibitor Table add-on, if available

Honorees Champion Sponsorship Package

\$2,000

Ten (10) Opportunities Available

➤ **Directly supports Awards Reception, award winners, and award production**

- 2 complimentary registrations; up to two (2) additional discounted registrations
- Attendee email list* at 1 week prior to conference; 1 week post-conference
- Public thank you at Awards Reception
- Eligible for an Exhibitor Table add-on, if available

Exhibitor Sponsorship Package

\$1,500

Thirteen (13) Opportunities Available

- Complimentary exhibitors' table (6ft table with covering, chairs, and power)
- 1 complimentary registration; up to two (2) additional discounted registrations.
- Company name and link to website on the MAAM Annual Conference page
- Company name listed in digital conference program
- Sponsor recognition ribbons for onsite attendees
- Attendee email list* at 1 week post-conference

Session Partner Sponsorship Package

\$1,000

Twenty-three (23) Opportunities Available

- 1 complimentary registration; up to one (1) additional discounted registration
- Logo, name, and link to website on the MAAM Annual Conference page
- Recognition in official conference materials and digital program
- Attendee email list* at 1 week post-conference
- Listed in Annual Conference digital conference program as sponsor of a particular session
- Sponsor recognition ribbons for onsite attendees
- Shared Table leave promotional materials and sign-up sheets
- Opportunity to introduce a sponsored session

Choose from the following opportunities 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:** \$850 for members, \$950 non-members (only one available)
 - Exclusive logo placement at registration desk with opportunity to include branded conference item
 - Discount available for packaged sponsor levels
- **Encore Presentation Sponsor:** \$600 for members, \$700 non-members (3 available)
 - Encore is MAAM's post-conference virtual programming series, extending the learning and engagement of the Annual Conference through recorded presentations and additional educational content. This sponsorship includes logo placement on marketing emails and presentation slides, inclusion in post-session follow-up emails brief sponsor message, and additional branding on MAAM's Virtual Programming webpage.
- **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 from MAAM sent on behalf of your organization to all registered attendees prior to the conference. This exclusive opportunity allows you to: introduce your company and its services to museum professionals across the Mid-Atlantic region; share custom messaging, links, and images; and include a call-to-action for attendees to schedule a meeting or demo with you during the conference
- **Industry Partner Directory Listing:** \$400 for MAAM members, \$600 non-members
 - Showcase your company's services in this dedicated listing
- **Email 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-served 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 venue.



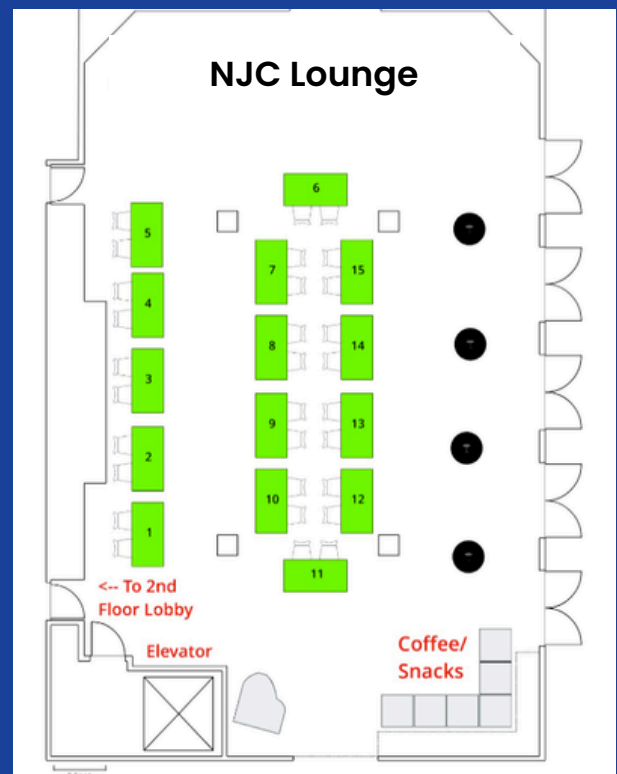
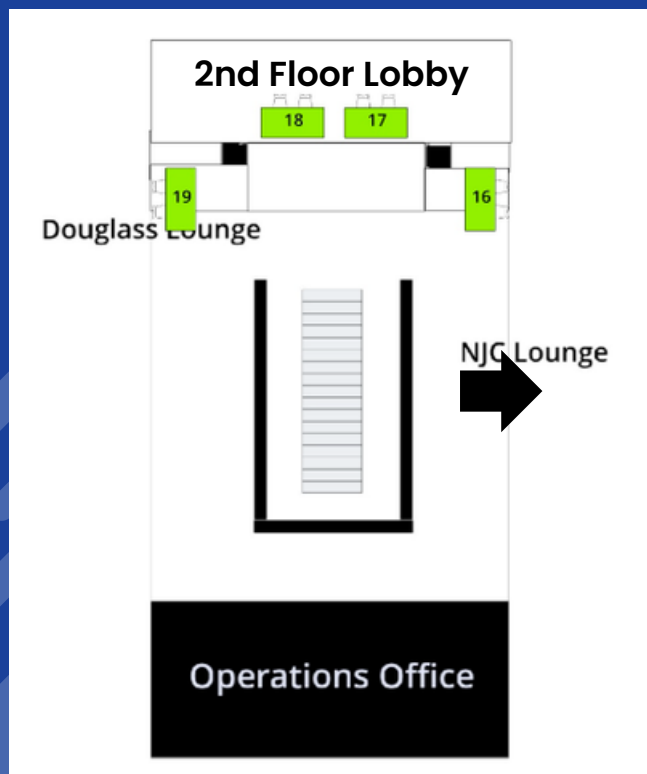
Additional Registrations

- 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.

Exhibitor Hall Layout

The Exhibitor Hall will be on the second floor of the Douglass Student Center on the campus of Rutgers University. Below is the anticipated layout of the Exhibitor Hall. Please note these details are subject to change.





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.

Ready to sponsor? [Click here.](#)

Have a creative sponsorship idea? Contact us!

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



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