

2026 Building Museums™ Symposium

Exhibitor & Sponsor Guide



Exhibiting at Building 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.

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

Exhibitors are encouraged to attend sessions and events. This is a great way to strengthen your connections and networks during conference activities.

Important Dates

- November 3, 2025: Sponsor opportunities become available
- December 2025: Building Museums™ Symposium registration opens
- January 26, 2026: Sponsor opportunities close
- January 30, 2026: Ad artwork, social media content, Industry Partner Directory items, and sponsor logos due
- Early February, 2026: Exhibitor Hall Selection (anticipated)
- March 11-13, 2026: Building Museums™ Symposium, Hilton Baltimore Inner Harbor
 - Wednesday, March 11, 1:00 pm-5:00 pm, Exhibitors' Hall Set Up
 - Thursday, March 12, 8:00 am-4:00 pm, Exhibitors' Hall Hours
 - Thursday, March 12, 5:00 pm-6:30 pm, Exhibitors' Reception
 - Friday, March 13, 8:00 am-4:00 pm, Exhibitors' Hall Hours

*Please note specific times are subject to change.



Conference Venue



Conference sessions, several networking events, and the Exhibitors' Hall will be located at the Hilton Baltimore Inner Harbor.

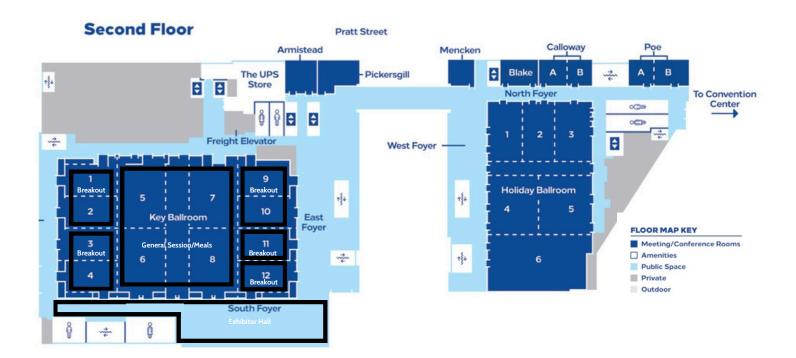
Parking:

Self parking is available for \$36 plus tax with in and out privileges. The indoor parking garage is located adjacent to the hotel.

Conference Floor Plan

HILTON BALTIMORE INNER HARBOR

FloorPlans& CapacityChart



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 the hotel's availability.

Exhibitor Placement: Every effort will be made to honor first choice locations, but preferred locations are not guaranteed. Full payment must be received to confirm your booking and the placement of your exhibit space or table.









REGISTRATION

BAR



Additional Details

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 open conference hours, particularly during breaks and other activities in the General Session.

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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.

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

Exhibitor Responsibility Clause: To the fullest extent permitted by law, the person/legal entity described as "Exhibitor" in this clause and in this exhibitor contract (regardless whether such person/legal entity is also described as "Exhibitor" in this contract) hereby assumes full responsibility and agrees to indemnify, defend and hold harmless Hilton Baltimore Inner Harbor ("Hotel") and Hotel's owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), as well as Mid-Atlantic Association of Museums ("Group"), from and against any and all claims or expenses arising out of Exhibitor's use of the Hotel's exhibition premises. Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.



Delivery Fees

Thefollowingfeesapply tothedelivery of boxes, pallets, and other materials to meeting spaces throughout the hotel by front office staff. These charges help ensure the safe, efficient, and professional handling of all items within the hotel's meeting areas.

Boxes

Boxes, also called a bulk bin, is a durable container that encloses and protects products during shipment. Also called shipping cartons or pallet boxes, freight boxes are the most common choice for shipping large items.

Boxes up to 29lbs - \$5 each Boxes 30-50lbs - \$11 each Boxes 51-75lbs - \$15 each Boxes 76lbs or more - \$20 each







Pallet

A pallet is a platform for stacking items, cartons or boxes and banding them into a unitized load for increased security and stability.

Moved to East Building - \$100 each Moved to West Building - \$75 each Moved to Key Ballroom - \$75 each Moved to Holiday Ballroom - \$100 each Moved to Convention Center - \$200 each



Crate

A shipping crate is a heavy-duty shipping container with built-in bracing. Crates are usually made of wood but can also be metal or plastic.

Moved to East Building - \$100 each Moved to West Building - \$75 each Moved to Key Ballroom - \$75 each Moved to Holiday Ballroom - \$150 each Moved to Convention Center - \$250 each

Display (Pelican) Case

Pelican cases are highlydurable, protectivehard cases, known for their ruggedness and ability to withstand harsh conditions. They are designed to be watertight, crushproof and dustproof, making them ideal for transporting and protecting sensitive equipment and valuables in demanding environments.

\$25 each





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 Advertisement Slide in the General Session Pre-Event Slideshows 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 Luminary 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).

All graphics/content due January 30, 2026

Please send directly to director@midatlanticmuseums.org

Social Media Posts

Certain sponsorship levels (Visionary, Luminary, Contributors, Supporters) include a social media post(s) on MAAM platforms. Ideal content highlights the dynamic projects and stories of the ways that companies interact with the museum community. Ideal content includes recent projects or collaborations that highlight the work of your company.



The development and expansion project at the Albright-Knox — led by OMA with Cooper Robertson-will add 30,000 square feet of exhibition space, including state-of-the-art space for presenting special exhibitions. The new museum will also incorporate several visitor amenities and will include a wraparound promenade that visually connects the interior of the building with the surrounding Frederick Law Olmsted Delaware Park. The project is currently under construction and is slated to open in 2022. #BuildingMuseums

Photo: Common sky, 2019, by Olafur Eliasson and Sebastian Behmann of Studio Other Spaces. **©Studio Other Spaces**





Mid-Atlantic Association of Museums (MAAM) March 1 - @

Sponsor Feature!

Visitors arriving at the redeveloped Ford Nature Center, occupying a historic stone mansion, will experience an eye-opening introduction to all that the MetroParks have to offer. While preserving the character of the historic architecture, DLR Group's design provides new experiences for the City of YOUngstown that fosters renewed appreciations of the site's natural environment.

Subscribe to DLR Group's weekly newsletter for the latest ideas, news, and projects here: http://eepurl.com/gQyHJP

#DLRGroup #Architecture #Design #Museum





Mid-Atlantic Association of Museums (MAAM)

ublished by Hunter Sakowsky

Sponsor Shoutout!

Thank you to our 2024 Building Museums Sponsor: Altieri!

2024 marks Altieri's 65th year of making our clients' bold visions work and we are proudly celebrating as a Luminary Sponsor of the 2024 Building Museums Symposium! Our museur portfolio of over 900 museum projects is highlighted by notable Philadelphia projects including the Philadelphia Museum of Art, Penn Museum, Barnes Foundation, Museum of the America Revolution, Woodmere Art Museum, and the in-progress Calder Gardens. Gehry Partners' Philadelphia Museum of Art Core Project will be featured at the March 8th Plenary Session "Staying Open: The Logistics, Planning and Costs Needed To Keep Your Doors Open" with Phil Steiner, Altieri's Principal and Managing Director joining the presenting team. There will also be tours of PMA and Penn Museum. We look forward to seeing everyone in Philadelphia!



Sponsor Marketing Toolkit

Thank you for sponsoring the 2026 Building MuseumsTM Symposium! We've created this toolkit to make it easy for you to share the event with your networks and museum clients. By promoting the Symposium, you're helping strengthen the field while showcasing your company's leadership and commitment to museum excellence.



Ways to Share

- 1. **Email** Send the sample invitation to your clients
- 2. **Social Media** Post the ready-to-use captions with the graphics provided. Tag @Mid-Atlantic Association of Museums (MAAM) and use #BuildingMuseums.
- 3. Website Add the sponsor badge or a short blurb with a link to [event URL].
- Presentations Insert the slide into decks or mention your sponsorship during talks.
- 5. **Conversations** Use the talking points when meeting with museum partners.

Newsletter/Website Blurbs

Short (for sidebars or email signatures):

We're proud to sponsor the 2026 Building Museums™ Symposium — the only national conference dedicated to planning, building, and sustaining museum projects. Join us in [Baltimore, MD], [March 11–13]. Learn more: [event URL]

Medium (for newsletters or blogs):

We're excited to support the 2026 Building MuseumsTM Symposium, hosted by the Mid-Atlantic Association of Museums. This annual conference brings together museum leaders, architects, designers, and builders to explore the latest in planning, design, construction, and capital project management. If your museum is thinking about a renovation, expansion, or new facility, this is the must-attend event. Join us in [Baltimore, MD], [March 11–13].! Details and registration: [event URL]

Social Media Posts

LinkedIn / Facebook:

We're proud to sponsor the 2026 Building MuseumsTM Symposium, the only conference dedicated to museum building projects. Join museum professionals, architects, and industry experts for three days of learning, networking, and inspiration.

- [City, State] | [Dates]
- Register today: [event URL]

#BuildingMuseums #MuseumLeadership #CapitalProjects

X (Twitter):

Excited to sponsor the 2026 Building MuseumsTM Symposium!

[City] | [Dates]

The only national conference on museum building projects.

Learn more: [event URL]

#BuildingMuseums #Museums

Instagram (with event graphic):

We're sponsoring the 2026 Building Museums™ Symposium!

Join us and hundreds of museum professionals to explore the future of museum planning, design, and construction.

- [City, State]
- [Dates]
- [event URL]

#BuildingMuseums #MuseumsInAction #MuseumLeadership





Email Invitation (for sponsors to send to their clients)

Subject Line Ideas:

- Let's meet at the Building MuseumsTM Symposium!
- Planning a museum project? Don't miss this.
- Join us at Building MuseumsTM

Body Copy:

Dear [Name],

As a sponsor of the 2026 Building MuseumsTM Symposium, we'd like to personally invite you to join us in [Baltimore, Maryland], [March 11-13, 2026].

Building MuseumsTM is the only national conference dedicated to the planning, design, and construction of museums. It's a one-of-a-kind opportunity to connect with museum leaders, architects, and experts who are shaping the future of cultural spaces.

Highlights include:

- Case studies of recent museum projects
- · Workshops on planning, fundraising, and operations
- · Networking with peers and industry leaders

[Share about your recent Museum related projects].

Learn more and register here: [event URL]. We hope to see you there!

Sincerely,
[Your Sponsor Name/Team]



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 electricity) are available to sponsors at Contributor and Supporter levels only for a \$500 add-on.**
 - As a reminder, 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.
- \$425 for MAAM members, \$475 for non-members

We invite you to consider supporting the museum community by donating back one of the complimentary registrations included in your benefits, or by offering an additional discounted registration to a student or museum professional. 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, Quickbooks. A 3% transaction fee will be applied to all sponsor, advertisement, and/or exhibitor e-invoices processed through an online payment processor.

Have a question? Contact us!

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





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