

2027 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 900 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 who work in or are 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 advertising and individual partnership opportunities to in-kind donations and comprehensive sponsorship 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.



500+ *Attendees from Mid-Atlantic & beyond*

4,800+ *Subscribers in Audience Network*

Important Dates

- **November 2, 2026:** Sponsor opportunities become available to the public
- **December 2026:** Building Museums™ Symposium registration opens
- **February 15, 2027:** Sponsor opportunities close
- **February 22, 2027:** Sponsor materials due
- **March 17-19, 2027:** Building Museums™ Symposium, The Biltmore Los Angeles

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*







Sponsorship Levels

All Visionary, Luminary, Contributor, and Supporter sponsorships include: logo, name, and link on MAAM website through January 2028; logo in the Building Museums™ Digital Conference Program and App; and listing in **Industry Partner Directory** through January 2028.

Visionary Sponsorship Package

SOLD OUT

One (1) Opportunity Available

- Choose from the following, including welcome opportunity: ➢ Opening Reception
- Four (4) complimentary registrations; Eligible for up to three (3) additional discounted registrations.
- Access to the opt-in Building Museums™ attendee contact list*: 6 weeks prior to conference; 3 weeks prior to conference; 1 week prior to conference; 1 week post-conference
- Table in Exhibitors Hall
- Two (2) social media posts across all MAAM platforms
- Branded header banner in digital conference app and/or conference website
- Featured advertisement slide in general session pre-event slides
- Four (4) guest tickets for Opening Reception
- One (1) year MAAM corporate membership

Luminary Sponsorship Package

SOLD OUT

Four (4) Opportunities Available

- Choose from the following, including welcome opportunity: ➢ Keynote Event ➢ First Time Attendee Reception ➢ Exhibitor Reception ➢ Plenary Event
- Three (3) complimentary registrations; Eligible for up to three (3) additional discounted registrations.
- Access to the opt-in Building Museums™ attendee contact list*: 6 weeks prior to conference; 3 weeks prior to conference; 1 week prior to conference; 1 week post-conference
- Table in Exhibitors Hall
- Two (2) social media posts across all MAAM platforms
- Branded footer banner in digital conference app and/or conference website
- Featured advertisement slide in general session pre-event slides
- Three (3) guest tickets for Opening Reception
- One (1) year MAAM corporate membership

Packages, Continued

Contributor Sponsorship Package

$5,000

Eight (8) Opportunities Available

- Choose from the following:
  - Breakfast
  - Coffee Breaks
  - Luncheon
  - Registration Desk
- Two (2) complimentary registrations; Eligible for up to two (2) additional discounted registrations.
- Access to the opt-in Building Museums™ attendee contact list*: 3 weeks prior to conference; 1 week prior to conference; 1 week post-conference
- One (1) social media post across all MAAM platforms
- Featured logo in general session pre-event slides
- Eligible for an Exhibitor Table add-on ($500), based on availability

Supporter Sponsorship Package

$3,000

Unlimited Opportunities Available

- Two (2) complimentary registrations; Eligible for up to two (2) additional discounted registrations.
- Access to the opt-in Building Museums™ attendee contact list*: 1 week prior to conference; 1 week post-conference
- One (1) social media post across all MAAM platforms
- Eligible for an Exhibitor Table add-on ($500), based on availability

Exhibitor Sponsorship Package

$2,000

Twenty-five (25) Opportunities Available

- Complimentary exhibitors table (table, chairs, and power)
- One (1) complimentary registration; Eligible for up to two (2) additional discounted registrations.
- Company name and link to website on Building Museums™ webpage
- Name in the Building Museums™ Digital Conference Program and App
- Access to the opt-in Building Museums™ attendee contact list 1 week post-conference*

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

Sponsorship Guidelines

- Sponsorship, advertisement, and exhibitor payments may be submitted by check to the MAAM office or processed online through Intuit by 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
- Pre-conference attendee lists will be shared according to the benefits associated with each sponsorship level. Following the conference, packaged sponsors will receive the opt-in Building Museums™ attendee contact list according to the benefits associated with their sponsorship level.
- 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.

Individual Partnership 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 or access to discounted registrations*.

- ***Pre-Conference Tour Partner***: *$750 MAAM members, $900 non-members (up to two per tour, based on tour availability)*
  - *Recognition as a Pre-Conference Tour Partner in the digital conference program/conference app; recognition in promotional materials for the tour*
- ~~***Lanyards***: *$750 MAAM members, $850 non-members (only one available)*~~
  - ~~*Exclusive logo placement on attendee name badge lanyards*~~
- **Industry Partner Directory Listing**: *$400 MAAM members, $650 non-members*
- ***E-mail Ad:*** *$250 MAAM members, $350 non-members (up to three available)*
  - *Highlight special services or offers to attendees through general conference email announcements*
- ***E-Meeting Invitation***: *$500 MAAM members, $700 non-members (up to three available)*
  - *A dedicated email from MAAM sent on behalf of your organization to 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*
- ***Social Media Post***: *$100 MAAM members, $200 non-members*
  - One (*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.*

Millennium Biltmore Hotel Los Angeles, 506 S Grand Ave, Los Angeles

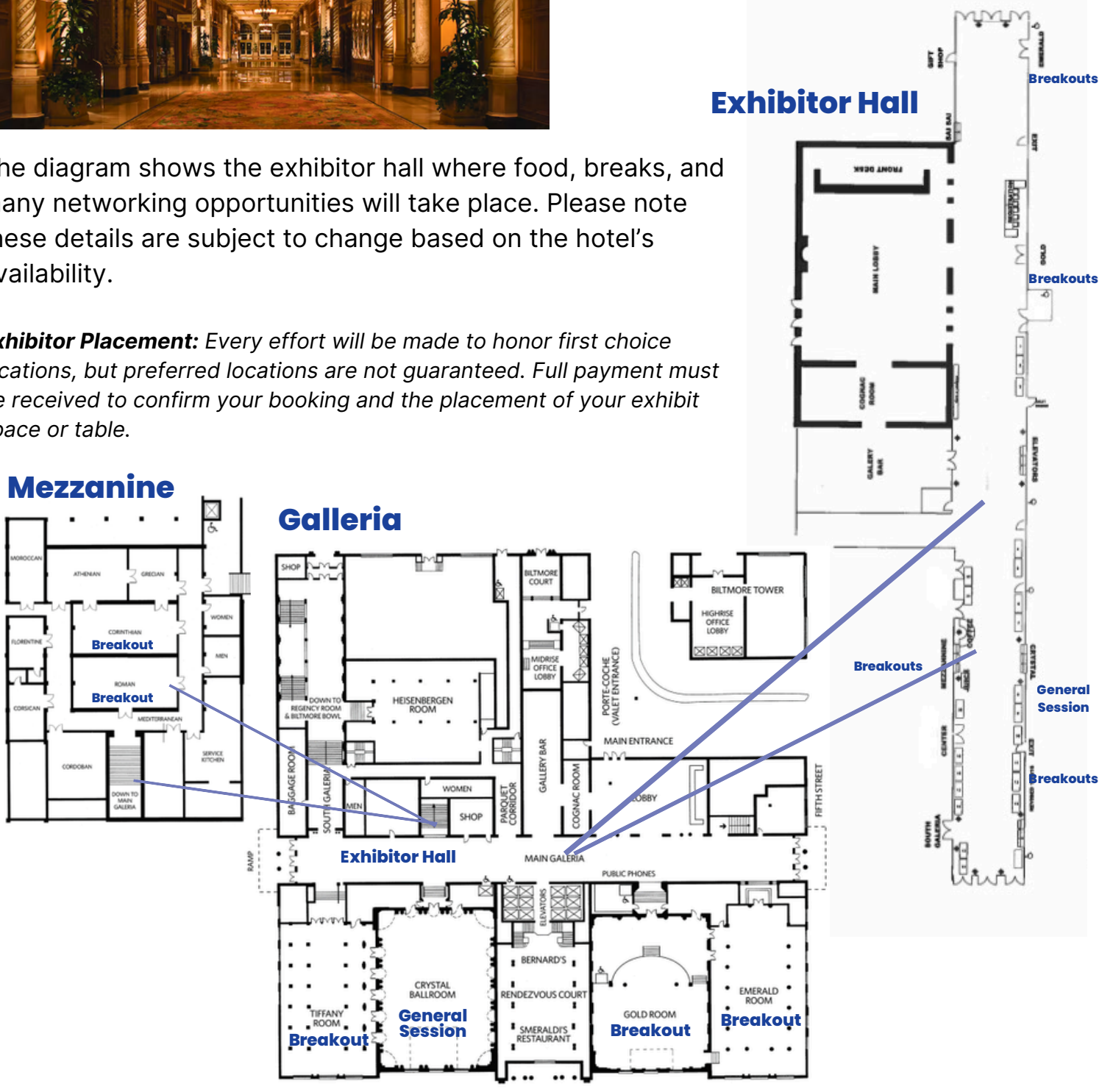


Exhibitor Hall Layout

Single/Double Room Rate: $229
The discounted room rate is available until 2/22/2027.

The diagram shows the exhibitor hall 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.*








Exhibitor Table Add-On

- The Exhibitors Hall will be open during conference hours. Exhibitor tables (table, chairs, and power) are available to sponsors at Contributor and Supporter levels for a $500 add-on, and are included in Visionary and Luminary packages.
  - 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.
  - $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.*



Ready to sponsor? Complete the Sponsorship Form or contact us!

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