



The 2026 Adaptable Museum Conference

EXHIBITOR OPPORTUNITIES

**THE ADAPTABLE MUSEUM:
Embracing Creative Stewardship
for a Sustainable Future**

**September 22-24, 2026
Edmonton, Alberta**

Presented by the
Alberta Museums Association

Exhibitor Opportunities



Trade show vendors and attendees at Spring Symposium, 2024

Reimagined Trade Show Experience

Wyndham Edmonton Hotel and Conference Centre, September 22 – 24, 2026

This year, the Alberta Museums Association (AMA) is introducing a refreshed Trade Show format designed to maximize meaningful connections. Day 1 will have a dedicated Exhibitor Showcase with booth setup in the Jubilee Ballroom. On day 2, instead of booths, exhibitors will join attendees directly.

Day 1: Dedicated Exhibitor Showcase (8:00 a.m. to 3:00 p.m.)

Traditional booth setup in a high-traffic area

- Scheduled networking breaks designed to drive attendees to exhibitors.
- Direct, focussed conversations with museum decision-makers.
- 6+ hours of brand visibility.
- Estimated 1 - 1.5 hours of concentrated face time during breaks.



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Booths will be dismantled at the end of Day 1 prior to the evening gala.

Day 2: Integrated Networking Experience (8:00 a.m. to 11:30 a.m.)

No booths - instead, exhibitors join attendees directly.

- Sit at attendee tables during breakfast and plenary sessions.
- Participate in discussions alongside delegates.
- Network during morning breaks.
- Exchange business cards and build relationships in a relaxed setting.

This format creates approximately one additional hour of organic mingling time and positions exhibitors as active contributors, not just vendors.

What this Means for You

- High-visibility booth exposure.
- Structured and organic networking opportunities.
- Direct access to museum leaders and decision-makers.
- Participation in conference sessions.
- Deeper relationship-building beyond the booth.
- Offers the opportunity to meet your target audience.
 - 88% of delegates identify themselves as having the authority to purchase or having influence over purchasing decisions within their organizations.

We strongly recommend bringing a takeaway item for Day 1 to reinforce your brand and encourage follow-up conversations.

Delegates attend the Trade Show to become better informed purchasers and to interact with new products. Conference evaluations show the most common reason to visit the Trade Show is to 'learn about the latest products and services' and 'network or socialize'.

Trade Show Schedule - Tuesday, September 22, 2026

1:00 p.m. to 4:00 p.m.	Move in and set up time *
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Trade Show Schedule - Wednesday, September 23, 2026

8:00 a.m. to 3:00 p.m.	Trade Show open Jubilee Ballroom
8:00 a.m. to 9:00 a.m.	Breakfast and Opening Remarks
9:00 a.m. to 10:30 a.m.	Opening Keynote
10:30 a.m. to 10:45 a.m.	Networking break with Exhibitors
12:00 p.m. to 1:00 p.m.	Networking Lunch with Exhibitors
2:15 p.m. to 2:30 p.m.	Networking break with Exhibitors
3:00 p.m. to 6:00 p.m.	Break [ballroom reset for Gala]; Trade Show dismantle and move out time
6:00 p.m. to 10:00 p.m.	AMA 55 th Anniversary Gala (ticketed event)

Trade Show Schedule - Thursday, September 24, 2026

8:00 a.m. to 2:00 p.m.	Trade Show Exhibitors invited to mingle and attend sessions in Jubilee Ballroom [no booths]
8:00 a.m. to 9:00 a.m.	Breakfast and Opening Remarks
9:00 a.m. to 10:30 a.m.	Plenary Sessions in Jubilee Ballroom
10:30 a.m. to 10:45 a.m.	Networking Break with Exhibitors
11:30 a.m. to 12:30 p.m.	Break [ballroom reset]
12:30 p.m. to 1:30 p.m.	AMA Annual General Meeting / Networking Lunch
1:30 p.m. to 2:00 p.m.	Onsite activities conclude; Conference teardown begins

*Times subject to change. *Alternate set up times may be arranged at an additional cost.*



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Vendor Booth Rental Rates

Paid by April 13	Paid by June 1	Paid After June 1
\$500	\$625	\$750

Additional charges may apply based on booth requirements.

A floor plan and list of exhibitors will be provided in early September.

Vendor Booth Rental Includes:

- Complimentary Wednesday and Thursday conference registration (does not include Learning Labs or evening events which are available at additional cost)
- Wireless internet access (computers not provided)
- Eight-foot booth space with one draped six-foot table and two chairs
- Company name and logo placement on select media
- Link to your website from the Trade Show page of the event website
- Complimentary breakfast, lunch, and refreshments on September 23 and 24, 2026
- PDF of the Conference delegate list

To register, please complete the [Exhibitor Registration Form](#). Booths are available on a first-come, first-served basis. Space is limited. Early bird rates are subject to deadlines listed above.

For information or for any questions please contact the AMA Advancement Lead at advancement@museums.ab.ca or 780-424-2626 ext. 5.





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