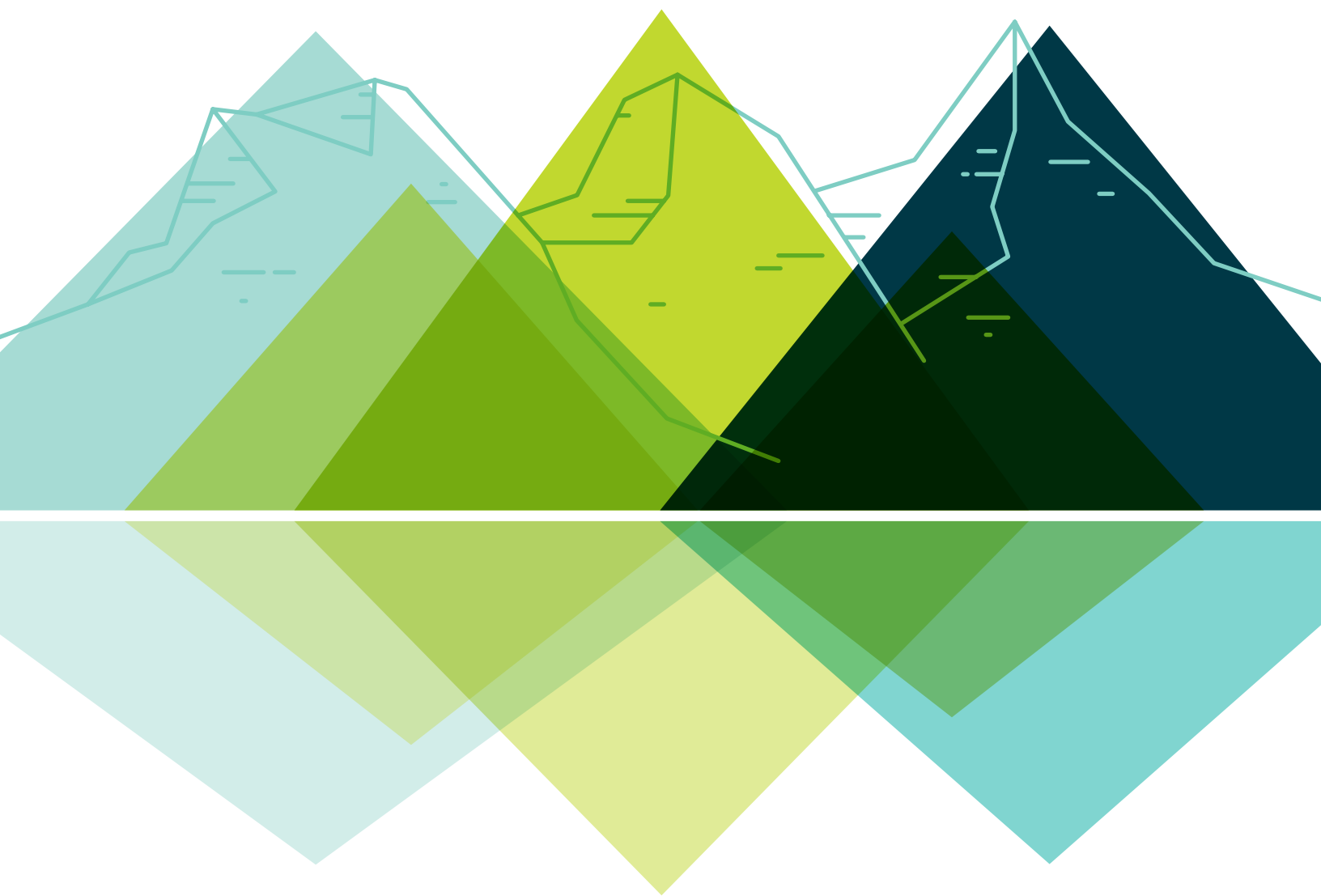


# CONFERENCE 2018

## **SPONSOR & EXHIBITOR**

### OPPORTUNITIES



CONFERENCE 2018  
**CULTIVATING CONNECTIONS:**  
MUSEUMS AND THE ENVIRONMENT  
**September 20-22** | Canmore, AB



# CONFERENCE 2018

**CULTIVATING CONNECTIONS:  
MUSEUMS AND THE  
ENVIRONMENT**

September 20-22 | Canmore, AB



#

## About the Alberta Museums Association

The Alberta Museums Association (AMA) was founded in 1971 as a non-profit organization dedicated to leading, facilitating, and supporting museums in their vital role with communities. Today, the AMA has more than 500 individual and institutional members drawn from museum professionals across Alberta.

The AMA Annual Conference is the largest gathering of museum and heritage professionals in Western Canada, and is the premier educational and networking opportunity for those working in the field. The 2018 Conference will explore, consider, and celebrate the ways museums are moving towards greater engagement with environmental issues. Delegates will examine how collections, preservation, and research can benefit from approaches that consider sustainability, as well as how public programs, exhibitions, and partnerships that engage with environment can broaden the impact of museums.

## Why participate in the AMA's 2018 Conference?

- Promote your products and services to over 200 professionals from the museum and cultural sectors throughout the province and beyond.
- Foster new business with Conference delegates and their networks, which represent some of the best resourced markets in Canada.
- Demonstrate your organization's commitment to sustainability.
- Connect with regional, national, and international leaders in the museum field.
- Raise your profile within the cultural community and contribute to the success of this event.

## Important dates

April 16	Last day for Super Early Trade Show Booth rates
May 15	Conference registration opens
June 15	Last day for Early Trade Show Booth rates
July 27	Last day for Early Bird Conference Registration rates
August 3	Deadline to Advertise in Notes and Ideas Booklet
August 22	Room Block Deadline (rooms are limited – book early!)
September 20 – 22	Annual Conference



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## SPONSORSHIP LEVELS and RECOGNITION

	<b>Trailblazer</b> \$5,000	<b>Innovator</b> \$3,000	<b>Leader</b> \$1,500	<b>Catalyst</b> \$1,000	<b>Enthusiast</b> \$500
<b>Select Onsite Sponsor Recognition</b>	✓	✓	✓	✓	✓
<b>Registration Website Logo Placement</b>	✓	✓	✓	✓	✓
<b>Verbal Recognition</b>	✓	✓	✓	✓	
<b>Printed Conference Materials Logo Placement</b>	✓	✓	✓		
<b>Speaking Opportunity</b>	15 min	5 min			
<b>Event Tickets</b>		Two			
<b>Conference Registration</b>	Two				

All sponsorship levels include 25% off advertising rates with the AMA until March 31, 2019.



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## SPONSORSHIP OPPORTUNITIES

### TRAILBLAZER - \$5,000

#### **Title Sponsor for Plenary Address**

*Friday Morning*

- High profile event and the kick-off to Conference;
- Attended by approximately 200 delegates;
- Speaking opportunity, reserved tables, meet and greet with the speaker(s).

#### **Title Sponsor for Closing Plenary**

*Saturday Afternoon*

- High profile event attended by approximately 200 delegates;
- Speaking opportunity, reserved tables, meet and greet with the speaker(s).





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**INNOVATOR - \$3,000**

## **Awards Ceremony and Opening Reception**

***Thursday Evening***

A formal seated awards ceremony augmented by live entertainment. This event welcomes VIP delegates and special guests that normally include representatives from provincial and municipal governments.

- Event recognizes achievements of the museum community
- Attended by approximately 200 delegates, guests, and dignitaries;
- Speaking opportunity



## **Offsite Event**

***Friday Evening***

This popular evening, which is often themed with participatory activities, provides delegates with an opportunity to celebrate together with colleagues at a local cultural venue. *Note: Further event details to be confirmed.*

- Site tours, activities, and reception
- Attended by approximately 200 delegates
- Speaking opportunity



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## LEADER - \$1,500

### **Supporting Event Sponsor**

*Thursday or Friday*

- Attended by approximately 200 delegates
- Verbal recognition

### **Title Sponsor for Breakfast**

*Friday or Saturday*

- Attended by approximately 200 Delegates
- Verbal recognition

### **Title Sponsor for Lunch**

*Friday or Saturday*

- Attended by approximately 200 delegates
- Verbal recognition

### **Transportation Sponsor**

*Friday or Saturday*

- Attended by approximately 200 delegates
- Verbal recognition

## CATALYST - \$1,000

### **Supporting Sponsor for Lunch or Breakfast**

*Friday or Saturday*

- Attended by approximately 250 delegates
- Verbal recognition

### **Conference Closing Reception**

*Saturday Afternoon*

- Title sponsor for this high-profile and celebratory event
- Attended by approximately 100 delegates
- Verbal recognition

## ENTHUSIAST - \$500

### **Refreshment Break**

*Friday or Saturday*

The AMA is always happy to work with organizations to create more collaborative partnership opportunities. Contact us at [advancement@museums.ab.ca](mailto:advancement@museums.ab.ca) with questions, comments, or ideas.



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## EXHIBITOR OPPORTUNITIES

Coast Canmore Hotel and Conference Centre, Friday, September 21, 2018

- Guarantees high visibility and networking opportunities;
- 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.

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 Hours and Schedule: Friday, September 21, 2018

6:00 to 7:45 a.m.	Move in and set up time *
8:00 a.m.	Trade Show opens
8:00 to 9:00 a.m.	Breakfast
9:00 to 10:30 a.m.	Opening remarks and Plenary
10:30 to 10:45 a.m.	Refreshment break with exhibitors
12:00 to 1:30 p.m.	Trade Show networking lunch
2:45 to 3:00 p.m.	Refreshment break with exhibitors
4:15 to 5:30 p.m.	Trade Show Reception hosted by exhibitors
5:30 to 6:30 p.m.	Dismantle and move out time

\*Alternate set up times may be arranged at an additional cost



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#

## Vendor Booth Rental Rates:

Paid by April 16	Paid by June 15	Paid After June 15
\$500	\$625	\$750

\*Additional charges may apply based on booth requirements.

## Vendor Booth Rental Includes:

- Complimentary Friday Registration;
- Wireless internet access (computers not provided);
- Eight-foot booth space with one draped six-foot table and two chairs;
- Company name and logo placed on select Conference signage;
- Link to your website from the Trade Show page of the event website;
- Complimentary breakfast, lunch, and refreshments on September 21, 2018;
- PDF of the Conference delegate list; and
- Friday Trade Show Reception with delegates.

## Trade Show Enhancements:

- Half page ad in Notes and Ideas **\$75**
- Full page ad in Notes and Ideas **\$100**
- Additional five feet of booth space (subject to availability) **\$250**





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## PROMOTIONAL OPPORTUNITIES



In keeping with the Conference theme of environmental responsibility, we will not be providing a delegate bag this year in an effort to model sustainable practices. Sponsors are encouraged to advertise in our printed material as a greener alternative.

### Lanyard Sponsor \$1000

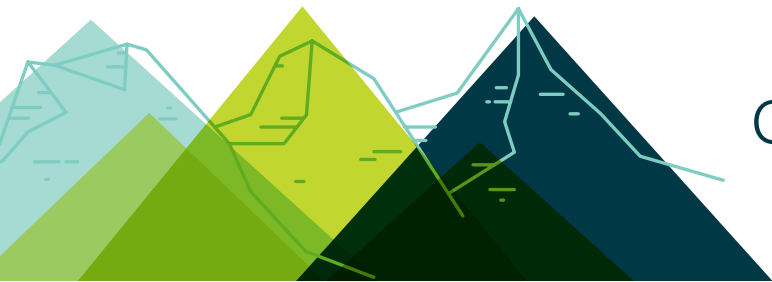
- Worn by approximately 200 delegates
- Recognized at the Catalyst level

### Conference Printed Material Advertisement

- |                          |              |
|--------------------------|--------------|
| • Full Page Inside Cover | <b>\$300</b> |
| • Full Page              | <b>\$200</b> |
| • Half Page              | <b>\$150</b> |

To register, please complete attached Registration Form and submit by **July 15, 2018**. Booths are available on a first-come, first-served basis. Space is limited.

For information or for any questions please contact the AMA Advancement Lead at [advancement@museums.ab.ca](mailto:advancement@museums.ab.ca)



# CONFERENCE 2018

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## SPONSOR & EXHIBITOR REGISTRATION FORM

### A. CONTACT INFORMATION

Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

### B. EXHIBITOR OPPORTUNITIES

Super Early Trade Show Booth  
(before April 16) \$500

Early Trade Show Booth  
(before June 15) \$625

Regular Trade Show Booth  
(after June 15) \$750

**Trade Show Enhancements** (only available with the purchase of a Trade Show Booth):

Half page ad in Notes and Ideas \$75

Full page ad in Notes and Ideas \$100

### C. SPONSORSHIP OPPORTUNITIES

Trailblazer \$5,000

Catalyst \$1,000

Innovator \$3,000

Enthusiast \$500

Leader \$1,500

### D. ADVERTISING OPPORTUNITIES

Inside cover in Notes and Ideas \$300

Full page ad in Notes and Ideas \$200

Half page ad in Notes and Ideas \$150

### E. ALBERTA MUSEUMS ASSOCIATION MEMBERSHIP

Yes, I would like to become a member of the Alberta Museums Association (please select category):

**Institutional Member** (Based on Operating Budget):

\$100 (\$0 to \$100,000)

\$300 (\$250,001 to \$500,000)

\$175 (\$100,001 to \$250,000)

\$500 (\$500,001 and over)

**Supporting Member**  \$55

**Individual Member**  \$65

**Total Cost for Sponsor / Exhibitor Opportunities:** \$ \_\_\_\_\_

For more information on AMA Membership benefits and categories, please visit [museums.ab.ca](http://museums.ab.ca).

## F. DONATE

Yes, I would like to donate \$ \_\_\_\_\_

Your donation will help provide these crucial resources that allow Alberta's museums to create vibrant communities and broad public engagement.

The Alberta Museums Association is a registered charity (No. 106693864 RR0001). Receipts will be issued for donations \$10 and over. The AMA is committed to abiding by professional standards while generating philanthropic support and as such follows the Association of Fundraising Professionals (AFP) Code of Ethical Principles and Standards.

## G. PAYMENT INFORMATION

Please select one of the following payment options:

- Invoice     Cheque (made payable to the Alberta Museums Association)  
 Visa         MasterCard (please do not email credit card information, mail or fax only)

Amount to be Charged: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

## H. AGREEMENT

I agree to pay for the Sponsorship / Exhibitor Opportunities indicated above and will remit payment within ten business days of submitting this Registration Form. I understand that:

- Contributions will not be recognized in promotional materials of any kind until payment has been received by the Alberta Museums Association.
- Space in the Trade Show is not confirmed until payment is received by the Alberta Museums Association.
- It is the responsibility of all Trade Show participants to ensure that booths are attractively displayed by 7:45 a.m. on September 21, 2018 and will remain intact until closing at 5:30 p.m. September 21, 2018.
- The Alberta Museums Association will provide the items or services as described in the Sponsor and Exhibitor Package. The Exhibitor will be responsible for all additional costs, expenses, or incidentals which the Exhibitor may incur in participating in the Trade Show.
- Exhibitors shall and do hold harmless the Alberta Museums Association, its Directors, employees, and agents from any and all claims which may be made in relation to the performance of this contract or the Trade Show, whether for an act or omission, including by not limited to loss, theft or destruction of goods; personal injury to the Exhibitor, their employee, agent or assign, failure to hold the Trade Show as scheduled, or for any cause which may render the exhibit area unsuitable. In addition, Exhibitors are liable for any loss or damage to hotel property, third parties or exhibits which the Exhibitor, its employees, agents, or assigns may cause. The Exhibitor further agrees to indemnify the Alberta Museums Association from any claim made against the Alberta Museums Association, its Directors, employees, or agents, including legal fees on a solicitor and client basis, in relation to an act or omission on the part of the Exhibitor.
- Exhibitor booths are granted on a first-come, first-served basis within the price categories, with space allocation being decided by the Alberta Museums Association taking into consideration vendor requests. Every effort will be made to honour exhibitor wishes; however you may be reassigned for any reason. The Alberta Museums Association reserves the right to reassign space allocation for the benefit and betterment of the Trade Show.
- The Alberta Museums Association may reschedule or alter the Trade Show or Sponsorship Opportunity for any reason with 3 days' notice and that payments or contributions shall be applied to the rescheduled date or time. No refunds will be provided.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

## I. ATTACHMENTS

Please return the completed form with a high-resolution colour and / or black and white digital logo (JPG or TIFF preferred) to [registration@museums.ab.ca](mailto:registration@museums.ab.ca).