



SPONSORSHIP ADVERTISING EXHIBITOR PACKET

Texas Association of Museums Annual Meeting
April 2 – 5, 2019
El Paso Convention Center
One Civic Center Plaza, El Paso, TX 79901



INSPIRED PLACES INSPIRING PEOPLE

**2019 TEXAS ASSOCIATION OF MUSEUMS
ANNUAL MEETING
EL PASO, TEXAS**

Join us in El Paso!

You are invited to the 2019 Texas Association of Museums Annual Meeting in El Paso, Texas. This premier conference connects you and your business with the vibrant and growing audience of museums and museum professionals in the state of Texas.

If you've never been a sponsor, exhibitor or program advertiser before, now's your chance to introduce your product or solution to the Texas cultural community. And the best way to alert them to your business is to speak with them directly – as a sponsor, exhibitor or advertiser at TAM's 2019 Annual Meeting.

If you have been with us before, the 2019 conference offers plenty of exciting opportunities for continued visibility. From hosting a booth in the exhibit hall or advertising in the conference program to exclusive sponsorship of conference events, this year's Annual Meeting will help make your business shine.

Exhibit space and sponsorships are limited every year, so reserve your space today. And remember – TAM business members always receive preferential booth locations, significant discounts, extra promotion at the conference, and the year-round benefits of being a part of our organization. So please consider joining; your membership makes us all stronger.

For more information about membership and sponsorship, contact TAM Executive Director Alex Freeman at alex@texasmuseums.org or 817-332-1177. For more information on exhibitor opportunities and program advertising, please contact TAM Meeting Planner Monica Rhodes at 281-846-6967 or monica@manifest-creative.com.

Conference Vital Statistics

- Get the best value for your marketing budget at Texas' largest gathering of museum professionals – upwards of 500 attendees are expected!
- The Texas Association of Museums (TAM) represents more than 5,000 professionals, volunteers, institutions and corporate partners in the museum sector.
- Museum decision-makers in attendance include trustees, executive directors, museum managers, curators, collections managers, educators, exhibit preparators, museum shop directors, event managers, and sales/marketing professionals.
- More than 25 sponsorship opportunities
- More than 50 booths available in exhibit areas
- 60+ page conference program gives you plenty of advertising exposure

Conference Location

El Paso Convention Center
One Civic Center Plaza
El Paso, TX 79901

Host Hotels

DoubleTree by Hilton Hotel
El Paso Downtown
600 N El Paso St.
El Paso, TX 79901

Courtyard By Marriott
El Paso Downtown/Convention Center
610 N. Santa Fe St.
El Paso, TX 79901

IMPORTANT DATES

FEBRUARY 2: ADVERTISING DEADLINE FOR FINAL CONFERENCE PROGRAM
FEBRUARY 8: ADVERTISING CAMERA READY ARTWORK DEADLINE
FEBRUARY 28: EXHIBIT BOOTH REGULAR DEADLINE

MARCH 10: EXHIBIT BOOTH LATE DEADLINE
APRIL 2 – 5: TAM ANNUAL MEETING
APRIL 3 – 4: TAM ANNUAL MEETING EXHIBIT HALL OPEN



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Sponsorship Opportunities

Texas Association of Museums

2019 Annual Meeting

April 2-5, 2019 | El Paso Convention Center

Presenting Sponsor

\$10,000 (1 available)

- Lead sponsorship recognition on on-site signage, program, e-newsletter and TAM website
- Recognition from the podium at one of two luncheons
- Opportunity for standard booth in exhibit hall, with premium placement (*must be redeemed by March 1, 2019*)
- Two complimentary registration packages (*must be redeemed by March 1, 2019*)
- Complimentary TAM Business Level Membership, with all included benefits
- Full page 4-color ad in program (*must be redeemed by March 1, 2019*)
- Additional “custom” benefits as agreed upon between sponsor and TAM

Keynote Luncheon Sponsor

\$3,500 (2 available)

- Recognition from the podium at keynote luncheon
- Opportunity to play promotional video during keynote luncheon (*must be received by March 1, 2019*)
- On-site signage (24 x 30) with sponsor logo at the luncheon
- Full page 4-color ad in program (*must be redeemed by March 1, 2019*)
- Logo recognition as a sponsor in program, e-newsletter and TAM website
- Opportunity for promotional item (quantity TBD) at each luncheon place setting (*must be received by March 1, 2019*)

Exhibit Hall Reception Sponsor

\$2,500 (2 available)

- Recognition from the podium at the reception
- On-site signage (24 x 30) with sponsor logo at the reception
- Full page 4-color ad in program (*must be received by March 1, 2019*)
- Logo recognition as a sponsor in program, TAM website and e-newsletter
- Opportunity for complimentary Foyer Table Booth (*must be redeemed by March 1, 2019*)
- Opportunity for promotional item in attendee tote bags (*quantity 500; must be received by March 1, 2019*)

Virtual Conference Sponsor

\$2,000 (2 available)

- Underwriting will provide deeply discounted registration rate to TAM virtual conference attendees
- On-site signage (24 x 30) with sponsor logo in the break out session room where all “streaming sessions” are held
- Half page 4-color ad in program (*must be received by March 1, 2019*)
- Logo recognition as a sponsor in program, e-newsletter and on TAM website
- Opportunity for complimentary Foyer Table Booth (*must be redeemed by March 1, 2019*)
- Opportunity for promotional item in attendee tote bags (*quantity 500; must be received by March 1, 2019*)

Tote Bag Sponsor

\$1,500 (1 available)

- Company name and/or logo to appear on tote bags for estimated 500 attendees
- Logo recognition as a sponsor in program, e-newsletter and on TAM website
- Quarter page B/W ad in program (*must be received by March 1, 2019*)
- Opportunity for complimentary Foyer Table Booth (*must be redeemed by March 1, 2019*)
- Opportunity for promotional item in attendee tote bags (*quantity 500; must be received by March 1, 2019*)

Lanyard Sponsor

\$1,500 (1 available)

- Company name and/or logo to appear on lanyards for estimated 500 attendees
- Logo recognition as a sponsor in program, e-newsletter and on TAM website
- Quarter page B/W ad in program (*must be received by March 1, 2019*)
- Opportunity for complimentary Foyer Table Booth (*must be redeemed by March 1, 2019*)

Breakfast Sponsor

\$750 (2 available)

- On-site signage (11 x 14) with sponsor name
- Business card B/W ad in program (*must be received by March 1, 2019*)
- Listed as a sponsor in program, e-newsletter and on TAM website

Refreshment Break Sponsor

\$500 (6 available)

- On-site signage (11 x 14) with sponsor names/logos (2 sponsors per refreshment break)
- Business card B/W ad in program (*must be received by March 1, 2019*)
- Listed as a sponsor in program and on TAM website

Bus Sponsor

\$250 (6 available)

- Signage (8 ½ x 11) on board bus indicates name of sponsor
- Listed as a sponsor in program

Swag Bag Sponsor

\$150 (unlimited)

- Opportunity to provide 500 branded promotional items OR flyers for attendee tote bags. (*must be received by March 1, 2019*)

In-Kind Sponsorship Opportunities

To make this event possible, TAM relies on the generosity of local businesses providing various materials and services including:

Printing

Requirements: Printing and delivery of printed program (600) and all event on-site signage (50 signs of varying sizes ranging from 8½ x 11 to 30 x 42)

Benefits:

- Full page 4-color ad in the program (*must be received by March 1, 2019*)
- Two tickets to two luncheons and three evening evenings
- Listed as an in-kind sponsor in all digital and print TAM Annual Meeting 2019 communications and event materials including on-site signage, event program, e-newsletters and TAM website
- Complimentary standard booth in exhibit hall (*must be redeemed by March 1, 2019*)

Beverages

Requirements: Provide all beverages, including alcohol, for the Exhibit Hall Reception and Evening Events

Benefits:

- Recognition from the podium at the reception
- On-site signage at reception with company logo
- Full page 4-color ad in program (*must be received by March 1, 2019*)
- Two tickets to Exhibit Hall Reception
- Listed as an in-kind sponsor in all digital and print TAM Annual Meeting 2019 communications and event materials including on-site signage, event program, e-newsletters and TAM website

Photography

Requirements: Professional photographer to take pictures throughout event, including sessions, luncheons, evening events and pre-and-post conference workshops, for promotional/archival purposes

Benefits:

- Half page 4-color ad in program (*must be received by March 1, 2019*)
- Listed as an in-kind sponsor in all digital and print TAM Annual Meeting 2019 communications and event materials including on-site signage, event program, e-newsletters and TAM website
- Recognition from the podium at one luncheon
- Complimentary meal while photographing luncheons
- Opportunity to provide 500 logo/name branded items OR flyer for attendee tote bags. All items need to be received by March 1, 2019

Mobile App

Requirements: Create and host the TAM Annual Meeting mobile application, upload and manage all content

Benefits:

- Opportunity to show 30 second promotional video during welcome session
- Logo recognition as a sponsor in program, e-newsletter, on TAM website and on-site at conference
- One full registration for the entire conference (\$450 value) for one mobile app company team member, which includes one ticket to each luncheon and evening event (*must register by March 1, 2019*)
- A complimentary one-year \$500 level TAM Business Membership with associated benefits (www.texasmuseums.org/business/html)
 - Unlimited FREE postings in the TAM Job Bank
 - Member discounts and access to specialized training and workshops, timely industry news and communications and opportunities to network within the field
 - Access to member-only resources
 - Annual opportunity for Museline spotlight with 3 – 4 sentence description and logo (Museline is TAM's monthly e-newsletter with reaches more than 1,000 museum professionals)
 - Access to TAM membership mailing list (annual one-time use, either email or traditional mail campaign)
- One-time use of TAM Attendee mailing list, either email or traditional mail campaign issued through the TAM office, between 2-6 weeks after the conference (sponsor must design, print & deliver/send traditional mail piece to TAM office for distribution and pay for all associated postage fees).
- Full page 4-color ad in the program (\$650 value) (*must be received by March 1, 2019*)
- Complimentary 10x10 booth in exhibit hall (\$700 value) (*must be redeemed by March 1, 2019*)
- Opportunity to present a Flash Session (space permitting) (*must be reserved by March 1, 2019*)

The Texas Association of Museums, Tax ID 74-1896510, is a 501-c-3 corporation and you may claim deduction for donations and underwriting funds for the difference between your contribution and the estimated fair market value of the benefit received.



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Program Advertising Opportunities

Texas Association of Museums

2019 Annual Meeting

April 2-5, 2019 | El Paso Convention Center

Advertising in the TAM Annual Meeting Program is a great way to promote your business or museum to a diverse audience of museum professionals. The program is distributed to all TAM Annual Meeting attendees and contains the conference timeline, room assignments, exhibitor listing, floor plans, activity descriptions and more. It will also be available via digital download.

Popular ad placements sell fast. Act now to take advantage of these promotional opportunities! **Deadline to reserve space is February 2, 2019** (Deadline for artwork is February 8, 2019). To save your spot, please contact the TAM Meeting Planner, Monica Rhodes, at monica@manifest-creative.com or 281-846-6967.

OPTIONS	Regular: Before Feb 2, 2019	Late: Feb 3 – 28, 2019
Back Cover (full page, 4-color) (only one available)	\$900	\$975
Inside Front Cover (full page, 4-color) (only one available)	\$800	\$875
Inside Back Cover (full page, 4-color) (only one available)	\$800	\$875
Full Page within Program - color	\$650	\$725
Half page within Program – color	\$450	\$525
Half Page within Program – Black & White	\$375	\$450
Quarter Page within Program – Black & White	\$250	\$325
Business Card Size within Program – Black & White	\$150	\$225

Please note – there will be a \$50 fee if any modifications need to be made to your ad.

SPECIAL EXHIBITOR PRICING! \$100 off ad rates (excludes business card size) if reserved by February 2!

SPECS & AD REQUIREMENTS

FULL PAGE

Live Area:
7.5" x 10.25"

Trim:
8.5" x 11"

Bleed:
9" x 11.5"

QUARTER PAGE

3.625" x 5"

BUSINESS CARD SIZE

3.5" x 2"
(Horizontal Only)

HALF PAGE

7.5" x 5"
(Horizontal Only)

Finished Program: 8.5" x 11"

Press Ready Artwork:

- All ads must be 300DPI
- Color ads must be CMYK
- Files Accepted: PDF, JPG
- Digital Files Only

Full Page Ads:

- All full page ads bleed
- Live Area: 7.5" x 10.25"
- Trim: 8.5" x 11"
- Bleed: 9" x 11.5"

Half Page Ads:

- No Bleed
- 7.5" x 5"
- Horizontal Only

Quarter Page Ads:

- No Bleed
- 3.625" x 5"

Business Card Size Ads:

- No Bleed
- 3.5" x 2"
- Horizontal Only

Please send all camera ready artwork to monica@manifest-creative.com by February 8, 2019.



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Exhibitor Opportunities

Texas Association of Museums

2019 Annual Meeting

April 2-5, 2019 | El Paso Convention Center

Don't miss your chance to exhibit at the Texas Association of Museums Annual Meeting, the largest gathering of museum professionals in the state, and showcase your products and services within a dynamic marketplace to nearly 500 professionals, buyers and decision makers from a wide array of museum disciplines. This must-attend event features four days filled with extensive networking and professional development opportunities, innovative sessions with expert presenters, exciting evening events and more.

Benefits for all exhibitors include:

- Exposure to as many as 500 TAM attendees
- Networking with decision makers from museums from every corner of Texas
- Listing in the TAM Annual Meeting Program
- Priority line for 2020 conference
- Participation in special exhibitor reception

BOOTH OPTIONS

Foyer Table Top Booth

Are your exhibit needs very simple? Is 10x10 too much space for you, more than you know what to do with? Do you just need a table to put out your collateral materials? Do you want a booth to promote your business but also want to take some time to attend sessions and not worry about manning your booth the entire time (the only mandatory time to man the booth would be during the exhibitor reception)? If you answered yes to any of these questions, then our Foyer Table Top Booth, located in the foyer outside the main exhibit hall at the convention center, is perfect for you. There are a limited number of these special booths available, so don't hesitate to reserve yours today! The following benefits are part of the Foyer Table Top Booth:

- One (1) Exhibitor Registration (*does not include tickets to luncheons and evening events; those tickets can be purchased separately*)
- One (1) draped and skirted 6' table
- One (1) chair (two upon request only)
- Complimentary wi-fi

Additional booth registrations can be purchased at \$99 before February 28, 2019; after March 1, rate increases to \$150.

Please note – there is no electricity at foyer table top booths unless purchased / arranged directly with El Paso Convention Center.

Standard Single Booth

Are you a trade show pro with an impressive set up that stands out and is sure to catch the eye of the many museum professionals attending the conference? Is an 10x10 booth space the perfect space for you to promote your business and network with attendees? If so, then look no further! The standard booth space is ready for you to transform and tell delegates all about your company and services. The following benefits are part of the Standard Booth:

- 10' x 10' space, including pipe and drape (8' high back wall drape and 3' high side wall drape), 6' table (skirted and draped), 2 chairs and a wastebasket
- Booth Identification Sign with your company's name & booth number
- Complimentary wi-fi
- One (1) Complete Registration Package (includes one ticket to luncheons on April 2 & 3 and one ticket to each of the evening events on April 2, 3 and 4) (If more complete registration packets are needed for additional booth personnel, they can be purchased at a discounted rate of \$299 before February 28, 2019; after March 1, rate increases to \$399.)
- Advance promotion of all exhibitors to TAM attendees two (2) weeks prior to conference via TAM special e-blast

Please note – electricity is not automatically provided; must be purchased / arranged directly with El Paso Convention Center. Kit will be provided to all exhibitors upon registration.

Standard Double Booth

If you need extra space to promote your business than a standard booth allows, you can secure a double booth, which includes the following:

- 10' x 20' space, including pipe and drape (8' high back wall drape and 3' high side wall drape), two 6' tables (skirted and draped), 4 chairs and a wastebasket
- 7" x 44" Identification Sign with your company's name & booth number
- Complimentary wi-fi

- Two (2) Complete Registration Packages (includes two tickets to luncheons on April 2 & 3 and two tickets to each of the evening events on April 2, 3 and 4) (If more complete registration packets are needed for additional booth personnel, they can be purchased at a discounted rate of \$299 before February 28, 2019; after March 1, rate increases to \$399.)
 - Advance promotion of all exhibitors to TAM attendees two (2) weeks prior to conference via TAM special e-blast
- Please note – electricity is not automatically provided; must be purchased / arranged directly with El Paso Convention Center. Kit will be provided to all exhibitors upon registration.*

TAM BUSINESS LEVEL MEMBER BOOTH

But, wait! There’s more! If you are a TAM Business Level Member, then you become one of our VIP Exhibitors, which means you get ALL the benefits of a Standard (10x10) Booth, PLUS the following:

- **PRIORITY PLACEMENT** in the exhibit hall (including end booths, based on availability);
- **DISCOUNTED BOOTH RATES;**
- **FLASH SESSIONS!** Opportunity for exhibitors and their partner museums to present a special educational session to share their expertise and testimonials about their services and products with conference attendees. Sessions take place at up to six exhibitor booths in the Exhibit Hall during designated afternoon breakout sessions (Wednesday and Thursday, April 3 & 4 from 1:45 – 3 pm) (*limited availability; if interested, email monica@manifest-creative.com before Feb. 2, 2018.*)
- **ACCESS TO VIP MEETING ROOMS** at convention center for one-on-one or small group meetings (*based on availability*)
- **ONE-TIME USE OF TAM ATTENDEE MAILING LIST**, either email or traditional mail campaign issued through the TAM office, between two (2) to six weeks (6) after the conference (*\$500 Business Member Level only*) (*Exhibitor must design, print & deliver/send traditional mail piece to TAM office for distribution; Exhibitors are responsible for all associated postage fees*) (*Must notify alex@texasmuseums.org by May 1, 2019 to take advantage of this benefit/offer*)
- **UPGRADES!** As a TAM Business Level Member Exhibitor, you can take advantage of the following upgrades:
 - **Demonstrations:** During one of the scheduled refreshment breaks, you can hold a special demonstration in your booth that will be announced from the stage, in hopes of driving traffic to your booth at that time. (\$100 per demonstration) (max of two (2) booths will be permitted to conduct demos per refreshment break)
 - **Giveaways:** Holding a drawing at your booth for a great give away? Do you have some exceptional swag to hand out? If so, TAM can make an announcement from the stage on your behalf to help drive traffic to your booth. (\$50 for up to two announcements)
 - **Sponsor a Session:** Get 30 seconds at the microphone at the opening of your assigned break-out session to plug your booth number and share your company’s elevator speech. (\$250/session; limit four per exhibitor)

Double booths (10x20) are also available for TAM Business Level Members; includes the benefits of a Standard Double Booth, plus the benefits outlined above.

There are definitely perks to being a TAM Business Level Member! Need more convincing? Take a look at the benefits.....

\$200 Business Member Benefits

- Unlimited FREE Postings in the TAM Job Bank
- Reduced Price Registration for Annual Meeting
- Member Discounts
- Specialized Training and Workshops
- Networking Within the Field
- Timely Industry News and Communications
- Access to Members-Only Resources

\$500 Business Member Benefits

- All \$200 Level Business Member Benefits, plus...
- Annual opportunity for Museline spotlight with 3-4 sentence description & logo (Museline is TAM's monthly e-newsletter which reaches more than 1,000 museum professionals)
- Access to TAM Membership Mailing List (annual one-time use, either email or traditional mail campaign)

RATES & DEADLINES

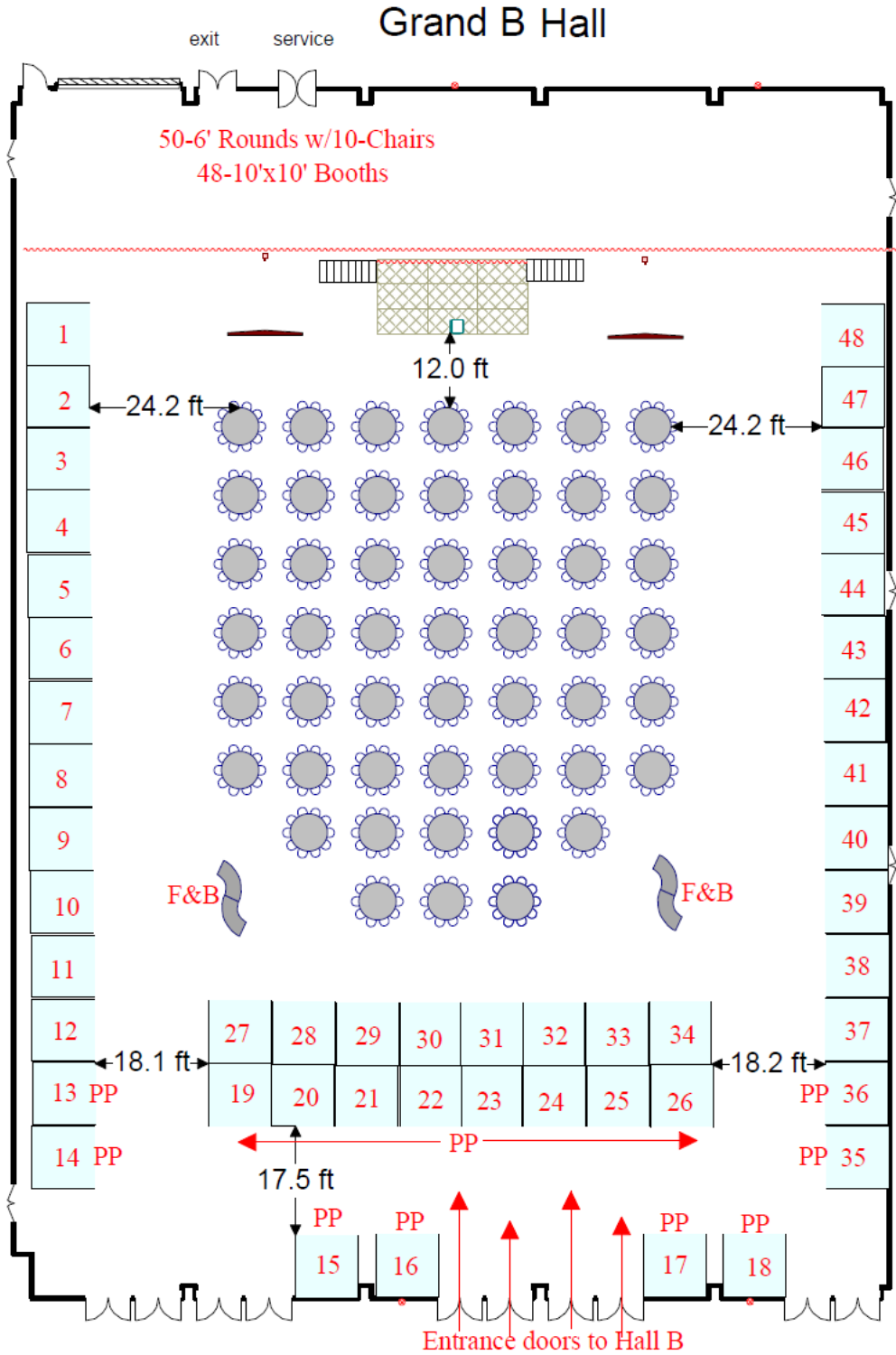
DEADLINES	Foyer Table Top Booth	Standard Single Booth	Standard Double Booth	TAM Business Level Standard Single Booth	TAM Business Level Double Booth
Regular: Jan. 1 – February 28, 2019	\$299	\$775	\$1,499	\$599	\$1,099
Late: March 1 – March 10, 2019	\$399	\$925	\$1,799	\$750	\$1,499

To take advantage of special TAM Business level pricing, please sign up for a TAM Business Level membership at <http://tiny.cc/TAMbusiness> prior to reserving your booth. To reserve your booth, please visit <http://tiny.cc/2019booth> to complete the online exhibitor reservation form. If you have any questions or special requests, please contact the TAM Meeting Planner, Monica Rhodes, at monica@manifest-creative.com or 281-846-6967 BEFORE March 10, 2019.

Remember – Exhibitors get special pricing on program advertisements. See page 6 for details!
 Exhibitor details and FAQs will be available at <http://tiny.cc/AM2019FAQ>.

TAM 2019 Annual Meeting - El Paso Convention Center

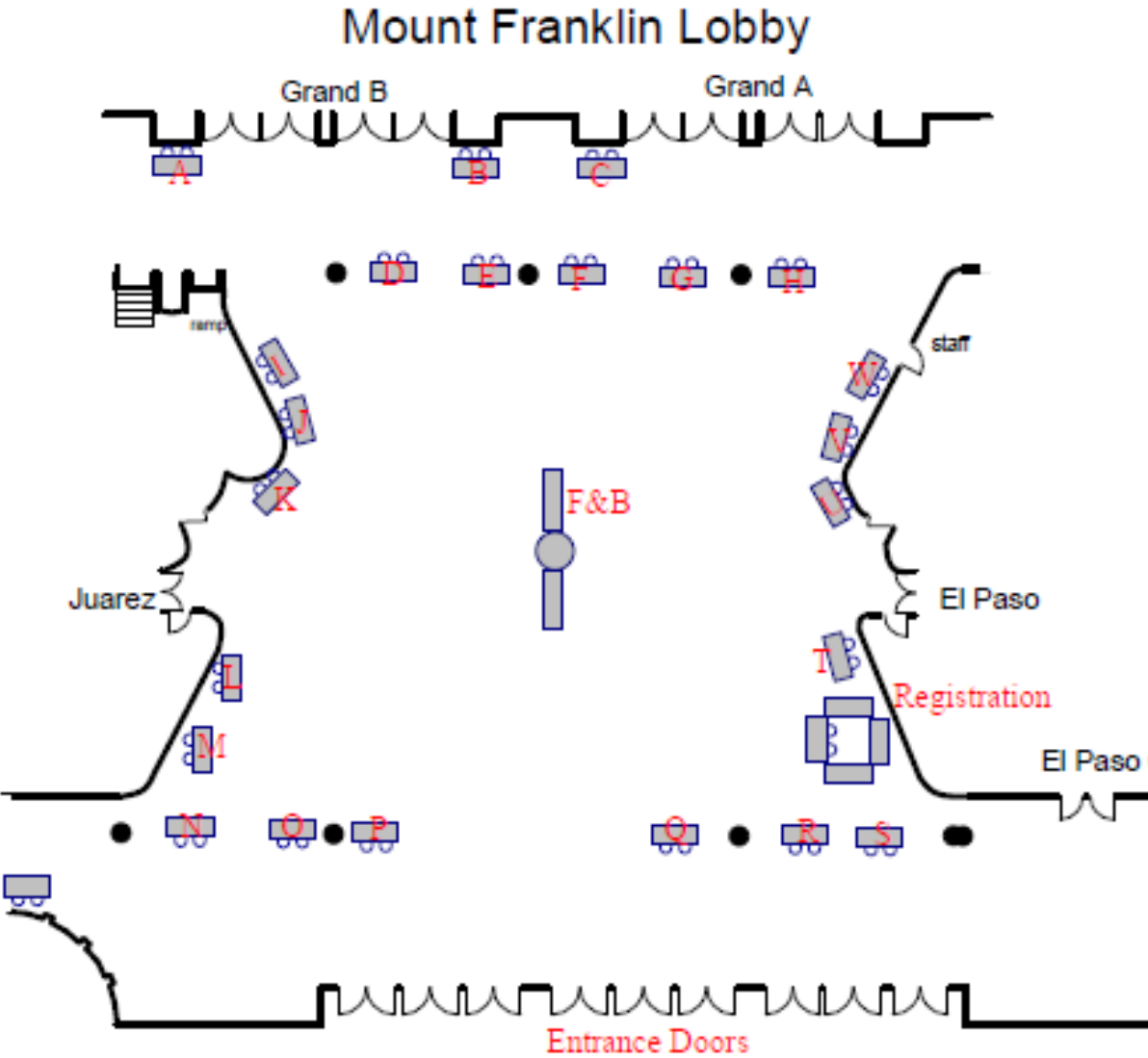
Standard and Business Level Booths



*Booths marked "PP" indicate PRIORITY PLACEMENT for TAM Business Level Members

TAM 2019 Annual Meeting - El Paso Convention Center

Tabletop Foyer Booths



Payment Schedule and Cancellation Policies

2019 TAM Annual Meeting

EXHIBITOR BOOTH POLICY

Full payment of exhibit space is due at the time of registration. Payment is accepted via credit card online or by check (due within 21 days of registration). Deadline to register as an exhibitor is March 10, 2019.

SPONSORSHIP PAYMENT POLICY

Full payment of sponsorship is due at the time the online Sponsorship Form is completed. Payment is accepted via credit card online or by check. The emailed notification you receive after the form is completed is considered your signed Sponsorship Contract.

ADVERTISING POLICY & DEADLINES

Full payment of Program Ad space is due at the time of ad submission. Payment is accepted via credit card online or by check. Program Ads must be submitted online with completed Advertiser Form no later than February 8, 2019.

If paying by check for exhibitor booth, sponsorship or program ad space, mail payment to:

Texas Association of Museums
815A Brazos St. #537
Austin, Texas 78701

CANCELLATION POLICY

All cancellations and requests for ***exhibitor booth, sponsorship or program ad space*** refunds must be submitted in writing to the address above. Cancellations received by or before February 28, 2019 will result in Texas Association of Museums (TAM) retaining 25% of the initial deposit. Cancellations received between March 1 and March 10 will result in TAM retaining 50% of the initial deposit. No requests for refunds will be granted after March 10, 2019.

CONTACT INFORMATION

To inquire about availability of sponsorships, advertisements and exhibitor booths, please contact our meeting planner, Monica Rhodes at Manifest Creative at: 281-846-6967 or email monica@manifest-creative.com.