

A stylized, halftone-style graphic of the Chicago skyline is positioned diagonally across the top half of the cover. The background is split into two main color sections: a teal/cyan upper-left section and a green lower-right section, separated by a white diagonal band.

Fostering Transparency, Strengthening Public Trust

July 18–21, 2018

Chicago

ammconference.org

Exhibitor and Advertising Guide



In partnership with:





Join us in Chicago!

The Association of Midwest Museums (AMM) is partnering with the Illinois Association of Museums (IAM) and the Visitor Studies Association (VSA) to offer a wider variety of sessions and networking opportunities in one of America's greatest cities.

The joint conferences share the theme Fostering Transparency, Strengthening Public Trust and will feature combined events and activities such as the keynote presentation and Exhibit and Resource Hall.

With parallel tracks of workshops and concurrent sessions, museum professionals and service providers will have extensive opportunities for networking and cross-pollination of ideas.

The joint conferences will take place at the Hilton-Chicago on South Michigan Avenue on July 18-21, 2018.

- Promote products and services
- Demonstrate new technology
- Seek inspiration from speakers, attendees, and area museums
- Share your insights
- **Expand your company's network**
- Support Midwest museums

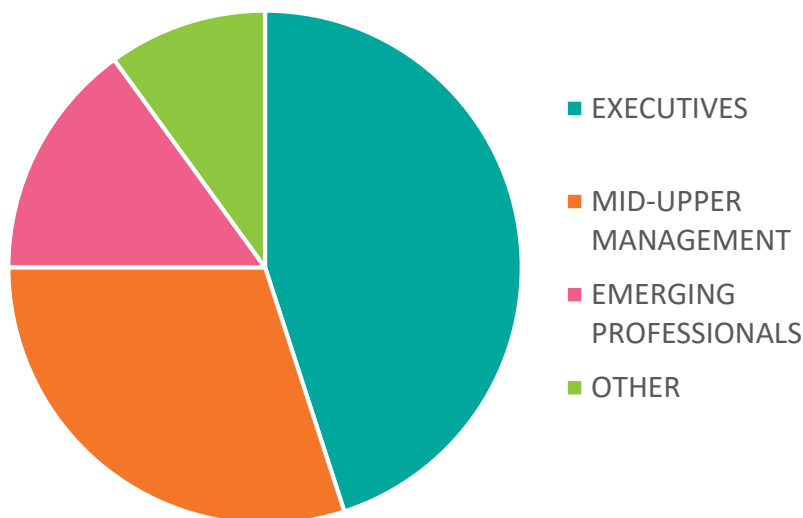
About Us

Association of Midwest Museums

Since its founding in 1927, the Association of Midwest Museums (AMM) has sought to connect museums across the eight-state region of the Midwest, including Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, and Wisconsin. Our mission is to strengthen museums in the Midwest by providing nationally relevant, regionally specific programs, products, and networking opportunities. We are a not-for-profit 501(c)(3) organization.

AMM's membership includes over 500 professionals and students, museums and other non-profit organizations, and corporations that serve the industry. Our member organizations range from small county historical societies to large science centers located in nearly every market in the Midwest.

The largest professional event produced by AMM is the Annual Conference and Meeting, during which a range of individuals from emerging professionals to executive level decision-makers converge to exchange ideas, discuss industry trends, seek new resources, and network.



Illinois Association of Museums

The Illinois Association of Museums is an independent museum network that supports the work of the American Alliance of Museums, the American Association of State and Local History, the Association of Midwest Museums, and various other local and regional museum networks across Illinois. IAM seeks to collaborate with all museum professional groups to promote best practices around the state.

Get Involved – It's YOUR Museum Community!

AMM corporate members are invited to showcase their talents and resources at the Annual Conference as presenters, exhibitors, advertisers, and sponsors.

By getting involved in the Annual Conference and Meeting, you will increase engagement with the museum community you serve and have the opportunity for meaningful discussions regarding industry trends and challenges.

Consider partnering with a museum client to develop and propose an educational workshop or session, exhibiting in the Resource Hall, advertising in the conference program or online, or supporting the conference as a sponsor.

Benefits of Exhibiting and Advertising

- Build on existing relationships and make new connections among a concentrated group of diverse museum professionals
- Increase visibility among Midwest museums, science centers, historical societies, universities, and numerous other organizations
- Position your company as supporter of museums and therefore, supporters of their extraordinary work in historic preservation and informal education across the arts, humanities, and sciences
- Engage in in-depth discussions about challenges and solutions in the industry alongside current and potential clients to establish yourself as a reliable resource and thought-leader



Exhibit

About the Exhibit and Resource Hall

The Annual Conference and Meeting Resource Hall is a dedicated space for vendors and consultants to showcase their products and services. Exhibitors receive two complimentary registrations (over \$500 in value), complimentary basic wifi, access to free conference meals, and one complimentary business card sized ad in the final conference program. A free list of attendees is available on request after the conference. Additional charges may apply for some lunches and evening events.

Exhibitor Booth Spaces

The Exhibit and Resource Hall is located in Salons A and C of the Lower Level Convention Area, where AMM and VSA conferences will be taking place. Booth spaces are found in the entry and main pathways, just outside of the breakout session rooms. See enclosed floor plans for details.

Resource Hall Exhibit Booth spaces are approximately 10ft x 10ft and will include of a 6' table, optional black table skirt, two chairs, and a wastebasket. Pipe and drape is not provided, to ensure maximum visibility for all exhibitors. Exhibitors are permitted to bring tabletop displays, pop-up signs and booths that fit comfortably within the 10ft x 10ft space provided.

Exhibitor Schedule

The hall schedule is designed in coordination with the overall program to maximize your time and ensure that conference attendees have numerous opportunities to explore the displays. In addition, AMM will host food- or prize- driven activities such as the Opening Cocktail Reception. You are not required to be at your booth during session periods, but booth owners accept all responsibility for lost, damaged, or stolen items.

- Setup: Thurs, July 19, 8:00am-Noon
- Opening Reception: Thurs, July 19, 3:00pm-5:00pm
- General Hall Hours:
 - Thurs, July 19, Noon-5:00pm
 - Fri, July 20, 7:00am-5:00pm
- Exhibit Take Down: Fri, July 20, 5:00pm-10:00pm



Exhibit

Exhibit Hall Activities

To encourage traffic in the Exhibit and Resource Hall, a range of activities featuring free food and/or beverages will be offered. This includes an Opening Cocktail Reception, coffee and snack break(s).

Exhibitor Packages

Exhibitors receive two complimentary registrations (over \$400 in value), complimentary basic wifi, access to free conference meals, and one complimentary business card sized ad in the final conference program.

Exhibitors may choose to upgrade their complimentary advertising at member rates. In addition, AMM is pleased to offer other opportunities to increase the visibility of your company.

- Mini-Workshops and Demonstrations – As part of Package B, your company could host a 30-minute workshop or demonstration. Space is limited. To ensure the highest quality, short proposals (500 words) for mini-workshops and demonstrations must be submitted with the reservation form for review by committee members.
- Sponsorship – By supporting the conference, your company can access additional advertising and product demo opportunities. To learn more about available sponsorships, please contact Charity Counts, Executive Director of AMM, at ccounts@midwestmuseums.org.

Additional Information

Membership is required for booking a booth and can be purchased through the reservation form.

An information packet from the Hilton Chicago will be provided at a later date, including pricing for additional equipment, dedicated internet connection, electrical and telephone charges, shipping, and storage.

Exhibitors will be required to complete additional registration forms prior to June 1, 2018.

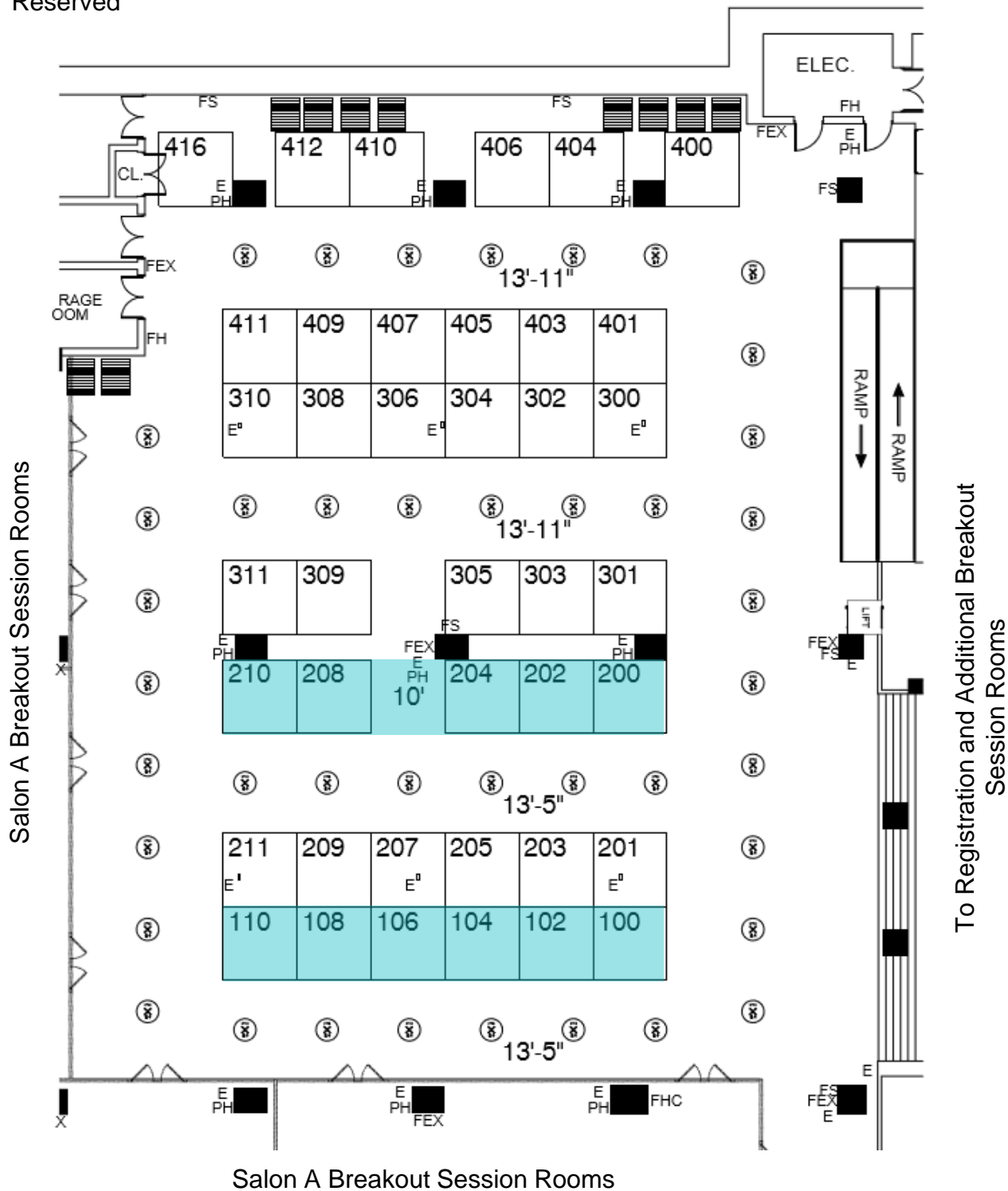
Reserve Your Booth Today!



Exhibit

Exhibitor Floor Plan – HALL 1 Salon A, Lower Level, Hilton Chicago

 Reserved



Salon C, Lower Level, Hilton Chicago

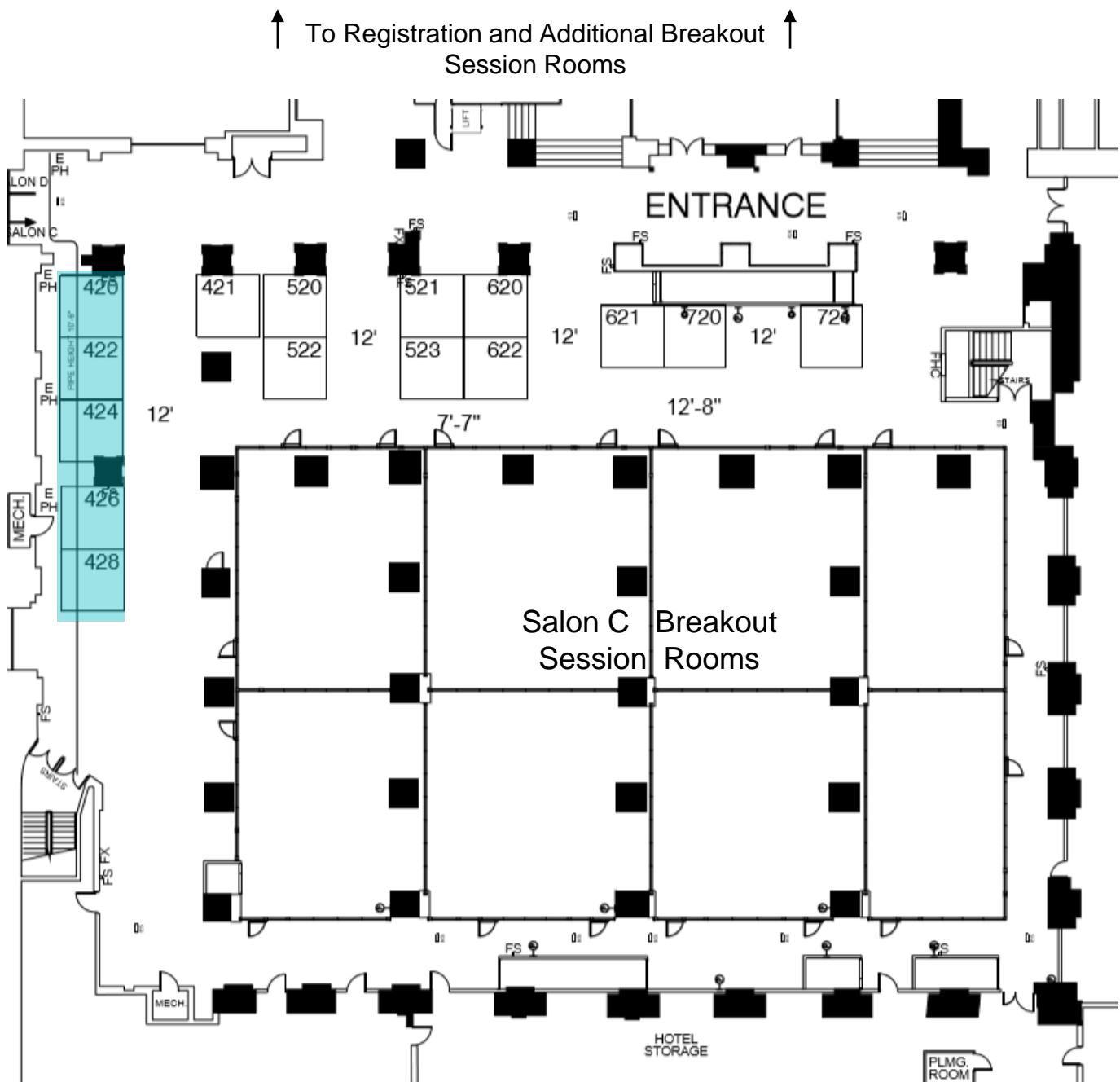


EXHIBIT HALL RESERVATION FORM

Exhibit spaces are available and assigned
on a first-come first-served basis

Membership is required to exhibit at the Annual Conference and Meeting.

Corporate Membership Levels

Sole Proprietor.....	\$70
Small Firm (2-4 FTE).....	\$150
Medium Firm (5-9 FTE).....	\$200
Large Firm (10+ FTE).....	\$275
Corporate Patron.....	\$500

\$

Current Membership Number (if applicable): _____

Exhibitor Packages

	Early Bird (By Mar 1, 2018)	Standard (By Jun 1, 2018)
<input type="checkbox"/> A: Exhibit Hall Booth Space	\$850	\$1000
<input type="checkbox"/> B: Exhibit + Workshop/Demo	\$1150	\$1300

\$

Booth Space Number: 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

Additional Advertising

Exhibitors receive one complimentary business card ad and tote bag insert. To upgrade or add other advertising opportunities at the member rates, select from the following:

	Full Page	1/2 Page	1/4 Page
<input type="checkbox"/> Final Program	\$500	\$300	\$150
<input type="checkbox"/> Digital Ads	Web Sidebar \$150	E-News Block Ad \$150	E-News Feature \$300

\$

TOTAL

\$

Thank you for reserving a booth space!

EXHIBITOR CONTACT INFORMATION

Primary Contact: _____
 Title: _____
 Company: _____
 Address: _____
 City _____ State _____ Zip _____
 Phone _____ Fax: _____
 Email: _____

FORM OF PAYMENT

☐ Check Enclosed (Payable to AMM)
☐ Credit Card: Amex Discover Mastercard Visa
 Card # _____
 Exp. Date _____ Billing Zip _____
 Signature _____

**Remit payment to Association of Midwest
Museums, PO Box 6267, Fishers, IN 46038-6267
or by fax to 317-983-0333**

Advertise

Conference Program Advertising

The Annual Conference and Meeting final program is distributed to conference attendees in two formats: a downloadable PDF shared via email and the conference website (ammconference.org) and in print to attendees who wish to purchase limited edition hard copies onsite.

Ads should be emailed to admin@midwestmuseums.org as high-quality JPEG files (minimum 300-dpi or higher). Color accepted, but no bleeds. Final Program artwork is due by May 1, 2018.

TYPE	SIZE	PRICE
Outside Back Cover	(8.5"w x 11"h cut)	Reserved for Sponsors
Full-Page	(7"h x 10"w)	\$500 member/ \$700 non-
Half-Page	(4.5"h x 7"w)	\$300 member/ \$500 non-
Quarter-Page	(4.5"h x 3.25"w)	\$150 member/ \$200 non-
Business Card	(2"h x 3.25"w) \$100*	

*Business card size ads are complimentary for exhibitors.

Conference Website and E-News Advertising

Reach AMM members and non-members through digital advertising.

The Annual Conference and Meeting website (ammconference.org) sees approximately 1000 unique visits per month between February-July. All conference materials and promotions push potential attendees to this site, making it a high traffic space for advertisers. Conference website ads are placed for 6 months during peak months (February – August). Placement is on a first-come, first-served basis. All ads are placed on high-traffic pages such as Registration, News, or Hotel. The conference website home page is reserved for Presenting Sponsors only.

TYPE	SIZE	PRICE
Sidebar	(7"h x 10"w)	\$150 member/ \$250 non-

Advertisements in Annual Conference e-blasts to reach over 2000 potential attendees or the AMM News Brief e-newsletter to reach 500+ members. Advertisements include dedicated e-blasts (full email), block ads (no larger than 600px W and 200px H, horizontal), and feature articles (50-100 words, one image, and link in News Brief e-newsletter only).

TYPE	SIZE	PRICE
Dedicated E-Blast	n/a	\$500 member/ \$600 non-
Feature Article	n/a	\$300 member/ \$400 non-
Block Ad	(600px by 200px)	\$150 member/ \$250 non-

Advertise

Conference Tote Bag Inserts

Make sure your information gets into the hands of conference attendees! Reserve an opportunity to place pamphlets, brochures, or branded novelty items in the Annual Conference Tote Bags, distributed to every conference attendee.

CATEGORY	PRICE
Non-Profit Organization (member)	\$ 100
Non-Profit Organization (non-member)	\$ 150
For-Profit Business (member)	\$ 200
For-Profit Business (non-member)	\$ 250

*Tote bag inserts are complimentary exhibitors and sponsors.

We request that all tote bag advertisers provide inserts that are pre-printed and assembled, ready for placement into bags.

Note: Large or heavy items are discouraged – AMM reserves the right to decline items due to size or content.

Inserts are due by July 13, 2018.

See enclosed TOTE BAG INSERT FORM.

Exhibitor Advertising

Are you an exhibitor? Exhibitors receive a complimentary tote bag insert and business card-sized ad in the final conference program.

In addition, exhibitors receive member rates on all additional advertising.



PROGRAM AND WEBSITE ADVERTISING ORDER FORM

Members Save – Join or Renew Today!

Membership is not a requirement to advertise, but affords your organization or company an opportunity to save during the Annual Conference and Meeting and more all year long. AMM offers multiple levels of membership, which renew annually and provide a number of benefits.

Membership Levels

Institutional (0-9 FTE)	\$100
Institutional (10-24 FTE)	\$200
Institutional (25-99 FTE)	\$275
Institutional (100+ FTE)	\$400
Sole Proprietor.....	\$70
Small Firm (2-4 FTE).....	\$150
Medium Firm (5-9 FTE).....	\$200
Large Firm (10+ FTE).....	\$275
Corporate Patron.....	\$500

\$

Current Membership Number (if applicable): _____

Advertising Rates

Select from the following advertising options and note the sub-total below.

	Full Page Member	Full Page Non-	1/2 Page Member	1/2 Page Non-	1/4 Page Member	1/4 Page Non-	
<input type="checkbox"/> Final Program	\$500	\$700	\$300	\$500	\$150	\$200	\$
	Banner Member	Banner Non-	Sidebar Member	Sidebar Non-			
<input type="checkbox"/> Web (6 mos)	\$300	\$400	\$150	\$250			\$
	Feature Member	Feature Non-	Block Member	Block Non-			
<input type="checkbox"/> AMM E-News	\$300	\$400	\$150	\$250			\$
TOTAL							\$

Thank you for advertising with us!

CONTACT INFORMATION

Primary Contact: _____
 Title: _____
 Company: _____
 Address: _____
 City _____ State _____ Zip _____
 Phone _____ Fax: _____
 Email: _____

PAYMENT INFORMATION

☐ Check Enclosed (Payable to AMM)
☐ Credit Card: Amex Discover Mastercard Visa
 Card # _____
 Exp. Date _____ Billing Zip _____
 Signature _____

**Remit payment to Association of Midwest
 Museums, PO Box 6267, Fishers, IN 46038-6267
 or by fax to 317-983-0333**

Tote Bag Insert Form

Institution/Company _____

Contact Name & Title _____

Address _____

City, State, Zip _____

Phone _____ E-mail _____

Select from the following:

- | | |
|---|--------|
| <input type="checkbox"/> Non-Profit Organization (member) | \$ 100 |
| <input type="checkbox"/> Non-Profit Organization (non-member) | \$ 150 |
| <input type="checkbox"/> For-Profit Business (member) | \$ 200 |
| <input type="checkbox"/> For-Profit Business (non-member) | \$ 250 |

Member Number (if applicable): _____

RESERVATION AND PAYMENT

Send payment and completed form to:

☐ **By Check:**

Payable to Association of Midwest Museums
Mail to: AMM
PO Box 6267
Fishers, IN 46038-6267

☐ **By Credit Card:**

Fax completed form to 317-983-0333

Card #: _____ Expiration Date: _____ CVV: _____

Billing Address (if different): _____

City _____ State _____ Zip _____

Name printed on card: _____ Signature: _____

SHIPPING INSTRUCTIONS

Items may be shipped to arrive no earlier than Thursday, July 5 and no later than Friday, July 13, 2018.
Please send a copy of this form, along with 400 tote bag inserts to:

AMM 2018 Conference
Charity Counts
C/O: Hilton Chicago
720 S Michigan Ave, Chicago, IL 60605

Please notify AMM at admin@midwestmuseums.org of your intended shipping date of items.