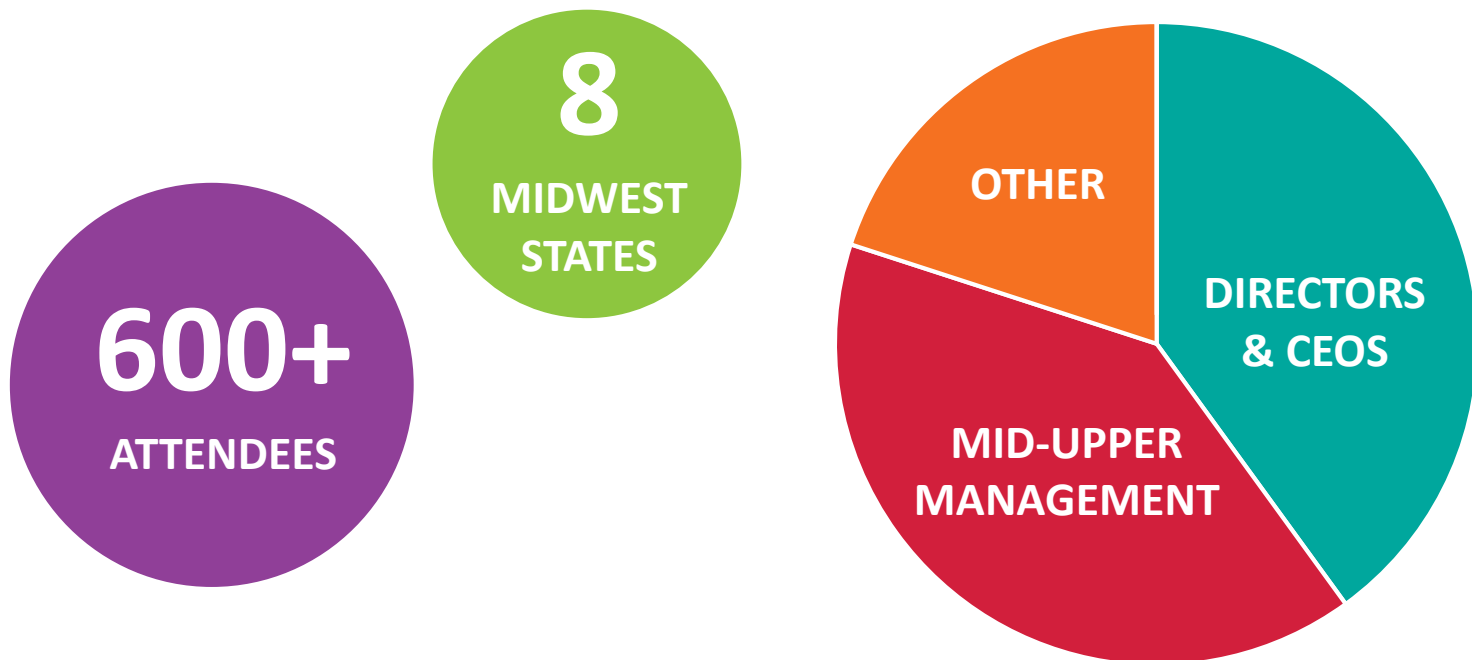




2020 Exhibitor and Advertising Guide



Build Midwest Connections



Engage 600 professionals from the Midwest

The AMM-WFM 2020 Joint Conference is expected to draw 600+ attendees from 8 states of the Midwest and beyond. We anticipate attendance by individuals representing a range of disciplines, career stages, and museum types – from history and art museums to science centers and historic homes.

Benefits of Participation

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

- Build on existing relationships and make new connections
- Increase visibility among Midwest museums, science centers, historic sites, universities, and libraries
- Position your company as supporter of museums
- Establish yourself as a reliable and trustworthy resource

Reserve exhibit or ad space at ammconference.org/exhibitors today!



Exhibit

Exhibit at the 2020 Joint Conference

Location: 2nd Floor, Hyatt Regency Milwaukee, WI

- Atrium
- Milwaukee Foyer
- Regency Ballroom and Pre-Function

Schedule:

- **Setup:** Thursday, July 23 6:00am-10:00am
- **Open Hours:**
 - Thurs, July 23, 10:00am-6:00pm
 - Fri, July 24, 8:30am-2:00pm
- **Tear Down:** Fri, July 20, 2:00pm-8:00pm
- **Exhibit and Resource Hall Events**
 - General Coffee Service: Daily, 8:30am
 - Meet the Exhibitors Reception: July 23
 - Morning Break with Exhibitors: July 24

(Dates/times subject to change.)

Booth Rental Includes:

- Two (2) complimentary Sessions Only registrations
- Complimentary basic meeting space Wi-Fi
- Business card sized ad in the final conference program

Membership is required for booking a booth.

Book today: ammconference.org/exhibitors

OPTION A: 10ft x 10ft Space

Early Bird: \$850 | Standard: \$1000

Ideal for booths that feature pop-up floor signs and display elements, in addition to tabletop items.

- 10ft x 10 ft footprint
- 6 ft. skirted table
- Two chairs
- Waste basket
- Basic Wi-Fi for personal devices

OPTION B: Tabletop Display

Early Bird: \$700 | Standard: \$850

6ft tables are available at a lower rate for tabletop displays only. Pop-up floor graphics are not permitted with this type of exhibit.

- 6 ft. skirted table
- Two (2) chairs
- Waste basket
- Basic Wi-Fi for personal devices



Promote

Book a Product Demo or Training Session

Looking for ways to engage attendees beyond your exhibit? Reserve a 45-minute session space for product demos or educational sessions. Add this option to your booth reservation for \$300. Limited availability. Book early to ensure a spot in the program.

Purchase a Print or Digital Ad

Conference Program: Distributed to conference attendees in two formats: downloadable PDF and print. Placement is on a first-come, first-served basis.

TYPE	SPECS	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*

****Final Program artwork is due by June 1, 2020.****

Conference Website: Conference website ads are placed for 6 months on high traffic pages during peak months (February – August). Placement is on a first-come, first-served basis.

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

****No specific deadline.****

Conference E-Blasts or AMM Member E-News: Advertisements in conference e-blasts will reach over 3000 potential attendees and the AMM Member E-News reaches 800+ AMM members. Placement is on a first-come, first-served basis.

TYPE	SPECS	PRICE
Dedicated E-Blast to AMM Lists	n/a	\$500 member/ \$750 non-
Feature Article in AMM NewsBrief	n/a	\$300 member/ \$400 non-
Block Ad in AMM NewsBrief	(600px by 200px)	\$150 member/ \$250 non-
Block Ad in Conference E-Blast	(600px by 200px)	\$150 member/ \$250 non-

****E-News ads due the 1st of the month of each issue (March, June, September, December). E-Blast articles or ads are due 2 weeks prior to desired date. Contact us for availability.****

Artwork Instructions

Ads should be emailed to admin@midwestmuseums.org as JPEG or PDF files (minimum 300-dpi or higher). Full color, no bleeds.

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Advertise: Tote Bag Inserts

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
Member	\$ 150
Non-Member	\$ 200
Sponsor/Exhibitor	COMPLIMENTARY

Tote bag inserts are complimentary exhibitors and sponsors.

Delivery Instructions

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

Please send a minimum of 600 inserts.

Inserts are due by **Monday, July 20, 2020**, with delivery **no earlier than Thursday, July 16th**.

Ship tote bag inserts to the conference hotel to the following contact:

Charity M. Counts
AMM-WFM 2020 Conference 7/22-25
c/o Hyatt Regency Milwaukee
333 W Kilbourn Ave
Milwaukee, WI 53203

Please remember to:

- Pre-pay all shipments; COD not accepted
- Number packages (ex: 1 of 3, 2 of 3, 3 of 3)
- Keep tracking information

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



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