



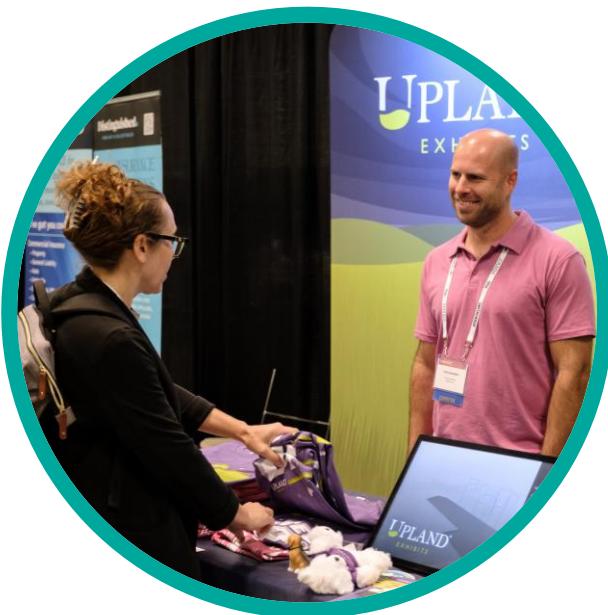
2026 Conference Exhibitor Guide



Three Reasons to Exhibit at AMM 2026

Exhibitor placement ensures maximum visibility.

Exhibitors will be placed in the **primary attendee gathering space** – Grand Horizon Ballroom - where general sessions, networking activities, and food events will occur. We offer 30-60-minute breaks throughout the day, plenty of time for attendees to explore the exhibits!



You'll have many opportunities for meaningful interactions.

Exhibitors get to attend sessions and events, just like other attendees. This is **YOUR community** too, and we're ready to help you strengthen your connections during networking lunches, evening events, tours, and more.

Exhibitors are the primary focus of our breaks all day long.

During morning coffee breaks and our free afternoon cocktail reception, we spotlight our exhibitors. Food, beverages, meetups, and ephemeral programming will be sprinkled throughout exhibitor areas during breaks to make it easy for exhibitors to connect with attendees.

Raffles/Giveaways: We're hosting a "Prize Hour" during the final conference break for exhibitors and sponsors offering giveaways as part of their promotional efforts.



Exhibitor Packages

Virtual + In-Person 10 x 10 Exhibit Space Package \$1,500

- 10ft x 10ft in-person exhibit space
- Includes **table and 10x10ft floor space** for pop-up banners and displays
- Dedicated page in the online platform for access by virtual and in-person attendees
- 16:9 Networking Lunch slideshow ad
- **Two (2) Virtual + In-Person** registrations for use by employees or guests
- Access to Attendee List in the online platform (includes the virtual and in-person attendees who have opted in)
- Acknowledgment at the Midwest Museums Recognition Lunch



Virtual Only Package \$500

- Dedicated page in the online platform for access by virtual and in-person attendees
- **Two (2) Virtual Only** registrations for use by employees or guests
- Access to Attendee List in the online platform (includes the virtual and in-person attendees who have opted in)
- Acknowledgment at the Midwest Museums Recognition Lunch

Virtual + In-Person Tabletop Only Package \$1,300

- Table for tabletop displays
- Includes **table only** (no floor space)
- Dedicated page in the online platform for access by virtual and in-person attendees
- 16:9 Networking Lunch slideshow ad
- **Two (2) Virtual + In-Person** registrations for use by employees or guests
- Access to Attendee List in the online platform (includes the virtual and in-person attendees who have opted in)
- Acknowledgment at the Midwest Museums Recognition Lunch



Corporate or institutional membership in the Association of Midwest Museums is required to exhibit in-person or virtually.

[Contact AMM](#) to check the status of your membership.

Deadline: June 5, 2026

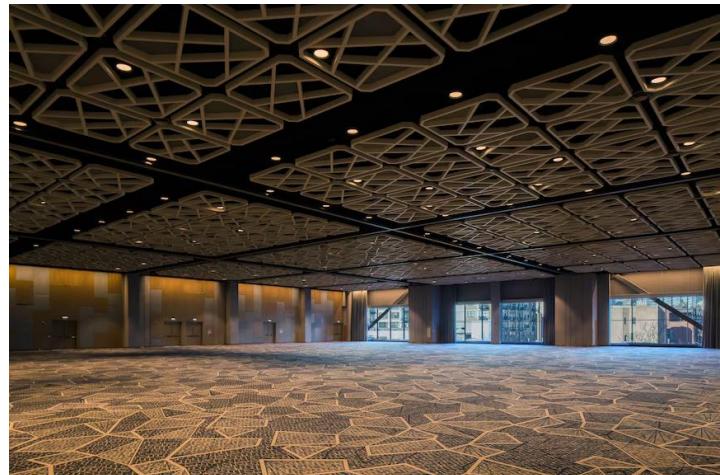
Exhibitor Locations

Conference Venue

Conference sessions, networking activities, and exhibits will be hosted at the Marriott Marquis Chicago located in the Near South Side/Prairie District of Chicago. Below are photos of the venue.



Marriott Marquis Chicago

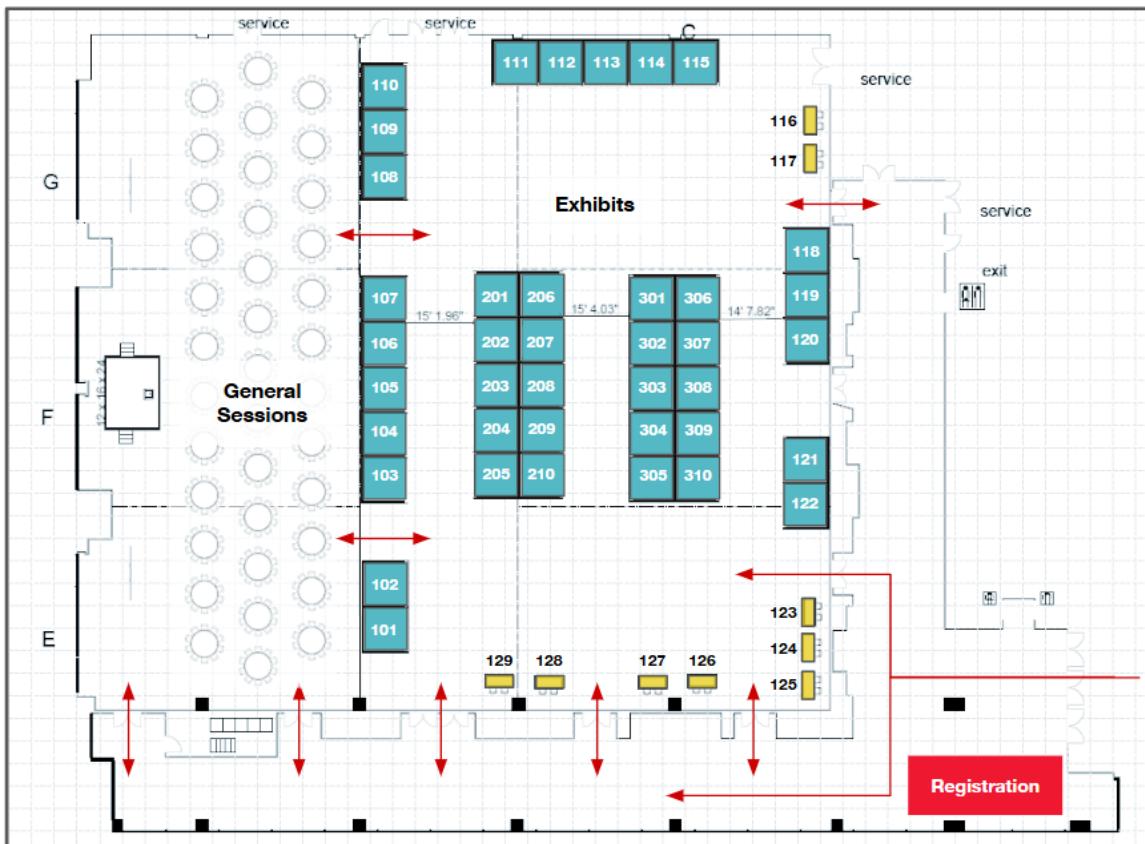


Grand Horizon Ballroom

Exhibitor Locations

The map below depicts the locations of available exhibit types in Grand Horizon Ballroom ABCD at the Marriott Marquis Chicago.

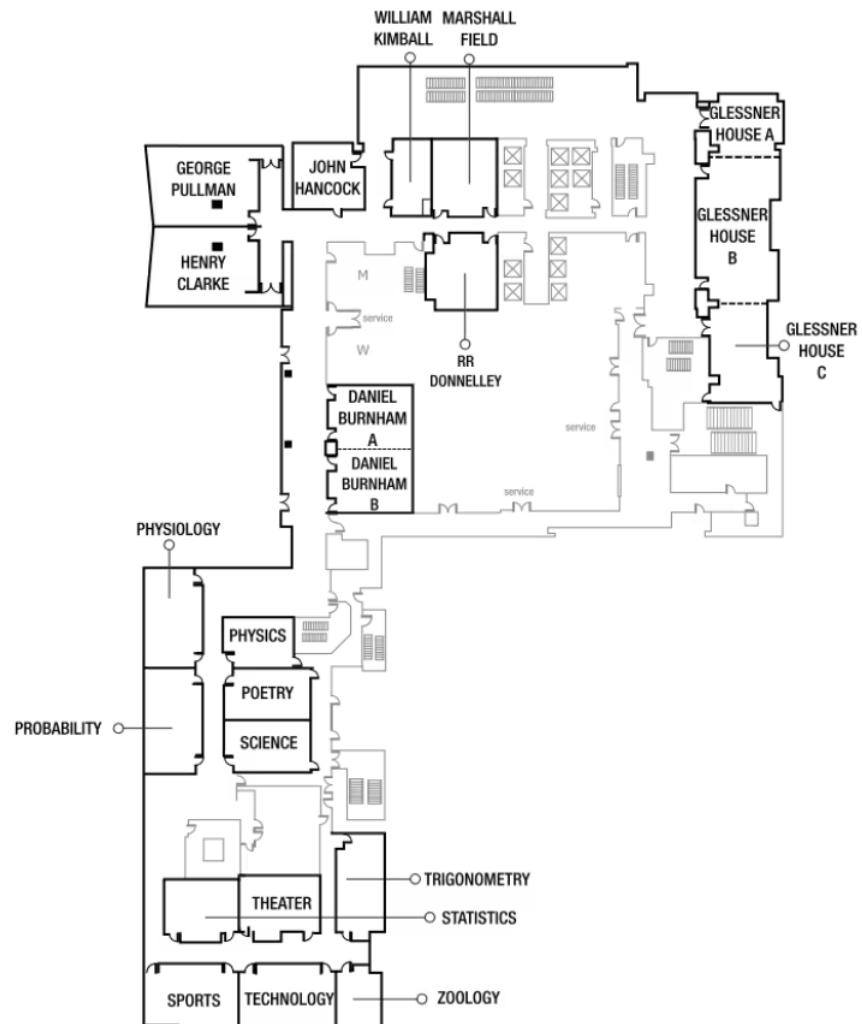
- 10x10 Space
- Tabletop Only



Conference Center Overview

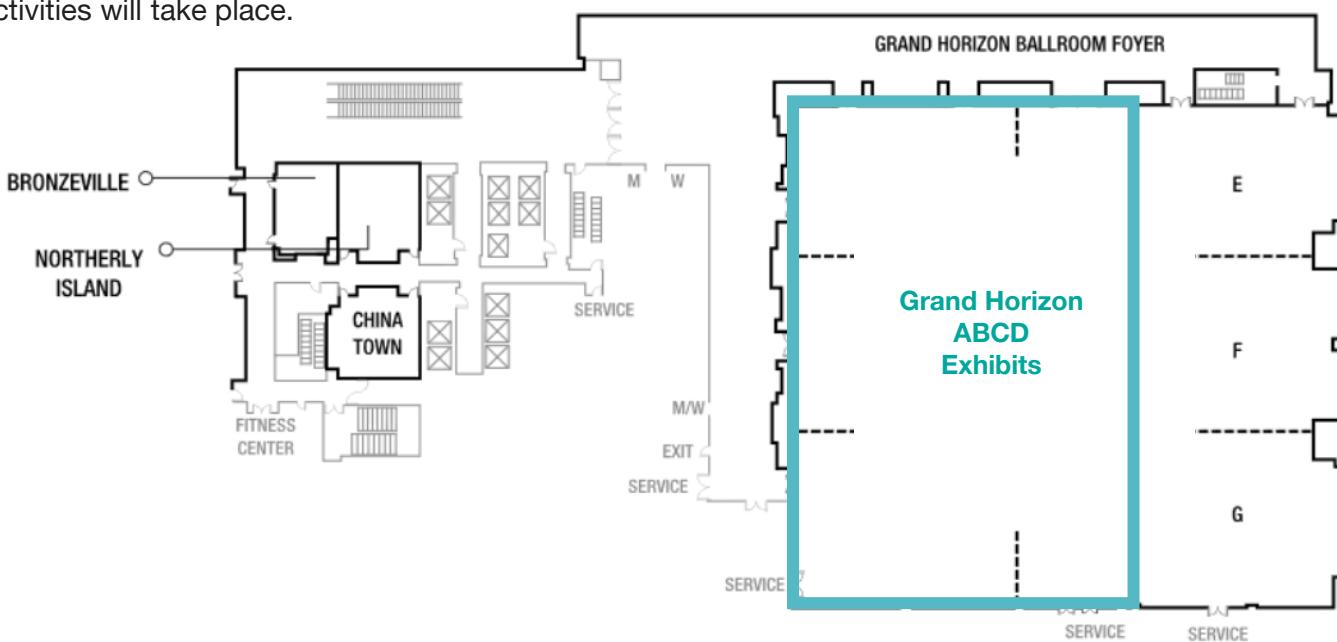
Marriott Marquis Level 3

This is where breakout sessions will take place in the conference hotel.



Marriott Marquis Level 4

This is where registration, exhibits, general sessions, and networking activities will take place.



Additional Engagement Opportunities

Sponsorship

Museums and companies can support the conference and build awareness of their products or services as monetary or in-kind sponsors. Opportunities range from \$500 to \$10,000. To learn more about sponsorship opportunities, visit the conference website: ammconference.org/sponsor

Advertising Upgrades

AMM no longer offers a traditional printed program and tote bag inserts. Exhibitor packages include a 16:9 Networking Lunch Slideshow Ad which will loop continuously during the lunch event. In lieu of a printed program, we distribute a *Midwest Marketplace Flyer* to attendees with their *Schedule-at-a-Glance*.

Exhibitors have the option to purchase additional advertising in the exhibit reservation form:

- Midwest Marketplace Flyer Ad
- Website 1:1 Sidebar Ad
- AMM E-News or Conference E-Blast Block Ad (Image and Link only)
- AMM Blog and E-News Feature Article (Text, Image, and Link)

For more information on advertising, visit the conference website: ammconference.org/sponsor/advertise.

Presentation Opportunities

Sponsors at the Presenting and Spotlight levels (\$5,000-10,000) receive the opportunity to present a 60-minute in-person session during the conference as part of their benefits package. Exhibitors may request to add a pre-recorded virtual session to their benefits package for a fee of \$200 or an in-person session for \$500, pending space availability. Contact AMM about an upgrade by March 31.

Sponsor and exhibitor sessions must meet conference Call for Proposals requirements with an educational focus and at least one museum presenter as well as not directly sell products or services. AMM is happy to offer advice on proposed sessions, titles, and descriptions.

Have questions? Contact AMM at admin@midwestmuseums.org.

Click here to reserve your exhibit space online.



Terms and Conditions

Companies and organizations who choose to exhibit at our conference agree to follow our [health policy](#) and [Code of Conduct](#). In addition, you acknowledge and agree to the following terms and conditions:

- **Membership:** Membership in AMM or a conference partner association is required.
- **Reservations and Placement:** Exhibitors are confirmed on a first come, first served basis. Every effort will be made to honor first choice locations, but preferred locations are not guaranteed. Full payment must be received to confirm your booking and the placement of your exhibit space or table.
- **Conference Registration:** In-Person exhibitors receive complimentary Virtual + In-Person registrations, and Virtual Only exhibitors receive Virtual Only registrations. Exhibitors must register employees for the conference using the designated attendee registration form (separate from the Exhibitor reservation form) before the close of online registration. **This ensures that AMM has necessary information to plan and that your employees can purchase evening event tickets and other optional add-ons before they sell out.** AMM will send instructions on how to register employees and access discounts associated with your booking. If exhibitors have more than two employees attending the conference, the additional employees will be required to register and purchase registrations at the member rate.
- **Conference Badges:** Exhibitors have access to all sessions and activities at the conference, and each employee must wear a conference badge for access. Badges cannot be shared among representatives.
- **Display Requirements:** Exhibits must not project beyond the space allocated or obstruct the view of other exhibitors. Tabletop Only Displays come with a table and chairs, and everything must display on top of the table. If floor space is required, an 10ft x 10ft space must be reserved. 10ft x 10ft spaces also include a table and chairs. Noise levels must not interfere with neighboring exhibits.
- **Additional Services and Fees:** All exhibit spaces will be equipped with a 6ft table, tablecloth, and 2 chairs. Basic Wi-Fi will be available for free in all meeting spaces for use by attendees and exhibitors. High speed internet, electricity, and AV are available for rent directly from the Hotel/Venue's provider. Additional basic furniture (chairs/tables) may be ordered through AMM for an additional fee. Instructions and forms will be provided in the Exhibitor Packet after your reservation is confirmed.
- **Schedule:** Exhibitors must adhere to the exhibit schedule and ensure that at least one representative is always present at or near their exhibit space during exhibit open hours and networking breaks.
- **Delivery/Shipping:** Exhibit materials may be shipped in advance to the conference venue with delivery no sooner than July 23, 2026. Materials will be stored by the Hotel/Venue and delivered to your exhibit space. Exhibitors may incur storage and handling fees for advance shipments and will be billed directly by the Hotel/Venue or AMM. Shipments must be packed properly and addressed to: **Marriott Marquis Chicago, 2121 S Prairie Ave, Chicago, IL 60616 / HOLD FOR: Association of Midwest Museums Jul 26-29 / Exhibitor name, exhibit space number, onsite contact name and phone number.**
- **Advertising:** Exhibitors receive a complimentary 16:9 Networking Lunch Slideshow ad. Please see the advertising specifications and deadlines listed on our conference website: [ammconference.org](#).
- **Virtual Platform Page:** Participation in Virtual Day is optional but highly encouraged. Virtual exhibitor will be uniform. AMM will be in touch via email to gather the content for your company's page.
- **Liability:** Exhibitor shall be fully responsible to pay for any and all damage to property owned by the conference Hotel/Venue, its owners or managers that results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless the conference Hotel/Venue and Association of Midwest Museums, and their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel/Venue or any part thereof.