New England Museum Association
2019 NEMA Annual Conference
Burlington, Vermont
November 6-8, 2019

You are at the heart of a region with the greatest number of museums per capita when you exhibit, sponsor, or advertise at the NEMA conference.

Mingle with museum professionals, businesses, and institutional decision makers at the largest museum conference in New England!

NEMA business members receive priority for conference booth location, discounts, extra conference promotion, and year-round benefits of being part of our organization. Consider joining our robust community today. Business membership starts at just $110.

Conference Vital Statistics
• 800+ attendees expected!
• 54 booths
• 34+ sponsorship opportunities
• 40-page printed conference program

Important Dates:
July 12: Advertising deadline for the preliminary program
Aug. 1: Last day for the early-bird member discount for booths
Sept. 13: Deadline to advertise in final program
Nov. 6-7: Exhibit Hall Open
Nov. 6-8: Annual Conference

Reserve your sponsorship, exhibit booth, and advertisement today!
Contact Scarlett Hoey at 781-641-0013 or scarlett.hoey@nemanet.org.

EXHIBIT • SPONSOR • ADVERTISE
## SPONSORSHIP

Get premier visibility with the region's most active museum professionals. Find a sponsorship level that fits your needs and select the opportunity you connect with—detailed benefits can be found on the next page.

<table>
<thead>
<tr>
<th><strong>On-Site Events</strong></th>
<th><strong>Networking</strong></th>
<th><strong>Experiences</strong></th>
<th><strong>Branding</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Presentation Level</strong></td>
<td>$10,000</td>
<td>Conference Sponsor</td>
<td></td>
</tr>
<tr>
<td><strong>Keynote Level</strong></td>
<td>$5,000</td>
<td>The Keynote (SOLD OUT)</td>
<td></td>
</tr>
<tr>
<td><strong>Titanium Level</strong></td>
<td>$2,500</td>
<td>Directors &amp; Trustees Reception @ Fleming Museum of Art, UVM (SOLD OUT)</td>
<td>Welcome to Burlington: An Evening at ECHO, Leahy Center for Lake Champlain</td>
</tr>
<tr>
<td><strong>Platinum Level</strong></td>
<td>$1,500</td>
<td>Evening Events and Off-Site Tours (4 available)</td>
<td>Directors &amp; Trustees Lunch (2 available)</td>
</tr>
<tr>
<td><strong>Gold Level</strong></td>
<td>$1,000</td>
<td>Bookstore (1 available)</td>
<td>Lanyards (SOLD OUT)</td>
</tr>
<tr>
<td><strong>Silver Level</strong></td>
<td>$850</td>
<td>Snack Breaks (3 available)</td>
<td>Wake-Up Coffee (3 available)</td>
</tr>
<tr>
<td><strong>Bronze Level</strong></td>
<td>$700</td>
<td>Conference Supporter</td>
<td></td>
</tr>
</tbody>
</table>

Have an idea? Give us a call at 781-641-0013

*Reserve today! Contact Scarlett Hoey at 781-641-0013 or scarlett.hoey@nemanet.org.*
**SPONSOR BENEFITS**

You are passionate about your work and now is your chance to share your enthusiasm and business with the museum field.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Presentation Level $10,000</th>
<th>Keynote Level $5,000</th>
<th>Titanium Level $2,500</th>
<th>Platinum Level $1,500</th>
<th>Gold Level $1,000</th>
<th>Silver Level $850</th>
<th>Bronze Level $700</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement on the NEMA website, social media, &amp; Conference App</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Acknowledgement and company logo in preliminary program</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Company logo and description in final program</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Promotional brochure in registration packet</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Conference registrations</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>New England Museums Now ad Cycle of 3 large ads</td>
<td>Full Page</td>
<td>Full Page</td>
<td>1/2 Page</td>
<td>1/2 Page</td>
<td>1/6 page</td>
<td>1/6 page</td>
<td>1/6 page</td>
</tr>
<tr>
<td>Name and logo recognition</td>
<td>throughout conference</td>
<td>at Keynote</td>
<td>sponsored event</td>
<td>sponsored event</td>
<td>sponsored site</td>
<td>sponsored site</td>
<td>sponsored site</td>
</tr>
<tr>
<td>Registration mailing list before or after conference</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Preliminary Program ad</td>
<td>Full Page</td>
<td>Full Page</td>
<td>1/2 Page</td>
<td>1/2 Page</td>
<td>6 page</td>
<td>6 page</td>
<td>6 page</td>
</tr>
<tr>
<td>One year listing on the NEMA Marketplace</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Sponsored event tickets (if applicable)</td>
<td>√</td>
<td>√</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibit Hall booth (if available)</td>
<td>√</td>
<td>√</td>
<td>50% discount</td>
<td>25% discount</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Event tickets</td>
<td>4</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personally welcome attendees at the Keynote</td>
<td>√</td>
<td>√</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening Event tickets</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personally welcome attendees at VIP events</td>
<td>√</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Important Sponsor Dates:**

- July 19: Last day to be listed in the preliminary program
- Sept. 9: Fall *New England Museums Now* deadline
- Oct. 12: Final program deadline

*Reserve today! Contact Scarlett Hoey at 781-641-0013 or scarlett.hoey@nemanet.org.*
**EXHIBIT HALL**

Put your company in the center of the action! The exhibit hall is the place to be for one-on-one interaction with conference attendees.

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Early Bird By Aug.1*</th>
<th>Member After Aug. 2</th>
<th>Non-Member After Aug. 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>8' x 10'</td>
<td>$950</td>
<td>$1,150</td>
<td>$1,295</td>
</tr>
<tr>
<td>8' x 6'</td>
<td>$840</td>
<td>$1,000</td>
<td>$1,160</td>
</tr>
</tbody>
</table>

Reservation requests without a 50% deposit will not be honored until payment is received.

*Until August 1, 2019, only reservations from current Business Members are accepted. After August 2, reservations will be processed in the order received.

**Booth Information**
- 8' high back wall with 3' high side rails
- 6' skirted table with 2 chairs
- 1 Exhibitor ID sign (7" x 44")
- Registrations for two company representatives. (Extra staff register at the member rate)
- Free WiFi
- Complimentary coffee during exhibit hall hours
- Complimentary Box Lunch on Thursday (you must register for your box lunch)
- Complimentary registration list 2 weeks prior to conference or post-conference (on request)
- Exposure and acknowledgment in the conference program, NEMA website, and app. Also in New England Museums Now
- Electrical connections ($30 per day) will be arranged with and billed by the hotel
- All boxes/crates must be sent directly to SER by prior arrangement
- Exhibits must stay within allocated space
- Free-standing booths must fit booth dimensions and not obstruct other exhibitors
- Subleasing/sharing space is not allowed
- The Exhibit Hall is carpeted

**Exhibit Hall Schedule**
NEMA reserves the right to modify exhibit hall hours and events in order to meet conference needs. Booths must be staffed during Hall hours.

**Tuesday, November 5**
7:00-9:00 pm Exhibitor Set-Up

**Wednesday, November 6**
7:30 am-6:15 pm Exhibit Hall Open to Exhibitors
8:00 am Exhibit Hall Opens
8:00-8:45 am Coffee in Exhibit Hall*
1:00-1:45 pm Dessert & Coffee in Exhibit Hall*
3:45-4:15 pm Coffee in Exhibit Hall*
5:15-6:15 pm Exhibit Hall Opening Reception*
6:15 pm Exhibit Hall Closes
10:15-10:45 am Coffee in Exhibit Hall*
12:15-12:45 pm Box Lunch Distributed in Exhibit Hall
2:15-3:00 pm Exhibit Hall Raffle & Closing Reception*
3:15 pm Exhibit Hall Closes
3:15-4:30 pm Exhibit Hall Move-Out

*No other programs or events will occur at this time.

**Hotel/Conference Location**
DoubleTree by Hilton Burlington, 870 Williston Road, South Burlington, VT 05403. Phone: 802-865-6600. Room rates begin at $159. Reservations must be made by October 22 to guarantee conference rates.

Reserve today! Contact Scarlett Hoey at 781-641-0013 or scarlett.hoey@nemanet.org.
EXHIBIT HALL

Small or large booth, centered or on the edge? NEMA Business Members get preferred booth reservations in the Exhibit Hall which offers a floor plan to best showcase your business.

Exhibit Hall Floor Plan
NEMA reserves the right to modify the exhibit hall layout in order to meet program and conference needs.

<table>
<thead>
<tr>
<th>Coffee Service and Raffle Prize Drawing</th>
<th>Demonstration Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>48*</td>
<td>9*</td>
</tr>
<tr>
<td>49*</td>
<td>10</td>
</tr>
<tr>
<td>50*</td>
<td>11</td>
</tr>
<tr>
<td>51*</td>
<td>12</td>
</tr>
<tr>
<td>52*</td>
<td>13</td>
</tr>
<tr>
<td>53*</td>
<td>14</td>
</tr>
<tr>
<td>54*</td>
<td>15</td>
</tr>
<tr>
<td>8' x 6' Booths #10-47</td>
<td></td>
</tr>
<tr>
<td>*8' x 10' Booths #1-9 and 48-54</td>
<td></td>
</tr>
</tbody>
</table>

EXTRA EXHIBITOR OPPORTUNITIES

Exhibit Hall Demonstration Station
Conference attendees learn the latest tips and techniques from museum professionals in these 30-minute how-to demonstrations. (Limited timeslots available.)

Be Part of the NEMA Raffle!
Join NEMA's prize-giving ceremony at the closing reception! Bring your company into the spotlight, raffle a product or service! You do not have to be an exhibitor to be a part of the raffle.

Registration Flyer Packet Inserts
NEMA Business Members Only!
Include your flyer in the registration packet handed to each attendee. Deadline: September 15, 2019.
- NEMA Business member rate: $200
- NEMA Business member exhibitors: $100

Reserve today! Contact Scarlett Hoey at 781-641-0013 or scarlett.hoey@nemanet.org.
ADVERTISING

Final Conference Program Advertising

Don't miss out on being featured in our Conference Program!
The program is distributed to all conference registrants—plus it is an evergreen resource colleagues keep for
future reference.

<table>
<thead>
<tr>
<th></th>
<th>Standard</th>
<th>Business Members</th>
<th>Business Members with Exhibit Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover (6.875&quot;x10.875&quot; + .25&quot; bleed)</td>
<td>$925</td>
<td>$775</td>
<td>$670</td>
</tr>
<tr>
<td>Inside Front Cover (6.875&quot;x10.875&quot; + .25&quot; bleed)</td>
<td>$825</td>
<td>$670</td>
<td>$620</td>
</tr>
<tr>
<td>Full page (6.875&quot;x10.875&quot; + .25&quot; bleed)</td>
<td>$725</td>
<td>$620</td>
<td>$570</td>
</tr>
<tr>
<td>Half page (6&quot;x5&quot; horiz.)</td>
<td>$520</td>
<td>$450</td>
<td>$390</td>
</tr>
<tr>
<td>One-sixth page (2.85&quot;x4.95&quot; vert.)</td>
<td>$265</td>
<td>$215</td>
<td>$200</td>
</tr>
</tbody>
</table>

Reservation Deadline

By August 1 requires a 50% deposit. Full payment due by September 13. After August 2 reservations require payment in full.

Final program ads are due by October 4, 2019.

Specifications

The program book is printed in four-color on white paper. Ads should be submitted as a .tif, .eps or .pdf. Files must be 300 dpi at full size.

Preliminary Conference Program Advertising

Business members, you have the exclusive opportunity to showcase your company in the preliminary program. The preliminary program is sent electronically to all NEMA members and past conference attendees—that’s more than 3,400 museum professionals!

<table>
<thead>
<tr>
<th></th>
<th>Business Members</th>
<th>Business Members with Exhibit Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (8&quot;x11&quot; + .25&quot; bleed)</td>
<td>$620</td>
<td>$570</td>
</tr>
<tr>
<td>Half page (7.5&quot;x4.8&quot; horiz.)</td>
<td>$450</td>
<td>$390</td>
</tr>
<tr>
<td>One-sixth page (2.25&quot;x4.8&quot; vert.)</td>
<td>$215</td>
<td>$200</td>
</tr>
</tbody>
</table>

Reservations are due by July 12, 2019. Ads are due by July 19.

Additional Advertising Opportunities through NEMA

*New England Museums Now* is NEMA’s premier publication sent to more than 2,800 members. Reach the region, and new customers, through advertising! Call the NEMA for deadlines, 781-641-0013.

<table>
<thead>
<tr>
<th></th>
<th>Standard</th>
<th>Non-profit</th>
<th>Academic Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small (306 x 447 px vertical)</td>
<td>$160</td>
<td>$110</td>
<td>$80</td>
</tr>
<tr>
<td>Medium (662 x 439 px horizontal)</td>
<td>$380</td>
<td>$240</td>
<td>$190</td>
</tr>
<tr>
<td>Large (1218 x 840 px horizontal)</td>
<td>$540</td>
<td>$405</td>
<td>$270</td>
</tr>
</tbody>
</table>

*Prices good thru 12/31/19, subject to change after that date.*

Save More With Our Quantity Discount! Run three consecutive advertisements in *New England Museums Now* and get a fourth one free. You can substitute a new design at any time—just be sure to keep the same dimensions. There are only a limited number of advertising cycles available.

Photo Credit: Marina Piedade.
Please print information below exactly as you want it to appear in the program book and on your exhibitor sign. Is this the correct contact information you want printed in the program book? If not, please provide a separate sheet with the correct information. Registration forms for exhibitor name badges and the opportunity to sign up for meals and events will be sent to the contact name.

Contact Name

Company Name

Address

City/State/Zip

Phone

Twitter

E-mail

Website

Exhibit Booth

Booth Subtotal: $_________

☐ 8' x 6' (Business Members: $840 by August 1; $1,000 beginning August 2; Non-Members: $1,160 after Aug. 2)

☐ 8' x 10' (Business Members: $950 by August 1; $1,150 beginning August 2; Non-Members: $1,295 after Aug. 2)

 Booth location: _____ 1st choice  _____ 2nd choice  _____ 3rd choice (Please refer to the floor plan on page 4.)

Will you need an electrical connection? ☐ yes ☐ no (An electrical request form will be sent to the contact listed & must be returned to the hotel.)

Are there competitors you do not want located near your booth? ____________________________________________

(NEMA will make every effort, but cannot guarantee, to honor exhibitors' preferences.)

Do you plan to bring a free-standing booth? ☐ yes ☐ no  It must fit inside the dimensions of your chosen booth space.

Have you included a 50-word description of your company with contact information? ☐ yes ☐ no

Would you like to participate in the NEMA raffle? ☐ yes ☐ no

Advertising

Advertising Subtotal: $_________

See page 6 for rates. Please select your preferred ad size: ☐ Full-page ☐ Half-page ☐ One-sixth page

Publication: ☐ Preliminary  ☐ Final

Sponsorship

Sponsorship Subtotal: $_________

See page 2-3 for opportunities. Sponsorship selection: ____________________________________________

Business Membership

Membership Subtotal: $_________

You must be a current NEMA business member to reserve a booth before August 1st and receive the member discount.

Not sure of your company's membership status? Call NEMA to find out.

☐ $110 Small Firm, 4 or fewer employees  ☐ $260 Medium Firm, 5 to 9 employees  ☐ $350 Large Firm, 10 or more employees

☐ $50 Expanded listing in the NEMA Marketplace, including company logo. For more information see www.nemanet.org.

Grand Total

Grand Total: $_________

50% deposit is required on all reservations received on or before August 1, 2019. Full payment due September 13, 2019. Reservations received after August 1st require payment in full. Questions? Call 781-641-0013.

Method of Payment

☐ Check is enclosed (payable to NEMA)  Charge my ☐ Visa ☐ MasterCard ☐ American Express for __________

Card # Exp. Date

Signature Cardholder's Name

Please fill out this reservation form and mail it with appropriate payment to:

Scarlett Hoey, Manager of Membership and Development

New England Museum Association

22 Mill Street, Suite 409

Arlington, MA 02476

Questions? Call 781-641-0013.

Credit card orders may be emailed by sending this completed form to scarlett.hoey@nemanet.org.