

Who Do We
Think We Are?

NOW

2020 NEMA Virtual Conference
November 16-20, 2020

EXHIBIT

SPONSOR

ADVERTISE

In 1918,

Delia Isabel Griffin, founding director of the Boston Children’s Museum, gathered a group of colleagues to organize a regional museum conference for people who couldn’t make it to the national meetings of the American Association of Museums. A few months later, the tradition started: the very first New England Conference. NEMA continues to convene and connect museum colleagues. And the rest... is history!

What is

New England Museum Association (NEMA)?

NEMA is all about people. Museum people. The kind who live for their collections, who love wearing white gloves, who are passionate about sharing their passions with others.

NEMA inspires and connects people engaged with the museum field, provides tools for innovative leadership, and empowers museums to sustain themselves as essential to their communities. Learn more online at nemanet.org.

NEMA Virtual

This year has been one of challenge and change, and the 2020 NEMA Conference is there to help you respond. We’ve pivoted to an all-virtual format that seeks to keep your business connected with our museum community in New England and beyond. With 60+ livestreamed sessions, multiple keynote/thought leader presentations, networking lunches, invitation-only events, and a virtual exhibit hall, you’ll have multiple opportunities for visibility and networking over a full week of activities. Plus, conference sessions will be recorded, so your visibility will last well into the future. Show your support for the museum field by supporting the 2020 NEMA Conference!



Share your passion, enthusiasm, and business with the museum field!

Going virtual means the NEMA Conference will be at your fingertips.

NEMA's 2020 Virtual Conference will be held the week of November 16-20. Connecting will be different, but we know the NEMA conference is still the best place for you to connect with museum professionals, businesses, and institutional decision makers in New England and beyond.

Sponsoring, exhibiting, or advertising at the NEMA conference puts you at the heart of the **largest regional museum conference**. You have a range of opportunities to choose from to reach our museum community.

Reserve your sponsorship, exhibit booth, and advertisement today!

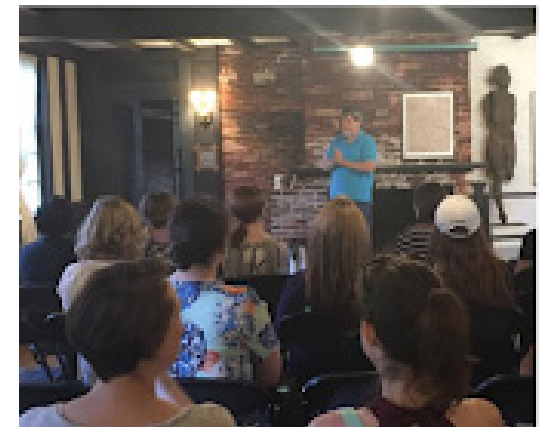
Reservation or membership questions?
Contact Scarlett Hoey at scarlett.hoey@nemanet.org.

Connected & Engaged

NEMA has been keeping people connected throughout current events and we are committed to keeping your business connected to museum people through the virtual conference. Our survey data shows that people have a need and a strong desire for professional development. Museum professionals want to attend the NEMA virtual conference.

Business Members save on conference!

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



Your Sponsorships

Get premier visibility with the region's most active museum professionals. Find a sponsorship that fits your needs or contact NEMA to discuss your sponsorship vision.

Keynote & Presentation Level	\$5,000
Titanium Level	\$1,500
Platinum Level	\$750
Gold Level	\$500
Bronze Level	\$300

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.

Deadline: October 16, 2020

Scholarships

Put your company's name where it can make a difference for someone. Give individuals the opportunity to attend the conference with the support of a funded scholarship.

Virtual Events & Networking

Welcome attendees face-to-face at high impact events and build relationships

- The Keynotes
- Directors & Trustees Lunch
- Networking
- Professional Affinity Gathering Lunches (e.g. Curators, Registrars, Exhibit Designers)
- Conference Sessions
- Newcomers Reception

Experiences

- Virtual Museum Tours
- NEMA Fitness & Mindfulness Breaks (30 min.)

*All events subject to change

Questions?

Contact Scarlett Hoey at scarlett.hoey@nemanet.org.

Your Sponsorships

All sponsor receiving the following:

- Acknowledgment (logo) on the NEMA website, social media, and Conference Platform
- Acknowledgment and logo in Preliminary Program
- Logo and description in Final Program

Bronze Level — \$300

Conference Scholarship Supporter

- 50% off Conference Registration
- 25% discount on one-sixth page Final Program ad
- 25% discount, *New England Museums Now* ad

Gold Level — \$500

Conference Session; Fitness/ Mindfulness Breaks

- 2 Conference Registrations
- 50% discount on one-sixth page Preliminary Program ad
- 50% discount on one-sixth page Final Program ad
- Small ad, *New England Museums Now*
- Name and Recognition at event
- 30 second ad spot
- 10% off exhibit hall booth

Have a sponsor idea?

Contact Scarlett Hoey at scarlett.hoey@nemanet.org.

Platinum Level — \$750

Newcomers' Reception; PAG Lunches; Virtual Tours; Directors and Trustees Lunch (3); Closed Captioning; Career Conversations

- 2 Conference Registrations
- One-sixth page Preliminary Program ad
- One-sixth page Final Program ad
- Small ad, *New England Museums Now*
- Name and logo recognition at event
- Brief welcome message
- 25% off Exhibit Hall booth
- 1-year Marketplace listing
- Included in sponsor email

Your Sponsorships

Titanium Level — \$1,500

Bundle of 4 sessions

- 2 Conference Registrations
- One-half page Preliminary Program ad
- One-half page Final Program ad
- Medium ad, *New England Museums Now*
- Name and logo recognition on sessions included in the bundle
- Pre-recorded 1 min. video before each session in the bundle
- 50% off Exhibit Hall booth
- 1-year Marketplace listing
- 2 1x1 ads in conference emails
- Included in sponsor email

Presentation Level — \$5,000

Sponsor a mini-keynote (4)

- 4 conference registrations & welcome event tickets
- Full Page Preliminary Program ad
- Full Page Final Program ad
- 1 year of large ads, *New England Museums Now* ad
- Name & logo recognition at mini-keynote
- Brief welcome message at sponsored Keynote
- 1 Exhibit Hall booth
- 1-year Marketplace listing
- 5 1x1 ads in conference emails
- Registration Mailing List (before or after conference)
- Dedicated email

Past Exhibitors & Sponsors

42 Design Fab
Action Data Systems
Artwork Archive LLC
Avante International Technology, Inc.
Belfry Historic Consultants
Beyond Genocide
Brad Larson Media
Collector Systems, Inc.
Conserve ART LLC
CultureConnect
Custom Museum Publishing, Inc.
Donnegan Systems
Donning Company
Dorfman Museum Figures
Enhance a Colour
Experience Design
Gaylord Bros.
Harvard Extension
HistoryIT
Hollinger Metal Edge
Huntington T. Block
John Nicholas Brown
Kohler Ronan
Lighting Services
Museum Rails / 10-31
Museum Search & Reference
NEDCC
Novus Laurus
PastPerfect
Quatrefoil Assoc.
Skinner, Inc.
SmallCorp
Tufts University Program
U.S. Art Company
UMass Amherst
UMass Boston
University Products
Villanti Printers
Vista Group International

Questions?

Contact Scarlett Hoey at scarlett.hoey@nemanet.org.

Your Virtual Exhibit Hall Booth

Connect with museum professionals, museum decision makers, thought leaders, and more using our virtual platform. As a virtual conference exhibitor you will have access to a space dedicated to your company with links to videos, websites, and opportunities to connect with attendees.

Conference will last for one week and your booth will be "live" during the entire conference!

Business Member Rates: \$200

Non-Business Member Rates: \$400

After October 1 rates go to Flat \$500

Deadline: November 6, 2020

Who should exhibit?

Companies, Non-Profit Organizations, and our member Institutions offering innovative solutions, products, and professional services relevant to the cultural sector.

Reservation or membership questions?

Contact Scarlett Hoey at scarlett.hoey@nemanet.org.

Virtual Exhibit Booth Fee Includes:

- Virtual Booth page with dedicated information, links, and images for your company
- Social Media Thank You Call-Out
- Attendee connection points via chat & video*
- Registration for 2 representatives
- Discount on program book advertisements (Business Members only)
- Recognition and listing in the final program
- Recognition in the winter issue of *New England Museums Now*

Subject to change*

Cancellations

Booth cancellations must be in writing. If received prior to October 1, 2020 there will be an 80% refund. After October 2, there will be a refund of 50%.

Your Conference Program Book Advertising

Raise awareness of your company, product, and skills by placing an ad in the hands of every attendee and beyond!

Feature your company in the NEMA 2020 conference preliminary program distributed electronically to all NEMA members and past conference attendees—that's more than 3,500 museum professionals! This opportunity is only open to current business and institutional members of NEMA. Preliminary Program reservations due by August 14, 2020.

Preliminary Program	Business/Institutional Members	Business Members with Booth
Full page (8"x11")	\$200	\$150
Half page (7.5"x4.8" horiz.)	\$150	\$100
One-sixth page (3.34"(w)x4.85"(h) vert.)	\$100	\$75

Final Program

Don't miss this chance to feature your company in the NEMA 2020 Digital Conference Program.

	Bus./Inst. Members	Members with Booth
Full page (8"x11")	\$200	\$150
Half page (7.5"x4.8" horiz.)	\$150	\$100
One-sixth page (3.34"(w)x4.85"(h) vert.)	\$100	\$75

Final Program ads are due October 16, 2020.

Contact Heather A. Riggs at heather.riggs@nemanet.org if you have any questions about advertising.

New England Museums Now

New England Museums Now is NEMA's premier e-publication serving museums in the region. Each issue provides an in-depth exploration of a topical issue, plus the latest happenings, opportunities, and insights in museums today. This journal is sent to more than 2,900 people in museum and related organizations.

	Standard	Non-profit	Bus./Inst.
Small (306x447 pixels vert.)	\$160	\$110	\$80
Medium (662x439 pixels horiz.)	\$380	\$240	\$190
Large (1218 x 840 pixels horiz.)	\$540	\$405	\$270

Save More With Our Quantity Discount!

Run 3 consecutive advertisements in *New England Museums Now* and get a fourth for free. You can substitute a new design at any time—just be sure to keep the same dimensions.

Ad Deadlines (subject to change): Summer/Fall: August 20; Winter/Spring: March 1.

BOOTH, ADVERTISEMENT & SPONSORSHIP RESERVATION FORM

Reservations by credit card can be completed online at nemanet.org/conference or by emailing this completed form to scarlett.hoey@nemanet.org.

Please print information below exactly as you want it to appear in the program book. Is this the correct contact information you want printed in the program book? If not, please provide a separate sheet with the correct information.

Contact Name _____ Title _____

Company Name _____

Address _____

City/State/Zip _____

Phone _____ Twitter _____

E-mail _____ Website _____

Exhibit Booth _____ **Booth Subtotal: \$** _____

___ Business Members: \$200 ___ Non-Members: \$400 After October 1 rates increase to \$500

Advertising _____ **Advertising Subtotal: \$** _____

See page 8 for rates. Please select your preferred ad size: ___ Full-page ___ Half-page ___ One-sixth page

Publication: ___ Preliminary ___ Final

Sponsorship _____ **Sponsorship Subtotal: \$** _____

See page 5-6 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? Email Scarlett 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 nemanet.org.

Grand Total _____ **Grand Total: \$** _____

Method of Payment

___ Check is enclosed (payable to NEMA) Charge my ___ Visa ___ MasterCard ___ American Express for _____

Card # _____ Exp. Date _____ 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

Reservations by credit card can also be completed online at nemanet.org/conference or by emailing this completed form to scarlett.hoey@nemanet.org.