

RE

**Create
Charge
Imagine**

2021 NEMA ANNUAL CONFERENCE
NOVEMBER 15, 17, and 19, 2021

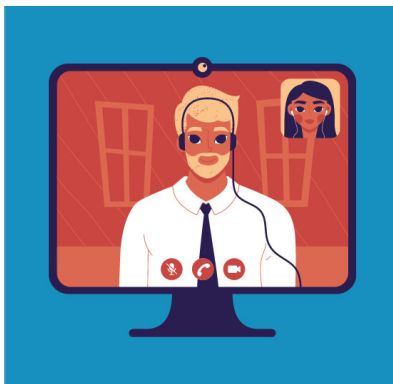
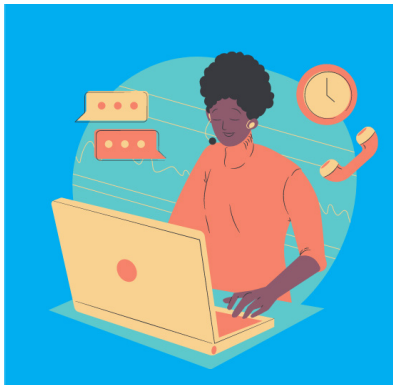
EXHIBIT SPONSOR ADVERTISE

nema / *NEW ENGLAND
MUSEUM ASSOCIATION*

NEMA's 2021 Virtual Conference November 15, 17, and 19, 2021

Your participation makes the NEMA conference the best museum conference!

We've learned a lot from our first virtual conference (2020) and we are excited to be virtual again this November! Join us for 3 days of fantastic sessions and networking.



Connect & Engage

NEMA is the largest, and oldest, regional museum conferences in America. We have been connecting museum folks since 1918!

We are committed to keeping your business engaged with the community of museum people and institutions throughout New England and beyond.

Learn more online at www.nemanet.org.

Business Members save money \$\$\$

NEMA business members receive discounts, & extra promotion at the conference, and year-round benefits of being part of our organization.

Join today!

Business membership starts at just \$110.

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

Direct Visibility

Branded events, a program ad, and a dedicated booth, are all great opportunities to share your business with the field.

No Travel

At the office or at home, the virtual conference saves you travel expenses and affords you the ability to work from the comfort of your computer or phone.

Expanded Market

Extended geographic reach, New England and beyond, because the conference is accessible at the click of a button, no matter what time-zone.

Strengthen Relationships

Connect with the community through chat and video, and by sponsoring, advertising, and exhibiting. Celebrate the field by showing you are dedicated to building, and strengthening, community relationships.

Conference at your fingertips!

Connecting virtually is 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. Our conference platform, Whova, makes it easy to tune in from your desktop, laptop, tablet, or mobile device.



Reserve your sponsorship, exhibit booth, and advertisement today!

Contact: scarlett.hoey@nemanet.org / 781-641-0013

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 | \$3,000 |
| Titanium Level | \$1,500 |
| Platinum Level | \$750 |
| Gold Level | \$525 |
| Silver Level | \$425 |
| Bronze Level | \$300 |

Deadline: October 29, 2021

Sponsorship Opportunities

Gain visibility by sponsoring sessions, a keynote, or other conference experiences. Opportunities range to meet your budget, so find the one that suits it best!

Opportunities include:

- Keynotes
- Conference Sessions/Tracks
- Directors & Trustees Lunch
- Close Captions
- Professional Affinity Gatherings (e.g. Curators, Registrars, Exhibits)
- Newcomers Reception
- Virtual Museum Tours
- Career Conversations
- Fitness & Mindfulness Breaks

All events subject to change

Past Exhibitors & Sponsors

| | | |
|----------------------------------|---------------------------------|-----------------------------------|
| 42 Design Fab Studio Inc. | Harvard Museum Studies, | Public History and Archives |
| Arcana Workshop LLC | Harvard University Extension | Tracks, History Department, |
| Art Display Essentials, A 10-31 | School | University of Massachusetts |
| Company | Historic New England | Boston |
| art2art Circulating Exhibitions | HUB International | Quatrefoil Assoc. |
| Brad Larson / StoryHabitat | IKD | Skinner, Inc. |
| CatalogIT | Lighting Services Inc (LSI) | SmallCorp |
| CollectionSpace | Lucidea | Studio Robertson |
| Collector Systems | Maple Landmark Woodcraft | Sun Associates |
| Crystalizations Systems, Inc. | Museum Insights | TimeLooper Inc. |
| DipJar | Museum Search & Reference | Trivium |
| Edwin Escobar Films | Museum Textile Services | Tru Vue |
| Foundation for Advancement in | Nationwide Security Corporation | Tufts University |
| Conservation | NEDCC | Tunnel 7 |
| Frameless Technologies, LLC | Panospin360 | Umass Amherst Public hist |
| Full Circle Archive Digitization | PastPerfect | Where Are All The Black People At |
| Gorman Richardson Lewis | | William G. Pomeroy Foundation |
| Architects | | |

Sponsorships

Keynote Level — \$3,000

Sponsor one of 3 keynotes

- 4 conference registrations
- 3 minute welcome message and recognition at the keynote
- Sponsored by line in the program listing
- 1 Exhibit Hall booth
- Full Page ad in the Preliminary Program
- Full Page ad in the Final Program
- 1 year of large ads in *New England Museums Now*
- 1 year NEMA Marketplace listing
- Highlighted thank you in a dedicated sponsor email

Titanium Level — \$1,500

Sponsor a bundle or track of 4 Sessions (selected by you)

- 2 conference registrations
- 1 minute video ad before each session
- Recognition at session
- Sponsored by line in the program listing
- One-half page ad in the Preliminary Program
- One-half page ad in the Final Program
- Medium ad in *New England Museums Now*
- 50% off Exhibit Hall booth
- 1 year NEMA Marketplace listing
- Included in a dedicated sponsor email

Platinum Level — \$750

Sponsorship Opportunities: Newcomers' Reception; PAG Lunch; Virtual Tour; Directors & Trustees Lunch (3); Career Conversations; Closed Captioning

- 2 conference registrations
- Brief welcome message at sponsored event (if applicable)
- Recognition at event
- Sponsored by line in the program listing
- One-sixth page ad in the Preliminary Program
- One-sixth page in the Final Program ad
- Small ad, *New England Museums Now*
- 25% off Exhibit Hall booth
- Included in a dedicated sponsor email

Sponsorships

- All sponsors receive the following:
- Acknowledgment on the NEMA website (logo & link)
- Dedicated Sponsor Page on the Whova platform
- Thank You on social media
- Acknowledgment and logo in the Preliminary Program
- Logo and description in the Final Program

Deadline: October 29, 2021

Sponsorships

Gold Level — \$525

Sponsor opportunities:
Conference Session (selected by you)

- 2 Conference Registrations
- 30 second video ad
- played before session
- Recognition at event
- Sponsored by line in the program listing
- 50% off one-sixth page ad in the Final Program
- 50% discount on ad in *New England Museums Now*

Silver Level — \$425

Sponsorship Opportunities:
Meditation/Mindfulness Breaks.

- 1 Conference Registration
- 30 second video ad before event
- Recognition at event
- 25% off a one-sixth page ad in the Final Program
- 25% discount on ad in *New England Museums Now*

Bronze Level — \$300

Sponsor a Conference Scholarship and give a museum person the opportunity to attend NEMA!

- 1 Conference Registration
- 25% off a one-sixth page ad in the Final Program
- 25% discount on ad in *New England Museums Now*

Sponsorships

- All sponsors receive the following:
- Acknowledgment on the NEMA website (logo & link)
- Dedicated Sponsor Page on the Whova platform
- Thank You on social media
- Acknowledgment and logo in the Preliminary Program
- Logo and description in the Final Program

Deadline: October 29, 2021

Have a sponsor idea?

Contact: scarlett.hoey@nemanet.org

Virtual Exhibit Hall Booth

Connect with museum professionals, museum decision makers, and thought leaders, using our virtual platform. As a virtual conference exhibitor you will have access to a space dedicated to your company with the ability to upload a video, photos, offer a raffle, link to websites, and opportunities to connect with attendees via an in booth demo station.

Conference will be "live" over the course of one week and for for 3 months following, so your booth will be "live" during the whole time!

Business Member Rates: \$250

Non-Business Member Rates: \$400

After October 1 rates go to Flat \$500

Deadline: November 5, 2021

Virtual Exhibit Booth Includes*

- Registration for 2 representatives
- Dedicated page for your company information, links, and images
- Demonstration Station spots, 1 dedicated time per booth, listed in the conference platform and final program book (subject to deadline)
- Social Media Thank You Call-Out
- Attendee connection points via chat and video
- Discount on program book ads (Business Members only)
- Recognition and company listing in program book
- Recognition in the winter issue of *New England Museums Now*

*Subject to change

Who should exhibit?

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

Cancellations:

Booth cancellations must be in writing. If received prior to September 30, 2021 there will be an 80% refund of the remaining balance. Cancellations after this date will not be refunded.

2022 Conference Discount

2021 member exhibitors receive a 10% discount on 2022 conference booth reservations, to be held in Springfield, Massachusetts. Booth fees start at \$850. A \$200 non-refundable deposit is required to hold your spot. Contact Scarlett for full details.

Questions?

Contact Scarlett: scarlett.hoey@nemanet.org

Advertising: Program Book

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 2021 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.

Preliminary Program reservations due by August 20, 2021.

| Preliminary Program | Business/Institutional Members | Business Members with Booth |
|--|--------------------------------|-----------------------------|
| Full page (8" x 11") | \$200 | \$150 |
| Half page (7.5" x 4.8" horiz.) | \$150 | \$100 |
| One-sixth page (3.34"(w) x 4.85"(h) vert.) | \$100 | \$75 |

Final Program

Don't miss this chance to feature your company in the evergreen conference program book!

*Final Program ads are due
October 22, 2021.*

| | Business/Institutional Members | Business Members with Booth |
|--|--------------------------------|-----------------------------|
| Full page (8" x 11") | \$200 | \$150 |
| Half page (7.5" x 4.8" horiz.) | \$150 | \$100 |
| One-sixth page (3.34"(w) x 4.85"(h) vert.) | \$100 | \$75 |

**Based on availability*

Questions?

Contact: scarlett.hoey@nemanet.org

Advertising: New England Museums Now

New England Museums Now is NEMA's premier e-publication serving all 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 museums, historical societies, schools, libraries and businesses.

All advertisements must be either a jpg, png, or gif.

| | Standard | Non-profit | Bus./Inst. |
|----------------------------------|----------|------------|------------|
| Small (306 x 447 pixels vert.) | \$160 | \$110 | \$80 |
| Medium (662 x 439 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 Issue: August 20
- Winter/Spring Issue: March 1
- Spring/Summer Issue: June 1

Questions?

Contact: scarlett.hoey@nemanet.org



Advertising: Video Advertising

**Budget tight, but still looking for ways to get the word out about your company?
Consider a video advertisement!**

Video advertisement do not provide registration to conference.

15 second commercial \$150

- 15 second pre recorded video ad that will play at the start of a session (session selected by NEMA).
- Limited to one per company.

30 second commercial : \$300

- 30 second pre recorded video ad that will play at the start of a session (session selected by NEMA).
- Logo on the NEMA conference website
- Limited to one per company

1 minute commercial \$500

- 1 minute pre recorded video ad that will play at the start of a session (session selected by NEMA).
- Limited to one per company.
- Logo on the NEMA conference website
- Thank You on Social Media (tag on Facebook and Twitter)

**Based on availability*

Questions?

Have a unique marketing need?

Contact: scarlett.hoey@nemanet.org

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: \$250 ___ Non-Members: \$400 After October 1 rates increase to \$500

___ \$200 non-refundable deposit for a 2022 booth (only available to '21 member exhibitors)

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

Publication: ___ Preliminary ___ Final Ad size: ___ Full-page ___ Half-page ___ One-sixth page

Video: ___ 15-second ___ 30-second ___ 1-minute

New England Museums Now: ___ Small ___ Medium ___ Large

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

See page 5-6 for opportunities. Sponsorship selection: _____

Business Membership _____ **Membership Subtotal: \$** _____

Current NEMA business members receive a 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+

___ \$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.