

EXHIBIT • SPONSOR • ADVERTISE

NEW ENGLAND MUSEUM ASSOCIATION

2022 NEMA Annual Conference

Sheraton Springfield Monarch Place Hotel

Springfield, MA

November 2-4, 2022

Don't miss out on connecting and reconnecting with colleagues and museum professionals at the first in-person NEMA conference since 2019!

NEMA business members receive early bird booking priority for conference booth location, discounts, and extra conference promotion. Consider joining our robust community today. Business membership starts at \$110.

Important Dates:

June - August: Early bird booking opens for Business Members

August 1: Advertising deadline for the preliminary program

August 22: Early bird discount ends & floor plan available

September 16: Deadline to advertise in final program

October 7: Room Reservation deadline

October 21: Electricity orders due to the hotel

November 2-4: Annual Conference

November 3-4: Exhibit Hall Open

Conference Vital Statistics

- 600+ attendees expected!
- 40-page printed conference program
- 40+ booths
- 30+ sponsorship opportunities

Location and Hotel

All sessions will be located at the conference hotel unless otherwise noted.

Sheraton Springfield Monarch Place Hotel
One Monarch Place, Springfield, MA 01144
800-325-3535

Room Rates: \$159 for a single, \$159 for Double, \$224 for a Suite.

Reservations must be made by October 7 to guarantee conference rates.

**Reserve your sponsorship,
exhibit booth, and
advertisement today!
Contact the NEMA staff at
conference@nemanet.org or
781-641-0013.**

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.

Presentation Level \$10,000	Exclusive Sponsorship Opportunity
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Keynote Level \$5,000	The Keynote <i>Sold Out</i>
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Titanium Level \$2,500	Welcome to Springfield Evening Event (2 available) <i>Sold Out</i> Directors & Trustees Lunch (2 available) <i>Sold Out</i> Lifetime Achievement Award Sponsor (1 available) Excellence Awards Sponsor (1 available)
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Platinum Level \$1,500	Professional Affinity Group Lunches (multiple available) Evening Events (multiple available) <i>Sold Out</i> Off-Site Tour (multiple available) Newcomers' Reception (1 available) <i>Sold Out</i> Registration (1 available) <i>Sold Out</i> Career Center (1 available) <i>Sold Out</i>
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Gold Level \$1,000	Bookstore (1 available) <i>Sold Out</i> Lanyards (1 available) <i>Sold Out</i> Exhibit Hall Opening Reception (1 available) <i>Sold Out</i> Lunch pick-up area (2 available) Conference Transportation Sponsor (1 available)
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Silver Level \$850	Wake-Up Coffee (multiple available) <i>Sold Out</i> Snack Breaks (multiple available) Exhibit Hall Closing Reception/Raffle (1 available) <i>Sold Out</i> NEMA Fitness / Wellness Breaks (multiple available) Career Conversation (2 available) <i>Sold Out</i>
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Bronze Level \$700	Conference Supporter/Scholarship
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Got a different idea?
Send us an email at conference@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.

Benefits	Presentation Level \$10,000	Keynote Level \$5,000	Titanium Level \$2,500	Platinum Level \$1,500	Gold Level \$1,000	Silver Level \$850	Bronze Level \$700
Acknowledgement on the NEMA website, social media, & Conference App	√	√	√	√	√	√	√
Acknowledgement and company logo in preliminary program	√	√	√	√	√	√	√
Company logo and description in final program	√	√	√	√	√	√	√
Conference registrations	6	4	2	2	2	2	1
Final Program ad	Full Page	Full Page	1/2 Page	1/2 Page	1/6 Page	1/6 Page	50% off 1/6 Page
Name and logo recognition	throughout conference	at Keynote	sponsored event	sponsored event	sponsored site	sponsored site	
Registration mailing list before or after conference	√	√	√	√	√	√	
Preliminary Program ad	Full Page	Full Page	1/2 Page	1/2 Page			
One year listing on the NEMA Marketplace	√	√	√	√			
Sponsored event tickets (if applicable)	√	√	2	2			
Exhibit Hall booth (if available)	2	1	50% discount	25% discount			
Welcome Event tickets	6	4					
Messaging to Attendees at the Keynote	√	√					
Evening Event tickets	4						



Important Sponsor Dates:
 August 12: Last day to be listed in the preliminary program for sponsors
 October 7: Final program deadline for sponsors

EXHIBIT HALL

NEMA Business Members receive preferred early bird booth reservation rates.

Early bird reservations will be accepted through the summer. A floor plan will be available for booth selection in the order received starting August 22.

Booth Size	Early Bird By Aug.22	Member After Aug. 22	Non-Member After Aug. 22
8' x 10'	\$950	\$1,150	\$1,295 <i>Sold Out</i>
8' x 6'	\$840	\$1,000	\$1,160

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

*Until August 22, 2022, only reservations from Business Members are accepted. After August 22 reservations will be processed in the order they are received.

Booth Includes

- 8' high back wall with 3' high side rails
- 6' skirted table with 2 chairs
- 1 Wastebasket
- 1 Exhibitor ID sign
- 2 Registrations for representatives (extra staff can register at the member rate)
- Complimentary coffee during exhibit hall hours
- Complimentary Thursday Box Lunch
- Complimentary registration list 2 weeks prior to conference or post-conference (on request)
- Free WiFi
- Carpeted Exhibit Hall
- Acknowledgment in the conference program, website, and app
- 50-word description in the program book
- Exhibits must stay within allocated space
- Free-standing booths must fit your booth dimensions and not obstruct others
- Subleasing/sharing space is not allowed
- Electrical connections start at \$40/day (+7% MA sales tax), and are arranged & billed by the hotel
- All boxes/crates must be coordinated through Demers Exposition Services, Inc.

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.

Wednesday, November 2

5:00-7:30 pm Exhibitor Set-Up

Thursday, November 3

7:30 am-6:15 pm Exhibit Hall Open to Exhibitors
 8:00 am Exhibit Hall Opens
 8:00-9:00 am Coffee Break in Exhibit Hall*
 10:30-11:00 am Coffee Break in Exhibit Hall*
 12:30-12:45 pm Box Lunch Distributed in Exhibit Hall
 3:00-3:30 pm Break
 5:00-6:00 pm Exhibit Hall Opening Reception*
 6:15 pm Exhibit Hall Closes

Friday, November 4

7:30 am-3:00 pm Exhibit Hall Open to Exhibitors
 8:00-9:00 am Coffee Break in Exhibit Hall
 10:00-10:30 am Coffee Break in Exhibit Hall*
 11:30 am-Noon Break
 1:00-1:30 pm Exhibit Hall Raffle & Closing Reception*
 1:45 pm Exhibit Hall Closes
 1:45-3:00 pm Exhibit Hall Move-Out

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

EXHIBIT HALL

Conference and Hotel Location

All sessions will be located at the conference hotel unless otherwise noted.

Sheraton Springfield Monarch Place Hotel
One Monarch Place Springfield, MA 01144
800-325-3535

Room Rates begin at \$159.

Reservations must be made by October 7 to guarantee conference rates.
Discounted Overnight Parking, \$10/night/guest. Day guest parking starts at \$8/day.

Electricity requests go through the hotel. Electrical connections start at \$40/day (+7% MA sales tax). All vendors are responsible for arranging their own electricity through the hotel. All electricity orders must be submitted to the hotel by Friday, October 21, 2022.

Official NEMA Service Contractor

Demers Exposition Services, Inc.
www.demersexpo.com
Phone: 860-882-0003 – Fax 860-761-0070
Email: info@demersexpo.com

Exhibitors can expect a Demers Exhibitor Manual with instructions on how to order additional booth furnishings and other decorator services, along with information regarding labor and jurisdictional rules specific to the Sheraton Springfield, and information on material handling and the shipping of exhibit materials, both inbound and outbound.

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 time slots 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!

Reserve today!
Contact conference@nemanet.org

ADVERTISING

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.

	Business Members	Business Members with Exhibit Booth
Full page (8"x11" + .25" bleed)	\$620	\$570
Half page (7.5"x4.8" horiz.)	\$450	\$390
One-sixth page (2.25"x4.8" vert.)	\$215	\$200

Reservations are due by August 1, 2022 and are based on availability. Ads are due by August 12, 2022.

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.

	Standard	Business Members	Business Members with Exhibit Booth
Back Cover (6.875"x10.875" + .25" bleed)	\$925	\$775	\$670
Inside Front Cover (6.875"x10.875" + .25" bleed)	\$825	\$670	\$620
Full page (6.875"x10.875" + .25" bleed)	\$725	\$620	\$570
Half page (6"x5" horiz.)	\$520	\$450	\$390
One-sixth page (2.85"x4.95" vert.)	\$265	\$215	\$200

Reservation Deadline*

By August 1 requires a 50% deposit. Full payment due by September 16.

After August 2 reservations require payment in full.

Final program ads are due by October 7, 2022.

*Ad space is limited, make sure to reserve your space early.

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.

Reserve today!
Contact conference@nemanet.org

BOOTH, ADVERTISEMENT & SPONSORSHIP RESERVATION FORM

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 _____ Title _____
Company Name _____
Address _____
City/State/Zip _____
Phone _____ Twitter _____
E-mail _____ Website _____

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

- 8' x 6' (Business Members: \$840 by August 22; \$1,000 beginning August 23; Non-Members: \$1,160 after Aug. 22)
 - ~~8' x 10'~~ (Business Members: ~~\$950 by August 22; \$1,150 beginning August 23; Non-Members: \$1,295 after Aug. 22~~) **Sold Out**
- 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 22nd 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 22, 2022. Full payment due September 13, 2022. Reservations received after August 22nd require payment in full. Questions? Email conference@nemanet.org or 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:
New England Museum Association
22 Mill Street, Suite 409
Arlington, MA 02476

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

Questions? Email conference@nemanet.org or call 781-641-0013.