



TAM 2024

LUBBOCK

THE TEXAS ASSOCIATION OF MUSEUMS
ANNUAL CONFERENCE



Join us at the TAM 2024 conference in Lubbock, Texas, as we look to the future inspired by the city's renowned sunsets and united community. Explore the City of Lubbock, embrace its vibrant arts and cultural scene, and join the conversation about collaborating to nurture and expand our cultural fabric. At TAM 2024 Lubbock, we'll interlace diverse perspectives and experiences as well as create a vibrant tapestry that celebrates heritage, sparks creativity, and strengthens our bonds. Inspired by Lubbock's continuing commitment to professional ideals and the collections and communities served, let's embark on this journey together and discover what lies just beyond the horizon for our collective cultural enrichment.



CONFERENCE HIGHLIGHTS

The Texas Association of Museums Annual Conference has been, and continues to be, the largest gathering of museum professionals in the state for nearly 50 years. This premier conference connects you with the vibrant and growing audience of museum professionals in a way no other conference can in the state.

- **TAM represents more than 5,000 professionals**, institutions, and corporate partners in the museum sector
- **6 months of exposure** for your brand with your logo on the TAM conference materials and website, TAM newsletters & Social Media
- Programming and events will be held at the Museum of Texas Tech University, the National Ranching Heritage Center, Science Spectrum, the Louise Hopkins Underwood Center for the Arts, the Silent Wings Museum, and several other institutions in the City of Lubbock
- Projected Attendance: **400+ conference attendees over 4 days**
- Target Audience: Museum decision-makers in attendance include trustees, executive directors, museum managers, curators, educators, exhibit preparators, museum shop directors, event managers, and sales/marketing professionals

SPONSORSHIPS

TAM 2024

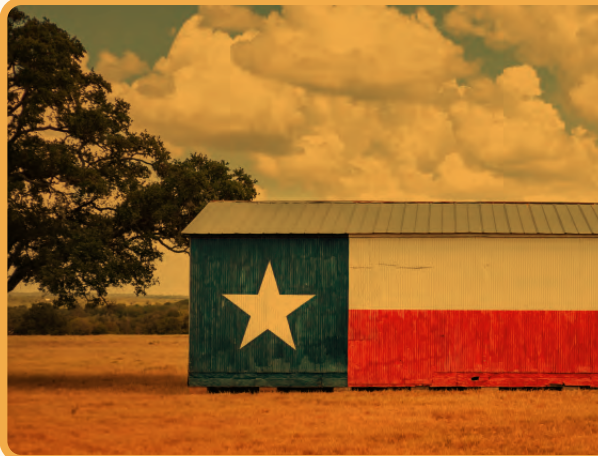
All sponsorship levels recognized on TAM Website, newsletter, social media & conference materials.
All Business Plus member sponsors receive access to opted-in attendee contact information.



Cattle Baron

\$20,000

- Lead sponsorship & logo recognition
- Recognition at Opening Session—remarks at podium
- Full page color ad in conference program
- Tabletop exhibitor booth provided on April 15 & 16
- Three (3) complimentary conference registrations
- Sponsor one (1) breakout session of choice
- Provide promotional item in attendee tote bag
- Dedicated e-blast or blog post to TAM distribution list
- TAM Newsletter spotlight
- Provide a Scholarship for one museum professional



Lubbock Lonestar

\$10,000

- Recognition at Opening Session
- Full page color ad in conference program
- Tabletop exhibitor booth provided on April 15 & 16
- Two (2) complimentary conference registrations
- Sponsor one (1) breakout session of choice
- Provide promotional item in attendee tote bag
- Dedicated e-blast or blog post to TAM distribution list
- TAM Newsletter spotlight



Red Raider

\$5,000

- Full page color ad in conference program
- Tabletop exhibitor booth provided on April 15 & 16
- One (1) complimentary conference registration
- Sponsor one (1) breakout session of choice
- Provide promotional item in attendee tote bag
- TAM Newsletter spotlight

SPONSORSHIPS

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Legendary Musician

\$3,000

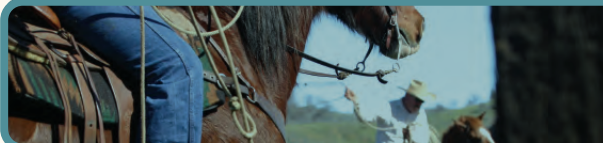
- Half page color ad in conference program
- Tabletop exhibitor booth provided on April 15 & 16
- One (1) complimentary conference registration
- Provide promotional item in attendee tote bag
- TAM Newsletter spotlight



Prairie Pioneer

\$1,500

- Half page color ad in conference program
- Tabletop exhibitor booth provided on April 15 & 16
- One (1) complimentary conference registration
- Provide promotional item in attendee tote bag



Remuda Wrangler

\$500

- Sponsorship & logo recognition

Don't see a fit? Contact Brittany Petrilli at brittany@texasmuseums.org to discuss a customized sponsorship to fit your needs.



EXHIBITORS

TAM 2024

TAM sponsors and exhibitors have a great opportunity to introduce their business, product, or solution to the Texas cultural community by networking face to face with attendees at TAM's 2024 Annual Conference in Lubbock.

TAM hosts conference programming in a variety of museums rather than a convention center. Exhibitor display booths, which are provided as either a benefit to sponsorship or as a stand-alone opportunity in our exhibitor packet, will be located throughout the host venues, based on the amount of space available in each venue. Exhibitor booths will be on display on Monday and Tuesday, April 15 & April 16, of the conference.

Benefits for all exhibitors include exposure to more than 300 TAM attendees, networking with decision-makers from museums from every corner of Texas, exhibitor recognition including logo in the conference program and materials, and participation in a special exhibitor reception on Monday, April 15.

Table Top Booth

\$799 Member | \$899 Non-Member

Table top booth includes a compact display area consisting of a tall cocktail table with linen and chair. Exhibitors are encouraged to "travel light" and plan for a "simple set up" since display space is limited (simple pop-up banner, small supply of marketing collateral, business cards, and small giveaways/promo items). Electricity and wi-fi may be available, depending on the venue, and may be requested, but cannot be guaranteed. Check with TAM event planners for details and questions.

Table Top Booth Plus

\$899 Member | \$999 Non-Member

If you're a trade show pro that requires a little more space to display your products, then the table top booth plus is for you. While we aren't able to provide a traditional 10x20 booth, this option provides a bit more real estate than the standard table top booth, giving you more room to display your products and wares. Electricity and wi-fi may be available, depending on the venue, and may be requested, but cannot be guaranteed. Check with TAM event planners for details and questions.

ADVERTISEMENTS

TAM 2024

Advertising in the TAM 2024 Conference Print Program is a great way to promote your business or museum to a diverse audience of museum professionals. The program will be shared with all TAM Annual Meeting attendees and contains the conference timeline, session descriptions, sponsor listings, and more.

The deadline to reserve space and submit artwork is March 15, 2024. To save your spot, or for questions or support, please contact the TAM Meeting Planner, Vanessa Anderson, at vanessa@optinexperts.com.

BACK COVER FULL PAGE AD (only one available)	\$1000
INSIDE FRONT COVER FULL PAGE AD (only one available)	\$900
INSIDE BACK COVER FULL PAGE AD (only one available)	\$900
FULL PAGE WITHIN PROGRAM	\$750
HALF PAGE WITHIN PROGRAM	\$550





CONTACT US

Sponsorships are subject to availability. The sooner a sponsorship is reserved the greater the opportunity for maximum exposure through the Texas Association of Museum's marketing efforts. Sponsorships secured later may be subject to marketing deadlines that may prevent sponsors from receiving all of the benefits listed.

Have questions? Want a customized sponsorship? Contact TAM Executive Director, Brittany Petrilli, through the contact information below.

TAM Executive Director
Brittany Petrilli
brittany@texasmuseums.org

Opt In Experts
TAM Event Coordinators
Vanessa Anderson
vanessa@optinexperts.com

THANK YOU!

We look forward to seeing you in lubbock