

TAM 2026

MCALLEN & THE RIO GRANDE VALLEY

THE TEXAS ASSOCIATION OF MUSEUMS



Join us for TAM 2026 in McAllen and the Rio Grande Valley, where culture, history, and innovation converge at the crossroads of Texas. Our theme — Stronger Together, Celebrating Identity: Build unity through shared stories and cultures — invites us to explore how place, people, and perspective shape who we are and who we are becoming. Experience the vibrant spirit of the Valley, discover its rich traditions and bold creativity, and join in conversations that bridge communities and strengthen our shared future. Together, we'll celebrate the stories that connect us and envision a cultural landscape that is more united, inclusive, and inspired.



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
- 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

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

RIO GRANDE AMIGO

\$20,000

- Logo recognition as Presenting Sponsor on conference program, signage, website, and social media
- Provide a conference scholarship for one museum professional
- Recognition at the Opening Session and opportunity to speak at podium
- Dedicated e-blast or blog post to TAM distribution list
- Sponsor one (1) breakout session of choice
- TAM Newsletter spotlight
- Full page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 3 Complimentary conference registrations



FRONTERA GRUPO

\$10,000

- Logo recognition on conference program, signage, website, and social media
- Recognition at the Opening Session
- Dedicated e-blast or blog post to TAM distribution list
- Sponsor one (1) breakout session of choice
- TAM Newsletter spotlight
- Full page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 3 Complimentary conference registrations



CONJUNTO COMPADRE

\$5,000

- Logo recognition on conference program, signage, website, and social media
- Sponsor one (1) breakout session of choice
- TAM Newsletter spotlight
- Half page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 2 Complimentary conference registrations



MARIACHI GRAN FAN

\$2,500

- Logo recognition on conference program, signage, website, and social media
- Half page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 2 Complimentary conference registrations



PAN DULCE AFICIONADO

\$500 – 1,500

- Benefits tiered based on contribution level

(NON-PROFITS ONLY)



TAM 2026

EXHIBITORS

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 2026 Annual Conference in McAllen & the Rio Grande Valley. This year we will be hosting TAM's daytime programming at the McAllen Convention Center. Exhibitor booths will be on display there throughout Monday, April 20 and Tuesday, April 21.



TABLE TOP BOOTH

\$1,200 Member | \$1,500 Non-Member

- FACE-TO-FACE NETWORKING WITH 400 TAM ATTENDEES, YOUR NEW AND EXISTING CLIENTS
- 8' X 10' BOOTH SPACE
- 6 SKIRTED TABLE WITH 1 CHAIR
- 1 COMPLIMENTARY FULL CONFERENCE REGISTRATION
 - ADDITIONAL REGISTRATIONS MAY BE PURCHASED AT DISCOUNTED RATE
- LOGO RECOGNITION ON EVENT SIGNAGE, PRINTED PROGRAM, AND EVENT WEBSITE
- COMPANY LOGO LISTED ON EXHIBITOR BINGO CARD HANDED TO ALL ATTENDEES

TAM Conference sponsors are given priority booth placement. For information on becoming a TAM 2026 sponsor please see page 3 of the packet.

Exhibitor booths must be confirmed by March 3, 2026

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ADVERTISEMENTS

Advertising in the TAM 2026 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 February 15, 2026.

To save your spot, or for questions or support, please contact the TAM Meeting Planner, Vanessa Anderson at vanessa@texasmuseums.org.

<u>BACK COVER FULL PAGE AD</u> (ONLY ONE AVAILABLE)	\$1,750
<u>FRONT INSIDE COVER FULL PAGE AD</u> (ONLY ONE AVAILABLE)	\$1,250
<u>INSIDE BACK COVER FULL PAGE AD</u> (ONLY ONE AVAILABLE)	\$1,000
<u>FULL PAGE WITHIN PROGRAM</u>	\$750
<u>HALF PAGE WITHIN PROGRAM</u>	\$550

CONTACT US

Sponsorships are subject to availability. The earlier 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 the TAM team through the contact information below.



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TAM Event Coordinators

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Thank you!

We look forward to seeing you in McAllen & the Rio Grande Valley.