

TEXAS ASSOCIATION OF MUSEUMS

2027

ANNUAL CONFERENCE



ARLINGTON

4/4 - 4/7

CONFERENCE HIGHLIGHTS



The TAM Annual Conference is the largest gathering of museum professionals in Texas, bringing together leaders from across the state to exchange ideas, build connections, and advance the museum field. As we prepare to gather in Arlington, we would be honored to partner with you to showcase your brand and services to our engaged audience while creating meaningful opportunities to generate new business and strengthen industry relationships.

TAM represents more than 5,000 museum professionals, institutions, and corporate partners across Texas, providing unparalleled access to a diverse and influential network within the museum community.

The 2027 conference marks the return of the TAM Annual Conference to North Texas for the first time in 12 years. The region is home to a rich and diverse museum landscape, including renowned art, history, military, science, and cultural institutions.

With a projected attendance of **more than 500 participants**, the conference attracts key decision-makers and industry leaders, including trustees, executive directors, museum managers, curators, educators, exhibit preparators, museum store directors, event managers, and marketing and sales professionals. This targeted audience provides an exceptional opportunity to build relationships, showcase your products and services, and generate new business within the museum sector.

As a sponsor, your brand will receive **six months of visibility** through TAM's website, conference materials, newsletters, and social media channels, extending your reach well beyond the conference itself.

TAM 2027

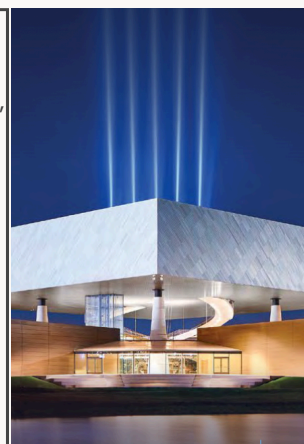
SPONSORSHIPS

Providing a promotional item in the Attendee Tote Bags is an exclusive benefit for TAM Business Members

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.

ARLINGTON CHAMPION \$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
- Exhibitor booth: 8' x 10' Booth Space, table with 2 chairs
- 3 Complimentary conference registrations and 10 additional evening event tickets for your team



HALL OF HONOR \$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
- Exhibitor booth: 8' x 10' Booth Space, table with 2 chairs
- 3 Complimentary conference registrations and 5 additional evening event tickets for your team



ENERGY BLAST \$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
- Exhibitor booth: 8' x 10' Booth Space, table with 2 chairs
- 2 Complimentary conference registrations



TRAILBLAZER \$2,500

- Logo recognition on conference program, signage, website, and social media
- Half page color ad in conference program
- Exhibitor booth: 8' x 10' Booth Space, table with 2 chairs
- 2 Complimentary conference registrations



STRIKE ZONE \$500 - 1,500

- Benefits tiered based on contribution level

(NON-PROFITS ONLY)



Don't see a fit? Contact us to discuss a customized sponsorship.

TAM 2027

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 2027 Annual Conference in Arlington. This year we will be hosting TAM's daytime programming at the Esports Stadium Arlington & Expo Center. Exhibitor booths will be on display there throughout Monday, April 5 and Tuesday, April 6.



TABLE TOP BOOTH

\$1,200 MEMBER | \$1,500 NON-MEMBER

- FACE-TO-FACE NETWORKING WITH 500+ TAM ATTENDEES, YOUR NEW AND EXISTING CLIENTS
- 8' X 10' BOOTH SPACE
- TABLE WITH 2 CHAIRS
- 1 COMPLIMENTARY FULL CONFERENCE REGISTRATION
 - ADDITIONAL REGISTRATIONS MAY BE PURCHASED AT DISCOUNTED RATE
- LOGO RECOGNITION ON EVENT SIGNAGE, 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 2027 sponsor please see page 3 of the packet.

Exhibitor booths must be confirmed by February 20, 2027

TAM 2027

ADVERTISEMENTS

Advertising in the TAM 2027 Conference 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, 2027. 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> <u>(ONLY ONE AVAILABLE)</u>	\$1,750
<u>FRONT INSIDE COVER FULL</u> <u>PAGE AD</u> <u>(ONLY ONE AVAILABLE)</u>	\$1,250
<u>INSIDE BACK COVER FULL</u> <u>PAGE AD</u> <u>(ONLY ONE AVAILABLE)</u>	\$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.



TAM EXECUTIVE DIRECTOR

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TAM EVENT COORDINATORS

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THANK YOU!

We look forward to seeing you in Arlington.