VIRGINIA ASSOCIATION of MUSEUMS

2027 VAM Conference

Back to Basics: Museum Building Blocks

Charlottesville, Virginia

March 13 - 16, 2027

Sponsorship Package

2027 VAM Annual Conference Sponsorship Opportunities –

Charlottesville, VA March 13-16
Virginia Guesthouse
Hotel & Conference Center

Invest in Virginia's Museum Community

The Virginia Association of Museums Annual Conference welcomes more than 400 museum professionals, educators, students, exhibitors, and cultural leaders from across Virginia and beyond.

Conference sponsorship provides meaningful opportunities to engage directly with the cultural sector while supporting professional development, networking, advocacy, and educational programming.

Sponsor Recognition Levels

Sponsors receive cumulative recognition based on their total sponsorship investment.

Presenting Sponsor — $10,000 (Limited to One)

- Premier logo placement on conference website
- Recognition in conference program book (front or back of program book full-page ad)
- Recognition in conference mobile app
- Recognition during conference opening session
- Three-Five minute presentation at Awards Luncheon and Opening Session
- Dedicated social media recognition campaign
- Recognition in VAM e-newsletter (dedicated full-page e-news ad)
- Sponsor ribbon designation
- VAM Business Membership
- Premium Exhibitor Booth - Grand Ballroom Foyer
- Opportunity to provide promotional item in attendee tote bags
- Free Conference registration for up to five employees
    - Additional conference registrations/staff - $300

Advocate Sponsor — $3,000

- Prominent logo placement on conference website
- Recognition in conference program book – half page ad
- Recognition in conference mobile app
- Social media recognition
- Recognition in VAM e-newsletter (e-news ad)
- Sponsor ribbon designation
- VAM Business Membership
- Premium Exhibitor Booth - Grand Ballroom Foyer
- Free registration for up to two employees
- Two tickets for each evening reception (Sunday and Monday)
    - Additional conference registrations/staff - $300

Premier Sponsorship Opportunities

Keynote Sponsor — $5,000 (Exclusive)

One of the conference's highest-profile events.

Benefits

- Three-minute presentation from podium
- All Advocate Sponsorship benefits
- VAM Business Membership
- Two tickets for each evening reception (Sunday and Monday)
- Logo recognition on signage, website, app, and social media
- Full-page conference program advertisement
- Premium Exhibitor Booth - Grand Ballroom Foyer

Town Hall & Tuesday Breakfast Sponsor — $4,000 (Exclusive)

Benefits

- Three-minute presentation from podium
- Recognition on signage
- Logo recognition on website and social media
- VAM Business Membership
- Full-page conference program advertisement
- Two tickets for each evening reception (Sunday & Monday)
- Premium Exhibitor Booth - Grand Ballroom Foyer

Conference Experience Sponsorships

Conference App, Registration Platform & Wi-Fi Sponsor — $4,000 (Exclusive)

Benefits

- Branding within conference app and attendee Wi-Fi
- One additional conference registration (total of three)
- VAM Business Membership
- Three tickets for each evening reception (Sunday and Monday)
- Logo recognition on website and social media
- Full-page conference program advertisement
- Premium Exhibitor Booth - Grand Ballroom Foyer
- Additional conference registrations/staff - $300

Event Experience Sponsor — $3,500

Support transportation to receptions and conference activities throughout the conference

Benefits

- Recognition on shuttle signage
- Recognition in conference app
- VAM Business Membership
- Recognition in conference program
- Premium Exhibitor Booth - Grand Ballroom Foyer
- Verbal acknowledgment during conference

Lanyard Sponsor — $2,500 (Exclusive)

Your logo will be worn by every attendee throughout the conference.

Benefits

- Sponsor provides approximately 500 branded lanyards
- Exclusive branding opportunity
- Recognition in conference materials and website
- Trade sponsorship may be considered.
- Premium Exhibitor Booth - Grand Ballroom Foyer

Additional Sponsorship Opportunities

Conference Signage Sponsor (Trade Opportunity)

Provide production of conference signage and directional materials.

Benefits

- Logo incorporated throughout conference venue
- Recognition in conference program
- Recognition on website
- Standard Exhibit booth in Grand Ballroom I
- Two full conference registrations
    - Additional conference registrations/staff - $300

Conference Program Book Sponsor (Trade Opportunity)

Provide printing or design services for the conference program.

Benefits

- Recognition in conference program
- Website recognition
- Sponsor acknowledgment during conference
- Standard Exhibit booth in Grand Ballroom I
- Two full conference registrations
    - Additional conference registrations/staff - $300

Custom Sponsorship Packages

Interested in creating a unique sponsorship opportunity? Only want a program book ad or inclusion in the app?

VAM welcomes customized sponsorship packages that align with your organization's goals and interests. Opportunities may include student scholarships, accessibility initiatives, networking events, hospitality areas, sustainability efforts, educational programming, and more.

Contact VAM at cjenkins@vamuseums.org to discuss creating a sponsorship package tailored to your organization

Standard Exhibitor Package

Standard Exhibitor Package

Business Member rate (renewed after 8/15/2026) - $500
Member rate (renewed before 8/14/2026) - $1000
Non-member rate - $1250

Includes

- Standard Exhibit booth in Grand Ballroom I
- Exhibitor listing in conference app
- Logo on passport cards/materials
- Attendee contact list (per conference policy)
- Two full conference registrations
    - Additional conference registrations/staff - $300

Exhibitor Schedule:
Sunday, March 14
7AM - 9AM ~ Exhibitor Setup in Exhibit Hall
9AM - 6:30PM ~ Exhibit Hall Open for Attendees

Monday, March 15
8:30AM - 6:30PM ~ Exhibit Hall Open for Attendees
6:30PM - 8PM ~ Exhibit Hall Take Down & Clean Up

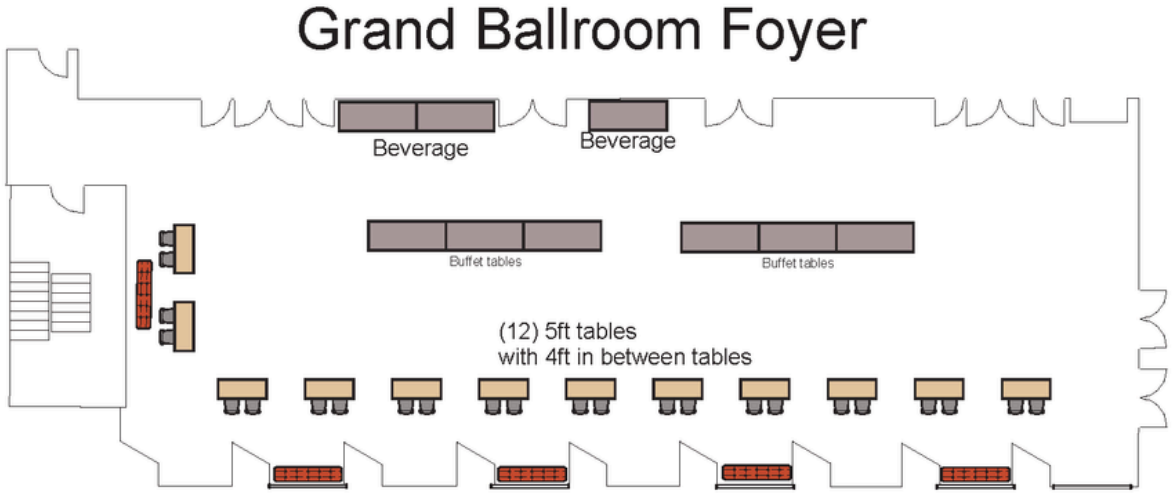
Exhibit Hall booths include one, 5ft table

Premium Exhibitor Booth - Grand Ballroom Foyer, includes one, 8ft table

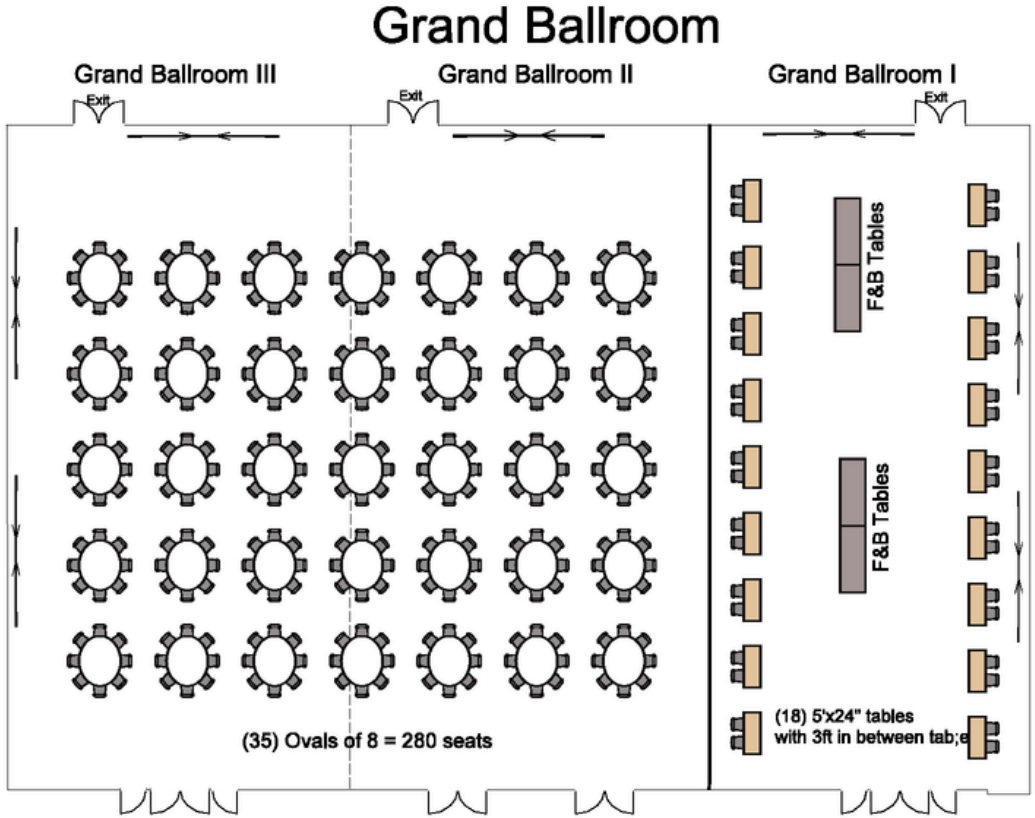
*****Please indicate if power is required for your booth*****

Contact membership@vamuseums.org for questions
Exhibit Booths will be assigned based on registration date and business type

Premium Exhibitor Booth - Grand Ballroom Foyer



Standard Exhibit booth in Grand Ballroom I



Exhibitor Agreement:

The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury to persons or damage to exhibitor's displays, equipment or other property brought upon the premises of the conference center and agrees to indemnify, and hold harmless the Virginia Association of Museums, the Virginia Guesthouse Hotel & Conference Center and its owners, servants, agents and employees against all claims and expenses for such losses – including reasonable attorney's fees arising out of the use of the premises excluding liability caused by the negligence of the Virginia Association of Museums or the Virginia Guesthouse Hotel & Conference Center or its owners, servants, agents, and employees.

The Exhibitor understands that neither the Virginia Association of Museums nor the Virginia Guesthouse Hotel & Conference Center maintains insurance covering the exhibitors' property or lost revenue and it is the sole responsibility of the Exhibitor to obtain such insurance.

Sponsorship Information

Sponsor/Company/Organization Name: _____

Please write name as you would like it to appear in program book

Contact Name: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____ **Email:** _____

Please Sign me up at the following Sponsorship Level:

Presenting ($10,000): _____ **Advocate ($3,000):** _____

Program Sponsorship:

Keynote ($5,000): _____ **Town Hall ($4,000):** _____

Conference Experience Sponsorship

Conference App & Wi-fi ($4,000): _____ **Event Experience ($3,500):** _____ **Lanyard ($2,500):** _____

Exhibit Booth Only

BAM Member ($500) _____ **VAM Member ($1000)** _____ **Non-Member ($1250)** _____ **Power Required:** ___

Please submit all advertisement items (pdf and png format) to communications@vamuseums.org by January 15, 2027

Signature: _____ **Date Submitted:** _____

Make Checks Payable to Virginia Association of Museums
Remit Completed Form & Mail to:
Virginia Association of Museums - 3126 West Cary St. #447, Richmond, VA 23221
OR
Email completed form to membership@vamuseums.org and request an invoice
Please note sponsorships are non-refundable

Thank you for supporting the Virginia Association of Museums and the VAM 2027 Conference in Charlottesville, VA

Conference will be held at the Virginia Guesthouse Hotel & Conference Center
2017 Ivy Road, Charlottesville, VA 22903