



VIRGINIA
ASSOCIATION
of MUSEUMS

**Join Us in Beautiful
Lynchburg, Virginia March 23
to 26, 2019**

Virginia Association of Museums Conference 2019: Business Options

Join Us A la Carte

Marketplace table	\$200
Participate in Ask an Expert	\$200
Attend the conference (see what our attendees see!)	\$260

(A vendor can just attend the Marketplace without registering for the full conference.)

Sponsorship Levels

All of our sponsors receive recognition in conference publications and signage, in our annual report and on our website. All will also receive the conference attendee list.

Combo **\$600**

This level provides you with a conference registration, a marketplace table, and a spot at the Ask an Expert event. You will be listed as a Marketplace Sponsor.

Tier One Sponsorship **\$1,000**

Sponsor one of the following items at our conference and receive one free conference registration for a representative of the sponsoring organization, as well as a ¼ page ad in the conference program and the ability to distribute a flyer or brochure in the conference registration packets.

- A track of sessions
- Headshot Lounge—a place where attendees can come and get a free professional headshot throughout the conference.
- “Chill Spot”—a fun, relaxing place to play board games, color, or chat with other attendees
- Phone Charging Station

Tier Two Partnership**\$2,000**

This partnership level includes:

- Branded sponsorship of one of our conference events (Keynote presentation, leadership program, welcome brunch, awards luncheon, or closing breakfast)
- Opportunity to introduce speaker/ speak to the attendees at the sponsored event
- Choice of Marketplace table or participation in Ask an Expert
- Free conference registration for two representatives of the sponsoring organization (additional representatives can register for \$100)
- ½ page ad in the conference program.
- Free business membership in VAM for one year.
- One free enewsletter sponsorship during 2019, mailed to our 4,000 contacts.

Strategic Partner**\$4,000**

Join as our strategic partner! This package includes both conference and year-round visibility, including:

- Sponsorship of our conference app, which includes recognition throughout the app platform
- Choice of Marketplace table or participation in Ask an Expert at the conference
- Free conference registration for three representatives of the sponsoring organization
- Ability to work with VAM staff to send a branded, content marketing email to VAM's entire 4,000 person mailing list
- Free ½ page ad in both online and in print editions of our VAM Voice for 2019
- Listing with logo in our home page sponsor banner for all of 2019

Descriptions of Conference Activities

Marketplace: This program will replace VAM's traditional exhibit hall this year. It will take place from 2:30 pm to 5:30 pm on Monday, March 25, 2019 and will be the only conference activity occurring during this time frame. Multiple things will happen in the Marketplace in order to ensure that we keep attendees' interest through the whole afternoon. There will be refreshments, short programs (see below), and display tables for any vendor who would like one.

Ask an Expert: This program will take place during the Marketplace on Monday afternoon (though you can still participate with a table if you choose to select this option). Ask an Expert will have a series of 5 minute appointments between attendees and business members; each business member who has signed up will select the topic about which they would like to share their expertise during these meetings, and attendees sign up in advance to take advantage of those specific topics. An exhibit designer might choose a topic like "how to create a good label", but they might also choose "how to pick the right exhibit designer" or "doing more with less in exhibit design".