

Mid-Atlantic  
Association of **Museums**



- ★ **CONNECT WITH THE ATTENDEES**
- ★ of MAAM's **2010 ANNUAL MEETING** and put
- ★ your company within reach of leading museum
- ★ executives from the mid-atlantic and nationwide!

MAAM ANNUAL MEETING  
**REVOLUTIONIZING MUSEUMS**



**OCTOBER 24–27, 2010**  
**PHILADELPHIA, PA**  
HYATT REGENCY PENN'S LANDING



- ★ Sponsorship Opportunities
- ★ Museum Resource Center (MRC) Exhibitor Information





**REVOLUTIONIZING MUSEUMS**  
 MAAM ANNUAL MEETING  
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**EVENT SPONSORSHIP OPPORTUNITIES**

*Opportunities abound for your company to play a vital role in support of the MAAM Annual Meeting while raising your company's profile to meeting attendees.*

Connect with the attendees of MAAM's 2010 Annual Meeting and put your name at the forefront of the museum industry... Reserve your event sponsorship today!

**EVENT SPONSORSHIP OPPORTUNITIES**

- Sunday Opening Reception . . . . . \$ 3,500★
- Monday Evening MRC Reception . . . . . 3,500★
- Katherine Coffey Reception . . . . . 3,500★
- MAAM Business Luncheon . . . . . 3,000
- Monday Leadership Luncheon . . . . . 3,000
- Monday MRC Breakfast . . . . . 2,000
- Tuesday Breakfast . . . . . 2,000
- Lanyards (w/logo) . . . . . 750
- Four Coffee/Snack Breaks in MRC (each) . . 500

**★ SPONSORSHIPS OF \$3,500 AND ABOVE RECEIVE:**

- One complimentary exhibit space in MRC
- TWO complimentary meeting registrations
- One full-page ad in Annual Meeting program

**ALL SPONSORS RECEIVE:**

- Recognition in the Annual Meeting notebook
- Recognition on Annual Meeting signage
- Recognition on the MAAM Annual Meeting home page

**SPONSORSHIP PLEDGE**

Please print or type information **exactly** as it should appear in our listings.

**SPONSORSHIP AMOUNT:** \$ \_\_\_\_\_

Please check your sponsorship selection(s) above.

Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**METHOD OF PAYMENT**

**CHECK** (payable to Mid-Atlantic Association of Museums)

**CREDIT CARD:**     AmEx     Visa     MasterCard

Card Number \_\_\_\_\_ Exp. date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**THANK YOU FOR YOUR SUPPORT! PLEASE SEND THIS FORM TO MAAM BY MAIL OR FAX: 202.833.3636**



# REVOLUTIONIZING MUSEUMS

MAAM ANNUAL MEETING

**OCTOBER 24–27, 2010**  
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## EXHIBITOR APPLICATION

### PARTICIPATE IN MAAM'S 2010 MUSEUM RESOURCE CENTER (MRC)

Showcase your products and services to leading museum executives from the mid-atlantic and nationwide!

#### EXHIBITOR BENEFITS

- **One (1) complimentary meeting registration per tabletop exhibit.** Additional exhibit staff are entitled to receive the MAAM early-bird registration fee for attendance at the meeting's educational sessions.
- Central location outside the general session meeting room(s).
- MAAM will provide 'passports' to attendees — to be stamped by you — for a **Grand Prize drawing** (prize TBD), in which eligibility requires visiting 100% of the exhibitors.
- Exhibitors can submit items for the MAAM Silent Auction [\$50 min. value] to fund scholarships for emerging museum professionals.
- Listing in annual meeting materials and announcements from registration confirmation to event, including promotional materials and signage.
- Exhibitor's logo on MAAM website homepage and annual meeting page.

Official Representative \_\_\_\_\_  
 Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_ Website \_\_\_\_\_  
 Exhibit Representative (if different from above) \_\_\_\_\_

	EARLY BIRD BY SEPTEMBER 15	BY OCTOBER 1	TOTAL AMOUNT ENCLOSED
<b>EXHIBITOR FEE</b> (PER 6' TABLE)	<input type="checkbox"/> \$499	<input type="checkbox"/> \$699	\$

Exhibitor fee includes ONE complimentary Annual Meeting delegate registration

#### EXHIBIT HALL PLACEMENT PREFERENCE (MAAM staff will contact you with any conflicts)

■ I've reviewed the enclosed MRC floor plan and these are my TOP THREE preferred positions:

#1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

■ I don't want to be placed next to the following exhibitor(s): \_\_\_\_\_

#### PAYMENT – CREDIT CARD: MasterCard Visa American Express

Account Number \_\_\_\_\_ 3- or 4-digit CVV # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Billing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**PAYMENT SCHEDULE:** All exhibit space reservations require full payment as a guarantee and to assure consideration for exhibit hall location preference.

**TABLE ASSIGNMENTS:** Companies will be given confirmed table assignments no later than **October 1, 2010**. Assignments are based on: (1) Payment date, (2) Prior exhibitor, (3) Membership status, and (4) Date of receipt. After October 1, all remaining tables are assigned on a first-come, first-served basis, upon receipt of the reservation form and full payment. We reserve the right to modify the floor plan to accommodate the actual number of exhibitors.

**LIABILITY:** Neither MAAM, nor the MRC facility, nor any museum hosts, nor any officer or staff member of MAAM will be liable for damage or loss due to fire, accident, theft or any other causes. The exhibitor assumes full responsibility and liability for all injury to any persons or property in any way connected with the exhibitor display or caused by the exhibitor. Payment to MAAM is considered acceptance of these terms. **SECURITY WILL BE PROVIDED FOR THE DURATION OF THE MRC.**

**CANCELLATION POLICY:** Cancellations must be in writing. If received by **October 1, 2010** there will be a 50% refund. **Cancellations received after this date will not be refunded** unless a fully paid substitution is secured, at which point an 80% refund will be granted. Payment to MAAM is considered acceptance of these terms.

#### THE FOLLOWING REGULATIONS ARE ENFORCED FOR THE DURATION OF THE MAAM MRC:

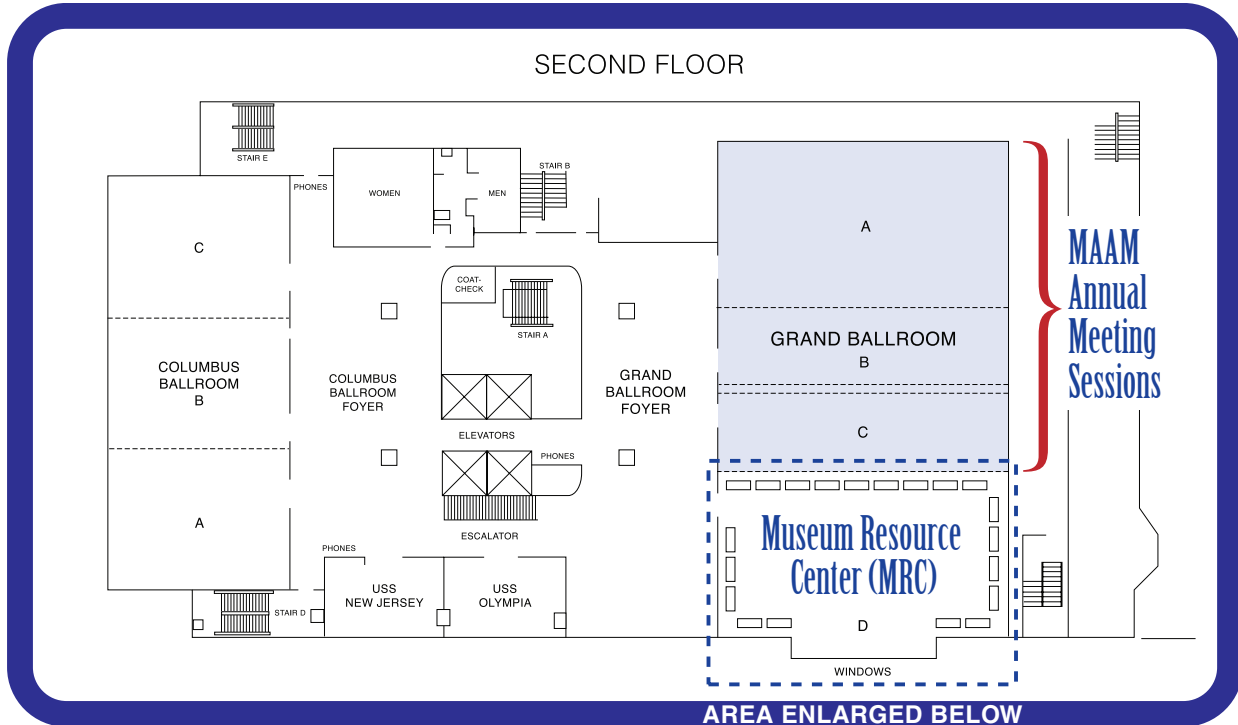
- Exhibit spaces must be staffed at all times.
- Each exhibitor must wear a badge.
- Badges are non-transferable among exhibit representatives.
- Exhibit displays must not block other exhibitors.
- Noise levels must be kept at a minimum and must not interfere with other exhibits.
- Exhibitors may not assign, sublet, or apportion any part of the space allotted without express permission from MAAM.
- Exhibits may not be dismantled or packed before closing.

#### RETURN THIS FORM WITH PAYMENT TO:

Mid-Atlantic Association of Museums  
 2300 N Street NW, Suite 710  
 Washington DC 20037

**Fax: 202-833-3636**

Questions? Call 202-452-8040  
 or email: [admin@midatlanticmuseums.org](mailto:admin@midatlanticmuseums.org)  
[www.midatlanticmuseums.org](http://www.midatlanticmuseums.org)



Hyatt Regency Philadelphia  
at Penn's Landing

