



Annual Small Museum Association Conference

**Honoring the 100th Anniversary of Women's Suffrage:
Museums as Catalysts of Social Change**

February 16-18, 2020
College Park, Maryland
www.smallmuseum.org

Sponsorship Opportunities & Resource Hall Packages

The mission of the Small Museum Association is to develop and maintain a peer network among people who work for small museums, giving them opportunities to learn, share knowledge, and support one another, so that they, in turn, can better serve their institutions, communities, and profession. This year, the content of the SMA conference is focusing on Museums as Catalysts of Social Change and will attract over 300 museum professionals from across the country.

The SMA conference is the ideal market for your museum-field services and products!

Register now at smallmuseum.org/Resource-Hall.

The Small Museum Association invites you to attend the conference to meet our members and attendees, and at the same time, support the small museum field. Your support makes this conference possible!

Use this guide to create the best sponsorship and resource hall package for your needs or contact Kristen Butler, Resource Hall Coordinator, at resourcehall@smallmuseum.org for more information.

Register online at smallmuseum.org/Resource-Hall.

Support Packages

Basic Vendor: \$300

Resource hall table with tablecloth & chair
One conference registration, including meals
(breakfasts and lunch, but not banquet)
Logo in program and resource hall passport
Business card ad in conference program

Vendor Plus: \$500

Resource hall table with tablecloth & two chairs
Two conference registrations, including meals
(breakfasts and lunch, but not banquet)
Logo in program and resource hall passport
Business card ad in the conference program

Event Supporter: \$750

Resource hall table with tablecloth & two chairs
Two conference registrations, including meals
Logo in conference program and resource hall passport
Quarter page ad in the conference program
Two tickets to the Monday evening banquet

Conference Sponsor: \$1000

Resource hall table with tablecloth & two chairs
Four conference registrations, including meals
Logo in conference program and resource hall passport
Half page ad in the conference program
Two tickets to the Monday evening banquet
Special recognition by SMA president during conference
Opportunity to speak to the entire conference

Conference Partner: \$2500

Resource hall table with tablecloth & two chairs
Four conference registrations, including meals
Logo in conference program and resource hall passport
Full page ad in conference program
Four tickets to the Monday evening banquet
Special recognition by SMA president during conference
Opportunity to speak to the entire conference

Conference Hero: \$3500+

Resource hall table with tablecloth & two chairs
Four conference registrations, including meals
Logo in conference program and resource hall passport
Full page ad in conference program
Eight tickets to the Monday evening banquet
Special recognition by SMA president during conference
Opportunity to speak to the entire conference
Logo on all conference laptops and presentations
Shout out and song dedication by the Dapper DJs at the banquet

Register now at: smallmuseum.org/Resource-Hall.

Sponsorship À La Carte Opportunities

Make a unique impact with these limited sponsorship opportunities that can be added onto any of the support packages or purchased alone.

Scholarship Sponsor: \$200

Help emerging museum professionals attend the SMA conference by supporting the Lesley van der Lee Scholarship or by sponsoring your own scholarship. Information on SMA Conference Scholarships and Awards can be found at smallmuseum.org/Awards.

Banquet Cash Bar Sponsor: \$750

Be the hero of the banquet as the single billed sponsor for a wine and beer cash bar in the plush seating area outside of the ballroom for a cocktail hour before and three hours into the Monday evening banquet!

Beverage and Snack Break Sponsors:

Keep the conference fueled by providing beverages or an afternoon snack break!

- Beverage service provides coffee, hot tea, sodas, and bottled water for either a half or full day.
- Snack break provides freshly popped popcorn with an assortment of sweet and savory gourmet toppings.

Break sponsors are welcome to combine forces or be the single billed sponsor. Interested in learning more? Contact Kristen Butler, Resource Hall Coordinator, at resourcehall@smallmuseum.org.

If you would like to create a custom sponsorship package, please contact Kristen Butler, Resource Hall Coordinator, resourcehall@smallmuseum.org.

Event Details

Deadline to Register: December 15

Register now at: smallmuseum.org/Resource-Hall.

Vendors and sponsors who register after December 15 will not be included in the printed conference program but can reserve a table in the Resource Hall and benefit from an insert in the program and digital and oral acknowledgements at the conference. To maximize your support, please register or contact Kristen Butler, Resource Hall Coordinator, at resourcehall@smallmuseum.org before December 15.

Online registration for support packages will close January 13, 2020.

Location

For the third year, the Small Museum Association conference will be held at The Hotel at the University of Maryland in College Park, Maryland. The Resource Hall tables are located in the heart of the conference, the extended ballroom. This room will host the Monday morning kickoff and keynote, Monday lunch, Monday evening banquet, Tuesday morning plenary, and the popular Silent Auction tables. When the final table placement has been determined, you will be assigned a table area.

Set Up & Break Down Schedule

Sunday

The best time to set up for the Resource Hall is Sunday, February 16, between 10am and 6pm. Some conference attendees will be present at the Hotel for Sunday workshops between 1pm and 4:30pm. There are offsite evening events on Sunday and you are welcome to attend the evening events as Resource Hall sponsors; see the full conference schedule for details.

Monday

If for some reason you cannot set up on Sunday, the earliest set up time for the Resource Hall on Monday, February 17, is 7am and the Hall will be open from 7:15am to 4:15pm. All displays must be set up by Monday at 8am, prior to the beginning of the 8:15am keynote. On Monday, the Conference begins at 7:15am with breakfast and continues with sessions throughout the day to 4:15pm. The conference Banquet will take place in the main Ballroom at the Hotel from 5:30pm to 9pm Monday evening. Vendors are encouraged to purchase Banquet tickets to participate during this capstone event. Tickets to the banquet can be purchased for \$50 as an add-on during registration.

Tuesday

The Resource Hall will be open 7:15am to 12pm. All displays must be broken down by 1pm.

Meals

Meals are included in each of the packages, excluding the Monday evening banquet which is not included with vendor packages but is included with all other support packages. Anyone can add a banquet ticket for \$50 during registration. All meals during the conference (except the Monday banquet) will be served buffet style and include vegan and vegetarian options. Please indicate food restrictions in your registration, especially if you are attending the banquet, since it will be plated.

Addressing Conference Attendees

Several of the Resource Hall support packages include the opportunity to address the conference attendees! If you plan to take advantage of this, please be prepared with succinct and interesting remarks. Additional coordination to follow.

Amenities

Banners / Signage

All sponsors confirmed by the print deadline will be included in the conference program and on sponsorship posters that will be distributed throughout the conference area.

Table / Chairs

Every Resource Hall vendor includes one 6' x 30" table with black tablecloth and one or two chairs, depending on the level of support.

Wi-Fi

The Hotel provides wi-fi to all conference attendees including vendors.

Security & Storage

There is no security for Resource Hall items. If you are planning to keep your table and display up overnight, please remove any valuables. SMA is not responsible for any lost or stolen items. If you need to store valuables overnight, SMA will allow access to the organization's supplies storage room.

Table Signage

There is **no pipe-and-drape infrastructure** for any of the Resource Hall tables. Please plan to bring your own pipe-and-drape or only items that are free-standing, have a base, or use an easel. We cannot affix banners or signs to walls.

Electricity

SMA will absorb the cost of electricity for Resource Hall participants. Bring your own extension cords and power strips or you can rent them from the hotel for a fee.

Loading Dock

The loading dock is located directly behind the Hotel between Campus Drive and Hotel Drive on Greenhouse Road.

Shipping

If you are shipping part of your display, please tell Kristen Butler the estimated arrival date and number of boxes. Boxes can be accepted as early as 3 business days prior to the program start date. Packages that need to be shipped out must be sealed upon departure and include a label with billing details. All boxes shipped to the Hotel should be addressed as follows:

[Your Name]
Small Museums Conference
February 16-18, 2020
7777 Baltimore Avenue
College Park, MD 20740

Print and Ad Details

Logos and Conference Program Ads

All logos and ads are due to resourcehall@smallmuseums.org by December 15 to ensure inclusion in the Conference program and posters.

- Either color or black and white
- File types: .pdf preferred
- Hi-quality, print-ready files (300 DPI)
- Program ad dimensions (this includes a .125" bleed border around the edges)
 - Business Card Ad: 3.625" x 2.125" (landscape orientation)
 - Quarter Page Ad: 4.375" x 5.625" (portrait orientation)
 - Half Page Ad: 8.625" x 5.625" (landscape orientation)
 - Full Page Ad: 8.625" x 11.125" (portrait orientation)

Buying Just An Ad or More Ad Space

Additional ads can be purchased separately if you want to highlight multiple products, services, or programs. You can also buy an ad in the program without a vendor table. Purchase a separate ad in the support packages online registration. Artwork is due to resourcehall@smallmuseums.org by December 15. See above for artwork specifications.

- Business Card Ad: \$100
- Quarter Page Ad: \$200
- Half Page Ad: \$350
- Full Page Ad: \$500

Support the Silent Auction

Each year, Small Museum Association volunteers gather and display an array of items for a popular silent auction to support conference scholarships. Items range from single books to comprehensive consulting packages. Small or large, your donation to the silent auction supports our Conference Scholars! Let us know that you are interested in donating to the silent auction by filling out [the online form](#). Questions about the silent auction should be directed to Kathryn Blackwell at auction@smallmuseum.org.

Thank You!

A Note From the President

The Small Museum Association's Annual Conference could not happen without your support! Through your participation, we have built a trustworthy and destination Resource Hall—all while growing the capacity and strength of small museums across the country. If you have any questions about the mission and programs of the Small Museum Association and how to partner with our organization and our member organizations, please contact me anytime at: president@smallmuseum.org. For all Resource Hall inquiries, you are in the capable hands of volunteer, Kristen Butler.

Please join us in College Park this year for another successful—and growing—SMA Annual Conference!

Thank you,
Allison Titman
Board President
[Small Museum Association](#)