



LEADERSHIP IN SMALL MUSEUMS

Annual Small Museum Association Conference

FEBRUARY 17-19, 2019

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 Leadership in Small Museums 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: <https://smallmuseum.org/event-3037141>.

As an all-volunteer non-profit, 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 make this conference possible!

Please use this document as a guide to create the best sponsorship and resource hall package for your company's needs. Your questions and selections can be directed to Meagan Baco, Volunteer, resourcehall@smallmuseum.org. Sponsor/vendor registration is available online at: <https://smallmuseum.org/event-3037141>.

Support Packages

Basic Vendor - \$300

Resource hall table with tablecloth and chair
One conference registration including meals
Logo in program and resource hall passport
Business card ad in conference program

Vendor Plus - \$500

Resource hall table, tablecloth & two chairs
Two conference registrations with meals
Logo in program and resource hall passport
Business card ad in the conference program

Event Supporter - \$750

Table in the resource Hall with tablecloth and two chairs
Two conference registrations including meals
Logo in conference program and resource hall passport challenge
Two tickets to the Monday, 2/18 night banquet
Quarter page ad in the conference program

Conference Sponsor - \$1000

Table in the resource hall with tablecloth and two chairs
Four conference registrations including meals
Logo in conference program and resource hall passport challenge
Special recognition by SMA president during Conference
Opportunity to speak to the entire Conference before the Monday morning plenary
Two tickets to the Monday evening Banquet
Half page ad in the conference program

Conference Partner - \$2500

Table in the resource hall with tablecloth and two chairs
Four conference registrations including meals
Logo in conference program and resource hall passport challenge
Sponsorship and speaking opportunity at Monday evening cocktail hour before Banquet
Four tickets to the Monday evening Banquet
Full page ad in conference program

Conference Hero - \$3500+

Table in the resource hall with tablecloth and two chairs
Four conference registrations including meals
Logo in conference program and resource hall passport challenge
Logo on all conference laptops and presentations
Eight tickets to the Banquet
Opportunity to speak to entire the group during the Monday evening Banquet
Shout out and song dedication by the Dapper DJs at the Banquet

Full page ad in conference program

Special Opportunities

The SMA Conference Committee is pleased to offer these special sponsorship and support opportunities this year:

Decorations Sponsor - \$TBD

This year's theme of *Catch Me If You Can: Leadership in Small Museums* and our Sunday offsite reception at the College Park Aviation Museum lends itself to some very fun decorations, including branded balsa wood gliders, pilots wings, airmail, international travel, etc. We welcome your ideas and inquiries about being a Decorations Sponsor and will work out financial details! Please contact Meagan Baco at resourcehall@smallmuseum.org.

Session Sponsor- \$200

A preliminary schedule for the conference is available now! Link: <https://smallmuseum.org/SMASchedule2019>. If you have expertise or a product/service that is relevant to a session topic, please consider sponsoring that session. Your sponsorship will be included in the conference program and you may leave literature/brochures with session attendees. Please note: Session sponsorship is not an endorsement by the Small Museum Association.

Monday Evening Cocktail Hour Sponsor - \$2500

Do not let the "Conference Sponsor" package go unnoticed! At that level, you will be the single billed sponsor for a wine and beer bar in the plush seating area outside of the ballroom for the hour prior to the Monday evening banquet. You will make a lot of people very happy! If you'd like to sponsor the Monday cocktail hour without the vendor hall table, let's talk.

If you are interested in any of these special support opportunities or want to create a custom sponsorship package, please contact Meagan Baco, Volunteer, at resourcehall@smallmuseum.org.

Event Details

Location

For the second year, the Small Museum Association conference will be held at the brand new The Hotel at the University of Maryland in College Park, Maryland. **The Resource Hall has been expanded and improved this year!** The Resource Hall tables are located in the heart of the conference, the extended ballroom. This room will host the Monday morning kickoff and plenary, 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 17 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; please 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 18 is 7am and the Hall will be open from 7:15am to 4:15pm. **All displays must be set up by Monday, February 18 by 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 from 8:15am to 4:15pm. The conference Banquet will take place in the main Ballroom at the Hotel from 5:30 pm to 9pm that 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 included in some but not all packages. Anyone can add a Banquet ticket for \$50 during registration. All meals during the conference will be buffet style and include vegan and vegetarian options. Please indicate food allergies and preferences in your registration.

Addressing Conference Attendees

Several of the Resource Hall sponsorship levels 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 two chairs.

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 for \$19/day from the hotel.

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 Meagan Baco 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:

Recipient's Name: Your Name
Meeting Name: Small Museums Conference
Date of Event: February 16-19, 2019
Hotel Address: 7777 Baltimore Avenue, College Park, MD 20740

Print and Ad Details

Your Logos

Email your best logo file to resourcehall@smallmuseums.org by **Friday, January 4, 2019**. File type .eps, .png, .jpg, .pdf preferred. This file will be used in the Conference program and posters. You want this to look good, so please send a print-ready file!

Conference Program Ads

All ads are due to resourcehall@smallmuseums.org by **Friday, January 4, 2019** to ensure inclusion in the Conference program. Ads should be sized as follows and submitted as high-quality, print ready, files - .jpg or .pdf preferred. You want this to look good, so please send a print-ready file!

- Business Card Ad (3.5 x 2 inches, landscape)
- Quarter Page Ad (4.25x5.5, portrait)
- Half Page Ad (8.5x5.5, landscape)
- Full Page Ad (8.5x11, portrait)

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. To purchase an ad, make a donation on the SMA website for the appropriate amount and indicate that it is for an "SMA Conference Ad." Email the artwork to: conference@smallmuseums.org by **Friday, January 4, 2019**.

- Business Card Ad (3.5 x 2 inches, landscape) - \$50
- Quarter Page Ad (4.25x5.5, portrait) - \$100
- Half Page Ad (8.5x5.5, landscape) - \$200
- Full Page Ad (8.5x11, portrait) - \$300

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! To Pam Williams at Pwilliams206@gmail.com and Anne Korzeniewski at korzeniewski@cox.net. Pam and Anne are volunteers using their personal email addresses, as a consideration of that, please use the subject line: SMA Silent Auction.

If you are interested in any of these special support opportunities or want to create a custom sponsorship package, please contact Meagan Baco, Volunteer, at resourcehall@smallmuseum.org.

Thank You!

A NOTE FROM THE CHAIR

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 museum 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, Meagan Baco.

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](http://SmallMuseumAssociation.org)