



Sponsored by Museumwise and Museum Association of New York

Sponsor & Exhibitor Prospectus

**Reach the Largest Gathering of Museum Professionals
in New York State**

April 22-24, 2012
Albany Marriott
189 Wolf Road, Albany, NY



New York State's Museums in Conversation

Sponsored by Museumwise and Museum Association of New York
April 22-24, 2012 • Albany Marriott

In Collaboration with New York State Council on the Arts, New York Council for the Humanities and New York State Archives Partnership Trust

Is your business seeking ways to connect to and build relationships with New York's museums and historical organizations? Register as a Sponsor or Exhibitor for the Museums in Conversation Conference and connect face to face with your target audience. You will also be supporting the leading resource for museum professionals within our region.

The 2012 Conference will be held at the Albany Marriott on April 22-24th. In return for your support, your organization will reach the largest network of museum professionals in New York State.

2012 Conference – How Do We (Re)Vision our Museums?

Museums are institutions steeped in tradition but surrounded by constant change. Not everyone knows what a museum is anymore, but some certainly think that whatever it is, it's not for them.

After the 2011 conference conversation around "How Do We Prove the Value of Museums?" it seems that the next logical step in the discussion must explore how museums rethink their roles and functions to make or enhance value in the 21st century. We'll be talking about ideas for and examples of transformation, asking and answering questions like "why should we redefine ourselves and what will happen if we don't?" and taking on Nina Simon's challenge "should museums be generous *and* greedy?"

About the Conference

Museums in Conversation is the fresh new title for the Museumwise/MANY Annual Conference. Each year we bring together a diverse array of individuals from all types and sizes of museums, historical societies, and similar cultural organizations. This year's conference will be held in Albany, where art, history, science and children's museums bring vitality and a sense of inspiration to the Capital Region of New York.

Attendee Profile



2011 Participation by Museum Type

41.4%	History Museum
15.3%	College - professors & grad students
8.0%	Other - non-Museum
6.1%	Service Organization
4.6%	Children/Science
4.2%	Art Museum
2.7%	General Museum
2.7%	College/University Museum
1.9%	Independent Museum Professionals

2011 Participation by Discipline

35.9%	ED/Senior Management
18.1%	Independent & Emerging Museum Professionals
12.7%	Education/Programs
10.0%	Exhibits/Collections
7.3%	Non-museum professionals
6.2%	Board Member/Trustee
6.2%	Visitor Services/Operations
3.5%	Finance/Development



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Accommodations

[Albany Marriott](#), 189 Wolf Road, Albany, NY

Room rate: Single or Double **\$119**. Reservations must be made by April 5, 2012.

Reservations can be made by calling the hotel's reservation department 800.443.8952 using code MUC or reserve online:

<http://www.marriott.com/hotels/travel/albny-albany-marriott/>

Complimentary on-site parking

Deadlines

3/23/12: Inclusion of your organization's listing on the *Museums in Conversation* website.

4/13/12: Inclusion of your organization's listing in the Museums in Conversation registration materials.

Conference Registration

As a conference sponsor you will receive one complimentary registration. Once the registration form is available, you will receive a link to online registration in order for you to indicate any special events which you (or your registrant) would like to attend. Registration forms are due back to Museumwise by **March 23rd**.

Description of Services

This information will be included on our conference website and in the registration packet. Please include a description of your organizations services with your Sponsor & Exhibitor Reservation form (500 words or less, please).

More Information

We are willing to work with you to meet your needs. Please contact Catherine Gilbert, 800.895.1648 or sponsorship@museumsinconversation.org to discuss our sponsorship & exhibitor opportunities or to customize a package to your organization's needs.



Museumwise

11 Ford Avenue

Oneonta, NY 13820

Ph 800.895.1648

Fax 607.431.9524

info@museumwise.org

www.museumwise.org

Established in 1971, we are a non-profit service organization which provides support, advice and training to historical societies, museums, historians, archivists, and other heritage organizations in New York State.



Museum Association of New York

265 River Street

Troy, NY

Ph 518.273.3400

Fax 518.273.3400

info@manyonline.org

www.manyonline.org

Chartered in 1962, the Museum Association of New York works on behalf of all museums in the state to strengthen organizational capacity and give voice to the field's needs.



Sponsorship Opportunities

Keynote Speaker Sponsor

- \$1000 Museumwise/MANY Member \$1200 non-member
- ☞ Opening Keynote, Monday
- ☞ Closing Keynote, Tuesday

Evening Reception Sponsor

- \$1000 Museumwise/MANY Member \$1200 non-member
- ☞ Networking Reception, Monday

Luncheon Sponsor

- \$1000 Museumwise/MANY Member \$1200 non-member
- ☞ Discussion Luncheon, Monday

Name Badge Sponsor

- \$1000 Museumwise/MANY Member \$1200 non-member

Student Volunteer Sponsor

- \$750 Museumwise/MANY Member \$1000 non-member
- ☞ Full-conference registrations for 6 graduate students

Wake Up Sponsor

- \$750 Museumwise/MANY Member \$1000 non-member
- ☞ Coffee Break, Monday afternoon
- ☞ Continental Breakfast, Tuesday morning

In-kind Sponsor

- ☞ In accordance to market value

Conference Friend

- Interested in sponsoring but cannot attend?
- ☞ Conference Friend \$250

Benefits for onsite sponsors

- ☞ One complimentary conference registration
- ☞ A space in our Exhibitors Area on Monday, April 23, 2012 - the primary conference day.
- ☞ Your organization's listing included on our online registration materials
- ☞ Face-time with over 250 museum professionals
- ☞ Listing on the Sponsor Recognition Board
- ☞ Your organization's listing on the Museums in Conversation, Museumwise and MANY websites and newsletters
- ☞ A copy of the conference participant list

Keynote, Evening Reception & Luncheon Sponsors:

- ☞ All of the above Benefits, plus:
- ☞ Tent cards with your organization's logo strategically placed on tables during your sponsored event
- ☞ Your organization will be recognized during the introduction of your sponsored event
- ☞ Easel-sized signage with your organizations logo at the entryway to your sponsored event

Name Badge Sponsor – opportunity taken

- ☞ All of the Above Benefits, plus:
- ☞ Your organization's name & logo featured on each participant's name badge

Student Volunteer Scholarship Sponsor

- ☞ All of the Above Benefits, plus:
- ☞ Specialized name badge for student volunteers bearing your organizations name & logo
- ☞ Easel-sized signage with your organization's logo at the Registration Desk

Wake Up Sponsor

- ☞ All of the Above Benefits, plus:
- ☞ Tent cards with your organization's logo strategically placed on serving and snack tables

Conference Friend

Ideal for those who are interested in being involved but cannot attend in-person

- ☞ Your organization's listing included on our online registration materials
- ☞ Your organization's promotional materials distributed on the "wish we were there" table
- ☞ Listing on the Sponsor Recognition Board
- ☞ Your organization's listing on the Museums in Conversation, Museumwise and MANY websites and newsletters
- ☞ A copy of the conference participant list

In-Kind Services

- ☞ Approved in-kind sponsors will receive benefits commensurate with the market value for their contribution.
- ☞ Pens, binders, and other materials may include your organization's logo

Exhibitor Opportunities



Exhibitor

- ☞ Commercial organization \$400 Museumwise/MANY Member \$500 non-member
 - ☞ Non-profit organization \$250 Museumwise/MANY Member \$400 non-member
-

Benefits for all Exhibitors:

- ☞ A space in our Exhibitors Area on Monday, April 23, 2012 - the primary conference day.
- ☞ One complimentary conference registration
- ☞ Your organization's listing included on our online registration materials
- ☞ Face-time with over 250 museum professionals
- ☞ Listing on the Sponsor Recognition Board
- ☞ Your organization's listing on the Museums in Conversation, Museumwise and MANY websites and newsletters

Exhibit Hall Logistics

- ☞ The Exhibit Hall will be open from 7:30 a.m. – 4:00 p.m. on Monday, April 23rd
- ☞ You may begin setting up your exhibit after 6:00 a.m. on Monday, April 23rd – Museumwise/MANY conference staff will be onsite by 7am. We have requested access to the exhibit hall on Sunday evening but that cannot be confirmed until a week out. We ask that you have your exhibit set-up by 7:30am. The day kicks-off with the Opening Keynote address at 8:00 a.m.
- ☞ We will have a table available for each exhibitor; however they will not be assigned.
- ☞ There are electrical outlets throughout the Exhibit Hall.
- ☞ Each exhibitor will have a skirted 6' long table and a pair of chairs.

If you need to ship anything to the Marriott, please make sure that it does not arrive before April 17th. All shipments should be addressed to:

Museums in Conversation

Name of person retrieving package, Organization Name & Return Address

Albany Marriott
189 Wolf Road
Albany, NY

Exhibit Hall Schedule

Monday, April 23rd

- 6:00 a.m. Exhibit Hall set up begins
- 7:30 a.m. Exhibit Hall opens – Continental breakfast buffet in exhibit hall
- 9:30-9:45 a.m. break
- 11-11:15 a.m. break
- 3:45-4:15 p.m. break – refreshments served in exhibit hall

2011 Museums in Conversation Sponsors & Exhibitors

- ☞ Archival Methods
- ☞ Archives Partnership Trust
- ☞ Erie Canalway National Heritage Corridor
- ☞ eTapestry
- ☞ Gaylord Brothers
- ☞ Government Technology Solutions, LLC
- ☞ Great Lakes Art Conservation of NY
- ☞ Hadley Exhibits
- ☞ Joseph Smith
- ☞ Museum Acrylics
- ☞ New York Council for the Humanities
- ☞ New York Council of Nonprofits
- ☞ New York State Historical Association
- ☞ Northeast Document Conservation Center
- ☞ Oberg Research
- ☞ OnCell
- ☞ Our Lady of Victory National Shrine and Basilica
- ☞ Spicer Art Conservation, LLC
- ☞ Steel Plant Museum
- ☞ SUNY Press
- ☞ The Farmers' Museum
- ☞ West Lake Conservators

Sponsor & Exhibitor Reservation Form



Please complete the form below exactly as you want it to appear in the Conference Brochure and fax, email or mail it with the appropriate payment to:

Museumwise
Museums in Conversation Sponsorship
11 Ford Avenue
Oneonta, NY 13820
Fax: 607-431-9524
Email: sponsors@museumsinconversation.org

Contact Person:

Title:

Company Name:

Mailing Address:

Phone:

Fax:

Email:

Website:

Complimentary Registration Recipient (if applicable):

***On a separate sheet, please provide a description of your organizations services (500 words or less)**

Level of Sponsorship

Monday Evening Reception	___ \$1000 Museumwise/MANY Member	___ \$1,200 non-member
Monday Luncheon	___ \$1000 Museumwise/MANY Member	___ \$1,200 non-member
Name Badge	___ \$1000 Museumwise/MANY Member	___ \$1,200 non-member
Student Volunteer Scholarship	___ \$750 Museumwise/MANY Member	___ \$1000 non-member
Monday Wake-up Sponsor	___ \$750 Museumwise/MANY Member	___ \$1000 non-member
Tuesday Wake-up Sponsor	___ \$750 Museumwise/MANY Member	___ \$1000 non-member
Conference Friend	___ \$250 Friend	

*In-kind Offering – on a separate sheet, please provide a description of your offering & estimated market value

Non-profit Exhibitor	___ \$250 Museumwise/MANY Member	___ \$400 non-member
Commercial Exhibitor	___ \$400 Museumwise/MANY Member	___ \$500 non-member

Membership affiliation: ___ Museumwise ___ MANY

Grand Total: _____

Method of Payment: Please make checks payable to Museumwise, Credit card payments are available through our website www.museumsinconversation.org