



Sponsored by Museumwise and Museum Association of New York

Sponsor & Exhibitor Prospectus

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

April 3-5, 2011
Hyatt Regency Buffalo
Two Fountain Plaza, Buffalo, NY



New York State's Museums in Conversation: What Inspires You?

Sponsored by Museumwise and Museum Association of New York

April 3-5, 2011 • Hyatt Regency Buffalo

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 2011 Conference will be held at the Hyatt Regency Buffalo on April 3-5th. In return for your support, your organization will reach the largest network of museum professionals in New York State.

2011 Conference – How Do We Prove the Value of Museums?

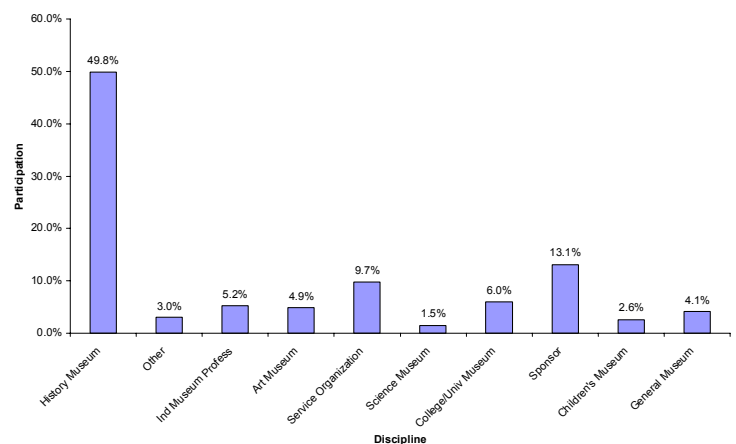
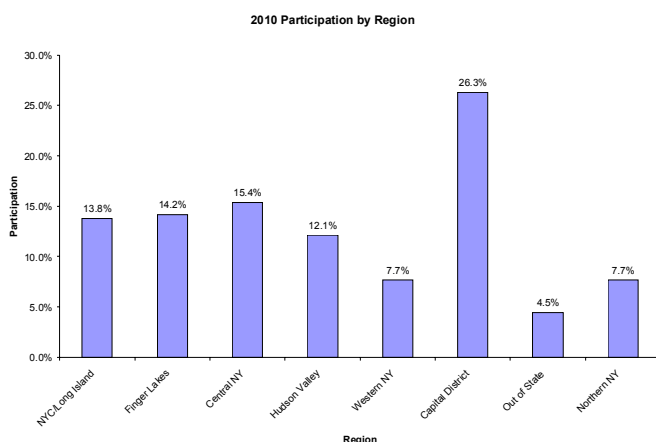
The 2011 conference takes on a reoccurring question....but with a twist. As museums and heritage organizations across the state argue their cases for greater integration in an increasingly stressed educational system, for attendance and volunteerism in increasingly time-constrained leisure hours, and for funding in an increasingly challenging economic climate, the need to prove the value of our work to a whole host of stakeholders is more critical than ever. But what values to quantify and how to do it? And who will care unless we can compellingly convey our impact? The twist includes several working conversations throughout the conference to develop a shared set of values indicators and methods for communicating them to stakeholders and the public.

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 Buffalo, where art, history, science and children's museums bring vitality and a sense of inspiration to Western New York.

Attendee Profile

2010 Registration by Museum Type





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Accommodations

Hyatt Regency Buffalo, Two Fountain Plaza, Buffalo, NY

Room rate: Single or Double \$119. Reservations must be made by March 9, 2011.

Reservations can be made by calling the hotel's reservation department (800) 233-1234

Discounted parking for all attendees for the duration of the conference

Deadlines

3/7/11: Inclusion of your organization's listing on the *Museums in Conversation* website.

3/23/11: 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
- ☞ Opening Reception, Sunday
 - ☞ 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 4, 2011 - 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

- ☞ 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
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Benefits for all Exhibitors:

- ☞ A space in our Exhibitors Area on Monday, April 4, 2011 - 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. – 4:15 p.m. on Monday, April 4th
- ☞ You may begin setting up your exhibit after 6:00 a.m. on Monday, April 4th – 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 Hyatt, please make sure that it does not arrive before March 31st. All shipments should be addressed to:

Museums in Conversation

Name of person retrieving package, Organization Name & Return Address

Hyatt Regency Buffalo
Two Fountain Plaza
Buffalo, NY 14202

Exhibit Hall Schedule

Monday, April 4th

- 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

2010 Museums in Conversation Sponsors & Exhibitors

- | | |
|--|---|
| ☞ American Association of Museums | ☞ New York Council of Nonprofits |
| ☞ Archives Partnership Trust | ☞ New York State Council for the Arts |
| ☞ Corinthian Data Capture | ☞ New York State Historical Association |
| ☞ Donning Publishers | ☞ OnCell |
| ☞ eTapestry | ☞ Paperkite Creative Communications |
| ☞ Gaylord Brothers | ☞ Riverhill Partners |
| ☞ Government Technology Solutions, LLC | ☞ Smithfield Community Association/Heritage |
| ☞ Hadley Exhibits | ☞ Peterboro |
| ☞ Hollinger Metal Edge, Inc. | ☞ Spicer Art Conservation, LLC |
| ☞ Hudson Microimaging | ☞ State University of New York Press |
| ☞ MBL Benefits Consulting | ☞ The Farmers' Museum |
| ☞ Museum Studies Program, The George | ☞ Thistle Hill Weavers |
| ☞ Washington University | ☞ University Products |
| ☞ National Book Auctions | ☞ West Lake Conservators |
| ☞ New York Council for the Humanities | |

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

Sunday Evening Reception	___ \$1000 Museumwise/MANY Member	___ \$1,200 non-member
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