

Affiliate Event Guidelines

2018 Annual Meeting & MuseumExpo | May 6-9 | Phoenix, AZ

The Alliance welcomes affiliate organizations, museum studies programs, and special interest groups to host events during the Annual Meeting & Museum Expo. Please review the following guidelines carefully before completing the online form.

Annual Meeting Affiliate Events

Affiliates may host breakfasts, lunches, receptions, or board/business meetings in conjunction with the Annual Meeting and MuseumExpo.

The main deadline for submitting Affiliate Event requests is **October 20, 2017**. Events submitted after this date are not guaranteed space and may not be included in printed materials.

Sheraton Grand Phoenix

The headquarters hotel for the 2018 Annual Meeting and MuseumExpo is the [Sheraton Grand Phoenix](#), at 340 North 3rd Street. It is located one block from the Phoenix Convention Center, where program sessions and MuseumExpo will take place.

There is no fee for meeting space at the Headquarters Hotel, but AAM does collect a \$50 administrative fee. Events without food & beverage will be accepted on a space available basis.

Affiliate events must be hosted at the Headquarters Hotel and booked through AAM to be included in the online program or printed materials.

2018 Affiliate Events Timeline

- **October 20: Event Submission Deadline**
- Early November: Event confirmations sent to submitters.
Events submitted after this date will be confirmed within two weeks.
- **January: Event information and tickets on sale on conference website**
- February : Bi-weekly ticket sales reports begin (ticketed events only)
- **April 13: Event ticket sales close – attendees will be directed to the online ticket exchange.**
- April 27: AAM sends 75% of ticket sales to event hosts
Final attendee list sent to event hosts (ticketed events only)
- **May 6-9: AAM Annual Meeting and MuseumExpo**
- May 25: Balance of ticket sales sent to event host

Affiliate (Host) Responsibilities

- **Submit Event Details and Administrative Fee:** An Affiliate Event Form and \$50 non-refundable administrative fee must be submitted for each event you host during the Annual Meeting.
- **Event Contact:** The designated Event Contact will be the sole point of contact for AAM and the Hotel for event planning. All meeting and/or ticket updates will be sent to the event contact.
- **Hotel Coordination and Payment:** The Sheraton Grand Phoenix does not require a separate contract for your event space. You will work with a Sheraton Event Manager order your catering and audio-visual equipment. Billing arrangements will be made between you and the hotel per the hotel's policies.
- **Joint Events:** You may host a joint event with another organization, but one person/organization must serve as the primary host and the other(s) co-hosts. The primary host will receive all event correspondence and will be responsible for disseminating to co-hosts.

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American Alliance of Museums Responsibilities

- **Event and Space Confirmation:** Your event request will be reviewed and confirmed by mid-November if submitted by October 20. The confirmation will include information for your contact at the Sheraton Grand Hotel. Specific room confirmations will be provided in the spring.
- **Event Promotion:** Your event will be included in official conference electronic and print materials.
- **Ticketing, Reporting, and Revenue Collection:** If your event is ticketed, you will be provided bi-weekly ticket sales updates starting early February. You will be sent attendee lists, including contact information, prior to the meeting. AAM also collects dietary restrictions from attendees and will forward that information to you and the hotel prior to the meeting for planning purposes. Your ticket revenue will be paid out to you in the schedule laid out above.

Ticketed Events

- **All submissions for ticketed events must be submitted by October 20.**
- You may choose to sell tickets to your event to help offset costs. Events most often ticketed are breakfasts and lunches. AAM will sell tickets for the event on your behalf, or you may sell them yourself through your own channels.
- If AAM will be selling tickets for you, you must set a ticket price in the Event Form. The resources and tips below have been provided to help you determine appropriate ticket pricing.
- Tickets for affiliate events will be sold with the general event ticket sales on the registration website. **Event ticket sales will close on April 13**, and no additional tickets will be sold.
- Onsite at the event, you are responsible for your own ticket collection and management of the event. AAM provides no staff or volunteers for affiliate events.
- AAM keeps no portion of affiliate ticket revenue collected through the registration process. You will receive 75% of to-date ticket revenue after the closing of ticket sales, and the balance will be paid out within 30 days of the close of the meeting.

Affiliate Event Types and Preferred Dates/Times

The dates and times below allow Affiliates hosting events to match event schedules with those of AAM events. For breakfast, lunches, and receptions, AAM will assign event times to match with the overall program schedule.

Event Type	Date(s)
Board/Business Meetings	Sunday, Monday, or Tuesday – anytime
Breakfasts & Lunches	Monday or Tuesday Breakfast: 7:30 – 8:30 a.m. Lunch: Noon – 1:15 p.m. <i>Times may change and will be updated in line with AAM's conference outline.</i>
Hotel Receptions	Monday or Tuesday after 5:30 p.m.

[Click here](#) to see when PNs and other affiliates will be holding their breakfasts and lunches and add your event to the mix. This space isn't confirmed until your form has been submitted and the administrative fee paid.

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Menu and Event Planning Resources

Affiliates of AAM will receive a 15% discount on the [Sheraton Grand Phoenix Catering Menu](#). When estimating your event costs, be sure to add 25% service charge and sales tax (8.6% as of August) to your base costs.

Ticket prices for 2018 AAM events are expected to be \$30 - \$35 for breakfasts and \$45 - \$50 for lunches. You may charge more or less as your budget allows.

Audio Visual: AAM affiliates receive complimentary podiums, easels, and water service in the room.

Dietary Restrictions: AAM collects attendees' dietary restrictions in the registration process. You will receive this information with your final attendee list to provide to the Hotel. Feel free to order the meals AAM has provided and let the Hotel know how many "Special Meals" you will need in addition.

Event Form

You must have an AAM ID and password to submit an event. You may create a free login at aam-us.org. After you submit the event you will be able to add another event by revisiting the link.

Submit your Affiliate Event online:

<http://bit.ly/2w3pC2Z>

Contact AAM

Login Assistance

Event Submission

Technical Assistance

Membership@aam-us.org

Events@aam-us.org

Helpdesk@aam-us.org

202-289-1818 / 866-226-2150 (Toll Free)

Monday – Friday, 9 am – 5 pm Eastern