



**American  
Alliance of  
Museums**

Exhibit.

Sponsor.

Join.

Connect.

# 2018 Annual Meeting & MuseumExpo

**The World's Largest Museum Event  
5,000+ Attendees**

**Phoenix Convention Center, Phoenix, AZ  
Sunday, May 6- Wednesday, May 9**

MuseumExpo Dates:  
Monday, May 7 - Wednesday, May 9

# American Alliance of Museums 2018 Annual Meeting & MuseumExpo



The American Alliance of Museums (AAM), represents more than **35,000** professionals and volunteers, institutions, and corporate partners in the sector. These organizations are a cornerstone to the cultural, educational and diverse foundations within communities and are a significant economic driver to the economy. Each year, MuseumExpo attracts over **5,000** museum decision makers and leaders responsible for budgets, spending and execution of short-term and long-range growth plans.

“What was most amazing to me was the number of museums represented. I would never have known some of them even existed. And not only that, but the people from the museums were Presidents and CEO’s!”

- Tom Styrkowicz, 53tom

Each year, more than 850 million visits are made to US museums from all across US society, and that number continues to grow. To meet this level of demand, the museum sector supports **726,000 jobs** and **\$50 billion** each year to the US economy.

The contribution of museums is widespread.

- **\$27.3** billion results from supply chain and consumer spending activities.
- **\$11.9** billion in financial services;
- **\$6.0** billion in trade, transportation, and utilities
- **\$4.8** billion in professional and business services\*

Top areas of economic investment for museum operations include:

- Real estate buying and selling, leasing, managing, and related services (part of financial activities);
- Insurance (part of financial activities);
- Advertising, public relations, and related services (part of professional and business services); and
- Scenic and sightseeing transportation services and support activities for transportation (part of trade, transportation, and utilities).

\* Source: AAM's Museums as Economic Engines. Oxford Economics, IMPLAN, 2017

## Contact your Exhibits Team

**Tracy Mulligan**  
(Companies A-L)  
tmulligan@aam-us.org  
206-465-8346

**Kelly Alexis**  
(Companies M-Z)  
kalaxis@aam-us.org  
703-909-2256

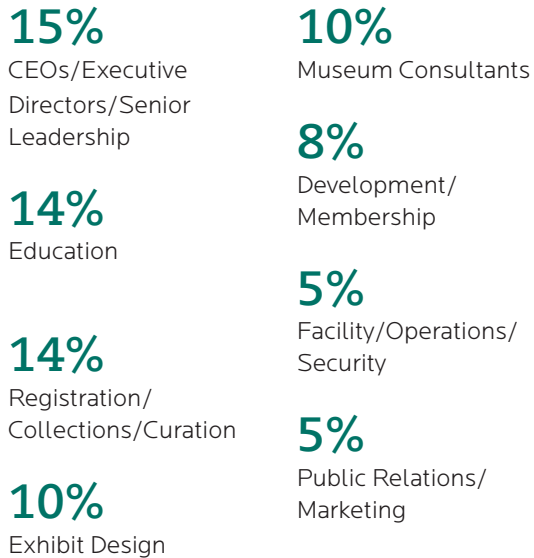
For general information (exhibitor services, logistics, registration, billing and payments):

**Shelon Atwater**  
satwater@aam-us.org  
202-218-7682

# Exhibits

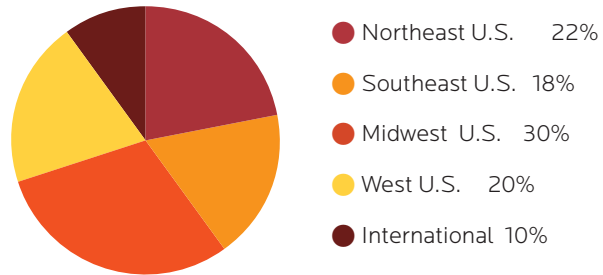
**MuseumExpo is the place to meet 5,000+** museum professionals to reinforce relationships, launch products, and introduce technology and services.

## Top Represented Job Roles in Attendance:

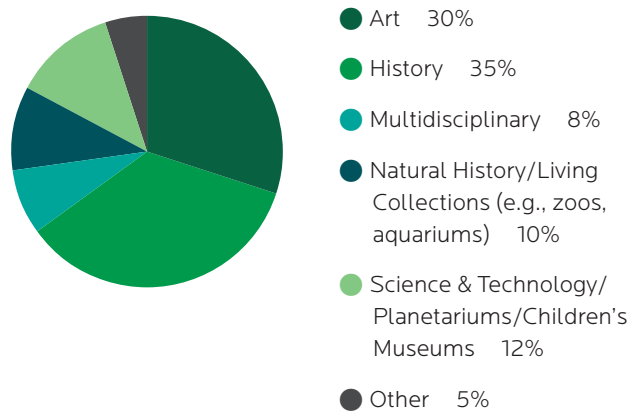


- **96%** of all Annual Meeting attendees visit MuseumExpo.
- **73%** of MuseumExpo visitors are involved in final purchasing decisions.
- **25%** of visitors plan on purchasing a specific product or service in the next six months.

## Attendees by Location:



## Top Represented Job Roles in Attendance:



# Visitors were most interested in the following products and services:

Applications for Visitor Enhancement  
 Audio/Visual  
 Banners/Murals  
 Building Maintenance  
 Collections Management

Conservation Materials  
 Display Cases  
 Educational Services  
 Exhibit Design and Fabrication  
 Fundraising

Interactive Technology and Display  
 Lighting  
 Multimedia  
 Shipping/Storage Solutions  
 Touring Exhibitions

# Sponsorships

The AAM Annual Meeting & MuseumExpo is the only forum where the multi-disciplinary museum field's diverse range of museum professionals share knowledge and expertise. Corporate sponsors enable the Alliance to secure the critical professional development needs of the museum community within the U.S. and internationally.

## Sponsorship opportunities are crafted to meet your company's unique objectives and budget:

### Events and Receptions

AAM Annual Meeting & MuseumExpo events and receptions provide top-line networking and social experiences for the entire museum community.

### Educational Sessions

Education provides the credibility component to your marketing message. Let us match your products and services with applicable content to highlight your brand during the Annual Meeting.

### Brand Recognition

New to the marketplace or promoting your corporate message and look? Place your logo and messaging through various opportunities including: digital signage, the AAM Bookstore, hotel key cards and so much more.



To learn more about our sponsorship opportunities and customized package options, please contact Eileen Goldspiel, Director of Institutional Giving at 202-218-7702 or [goldspiel@aam-us.org](mailto:goldspiel@aam-us.org).



**American  
Alliance of  
Museums**

Membership  
Industry

Champion Museums. Nurture Excellence.

**COMPLETE THIS FORM** and mail, along with payment, to: American Alliance of Museums, PO Box 741970, Atlanta, GA 30374-1970  
OR Fax (both sides) with credit card information to 202.349.7420

**TELL US WHO YOU ARE:** Industry membership welcomes for-profit firms or organizations doing business with the museum field.

**New member** or  **Renewal:** Alliance member number: .....

ORGANIZATION NAME

ORGANIZATION WEB ADDRESS

One Industry membership includes 2 free individual Professional memberships.

**REPRESENTATIVE #1**

**REPRESENTATIVE #2**

NAME

NAME

TITLE

TITLE

ADDRESS

ADDRESS

CITY / STATE / ZIP / COUNTRY

CITY / STATE / ZIP / COUNTRY

TELEPHONE

FAX

TELEPHONE

FAX

EMAIL

EMAIL

**CHOOSE A PROFESSIONAL NETWORK:** Your representatives are eligible to participate in the Alliance's Professional Networks.

These groups support individual excellence by offering forums for peer-to-peer networking and an exchange of timely and relevant information.

**Turn sheet over and check all desired Networks.**

**DUES:**

Firm (benefits for 2 people) \$650

Additional individual Professional memberships (use additional page if needed) \$90

Dues: \$ .....

Subscription: \$ .....

Donation\* + \$ .....

\*Membership dues cover only 40% of the Alliance's operations. Please consider supporting the the musuem community with a tax-deductible contribution.

**TOTAL AMOUNT DUE: = \$**

**Payment:**

Check/money order made payable to the American Alliance of Museums

Charge my:  
 Visa  MasterCard  American Express  Discover

CARD NUMBER

CARD EXPIRATION DATE

CCV #

SIGNATURE

## PROFESSIONAL NETWORKS

Organized around job responsibilities and areas of common interest, there are the 22 Professional Networks available to you as part of Professional benefits. These networks provide relevant information for your day-to-day work, opportunities for peer-to-peer networking and interdisciplinary exchange of best practices and innovative ideas.

### Rep 1 Rep 2

- Asian Pacific American:** the study, discussion and presentation of Asian Pacific American issues through museums
- CARE:** audience research and evaluation and the voice of the visitor in all aspects of museum operations
- COMPT:** professional preparation, training and development of museum staff
- CURCOM:** curatorial practice and collections research, care and exhibition
- DAM:** development, fundraising and membership
- DIVCOM:** the advancement of diversity and inclusion
- EDCOM:** the advancement and understanding of learning theories, educational practices and programming
- Historic House Museums:** issues common and unique to historic houses
- Latino:** for the needs of Latino professionals and the interests of those who work in interpreting these issues
- Leadership & Management:** leadership, governance, administration, finance and human resources.
- LGBTQ Alliance:** the range of issues relevant to the LGBTQ community and museums
- Media & Technology:** use of media and technology to meet museum's public mission
- NAME:** exhibit development and design  
**Subscribe to *Exhibitionist*** (member rates)
  - \$25 (United States)
  - \$31 (Canada/Mexico)
  - \$39 (other International)
- Native American and Museums Collaboration:** the range issues relevant to Native Americans and museums
- PACCIN:** proper care, handling, packing, crating and transporting of collections
- PIC Green:** environmental sustainable practices in museums
- PRAM:** public relations, marketing and strategic communications
- Registrars:** registration and collections management
- Security:** security, fire, health and safety issues
- SMAC:** the advancement of small museums
- Traveling Exhibitions:** the specialized area of traveling exhibitions
- Visitor Services:** making service to visitors a core component of operations