



**American
Alliance of
Museums**

Exhibit.

Sponsor.

Join.

2019 Annual Meeting & MuseumExpo

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

**Ernest N. Morial Convention Center
Sunday, May 19 – Wednesday, May 22
New Orleans, LA**

MuseumExpo Dates:
Monday, May 20 – Wednesday, May 22

American Alliance of Museums 2019 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 engine at the local, state, and federal level. 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 contributes **\$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

To Reserve Booth Space:

Patrick Filippelli 630-929-7960

Zach Erickson 630-929-7934

exhibits@aam-us.org

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

Shelon Atwater

satwater@aam-us.org

202-218-7682

Visit us online at: www.museumexpo.org

Exhibits

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

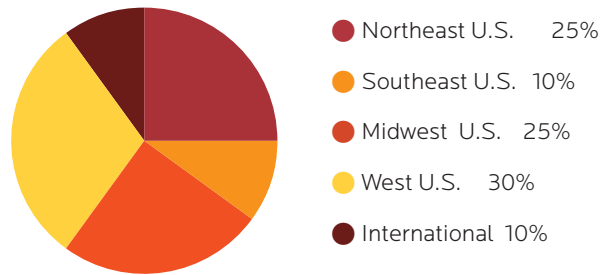
Who Attends

Top Represented Job Roles in Attendance:

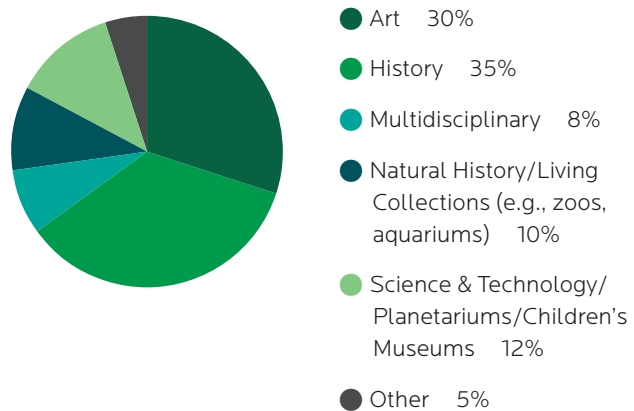
- 15%** CEOs/Executive Directors/Senior Leadership
- 14%** Education
- 14%** Registration/Collections/Curation
- 10%** Exhibit Design
- 10%** Museum Consultants
- 8%** Development/Membership
- 5%** Facility/Operations/Security
- 5%** Public Relations/Marketing

- **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 Museum Types 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 forum for sharing multi-disciplinary knowledge and expertise in the museum field. As a corporate sponsor, you provide much needed support for the professional development of the U.S. and international museum community.



Opportunities that meet your company's unique objectives and budget

Branding

New to the marketplace or promoting your corporate message and look? We'll give your brand prominence.

- Badges
- Banners
- BrainDates
- Coffee Breaks
- Co-Working Lounge
- Hotel Key Cards
- Hotel Room Drops
- Lanyards
- MakerSpace
- Mobile App
- Registration
- Wi-Fi

Visibility

Let us match your products and services with applicable content to provide credibility and highlight your brand during the Annual Meeting.

- Conference Scholarships
- Walking Tours
- Session Tracks

Access

Our events and receptions provide top-line networking and social experiences for the entire museum community. Meet museum leaders and decision makers, giving you a prime opportunity to position your organization in our industry.

- CEO Summit
- CEO/Directors Reception
- Excellence Reception
- Mixers
- MUSE Awards
- Opening and Closing Parties
- Professional Network Breakfasts, Luncheons and Receptions

All sponsors receive acknowledgement in AAM Annual Meeting marketing and communications onsite, online, printed program book, mobile, and *Museum Magazine*. Sponsors may also receive free or discounted conference registration(s) and one or more free event tickets, depending on the level of investment. Some opportunities include a two minute non-commercial introduction to attendees at an event or session.

To learn more about these opportunities and custom package options, please contact Shelagh Grimshaw, Director of Development at 202-218-7695 or sgrimshaw@aam-us.org.

For a complete list of 2019 sponsorship opportunities visit our sponsorship website at: <https://www.museumexpo.org/2019/public/sponsorshipgallery.aspx>



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

Industry Membership includes two free Individual Professional memberships, two subscriptions to Aviso and Museum magazine, plus discounts on MuseumExpo booth space, advertising, mailing list rental, job postings, and more.

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: \$

Exhibition Subscription: \$

Donation* + \$

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

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

TOTAL AMOUNT DUE: = \$

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
- Climate and Environment:** environmental sustainable practices in museums
- 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 Exhibition (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
- 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