



American
Alliance of
Museums

2020 AAM Annual Meeting & MuseumExpo Marketing Prospectus

Exhibit. Join. Sponsor. Advertise.

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

Conference Dates:

Sunday, May 17 - Wednesday, May 20
San Francisco, CA | Moscone Center

MuseumExpo Dates:

Monday, May 18 - Wednesday, May 20

www.museumexpo.org



American Alliance of Museums

The American Alliance of Museums (AAM) represents more than 35,000 professionals, volunteers, institutions, and corporate partners in the museum sector. These organizations are a cornerstone of the cultural, educational, and diverse foundations within communities and are a significant economic engine at the local, state, and federal level.



Connect with your target audience at AAM's Annual Meeting.

Be a part of this energetic gathering of museum professionals, the largest of its kind in the world.

Connect in person with thousands of museum professionals, including directors, curators, financial officers, exhibit design professionals, educators, and registrars, while showcasing your new, innovative products and services in AAM's MuseumExpo.

Meet face-to-face with decision makers.



of Annual Meeting attendees are involved in final purchasing decisions.



of Annual Meeting attendees visit MuseumExpo.

40%

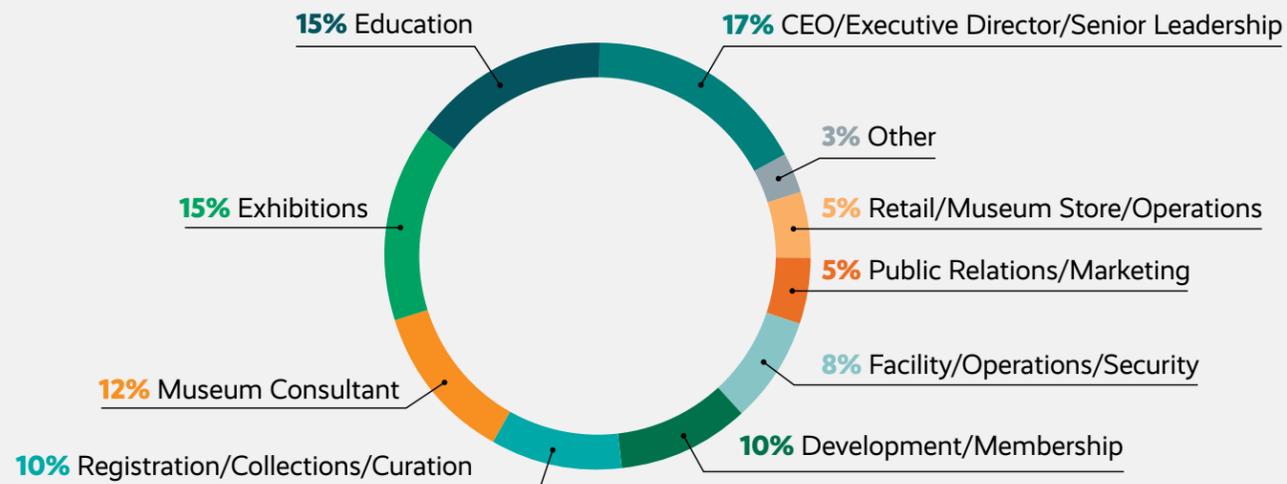
of Annual Meeting attendees are looking for new products and services.

For questions about exhibiting, please contact Shelon Atwater, Assistant Director, Exhibits and Business Partnerships, at 202-218-7682 or satwater@aam-us.org.

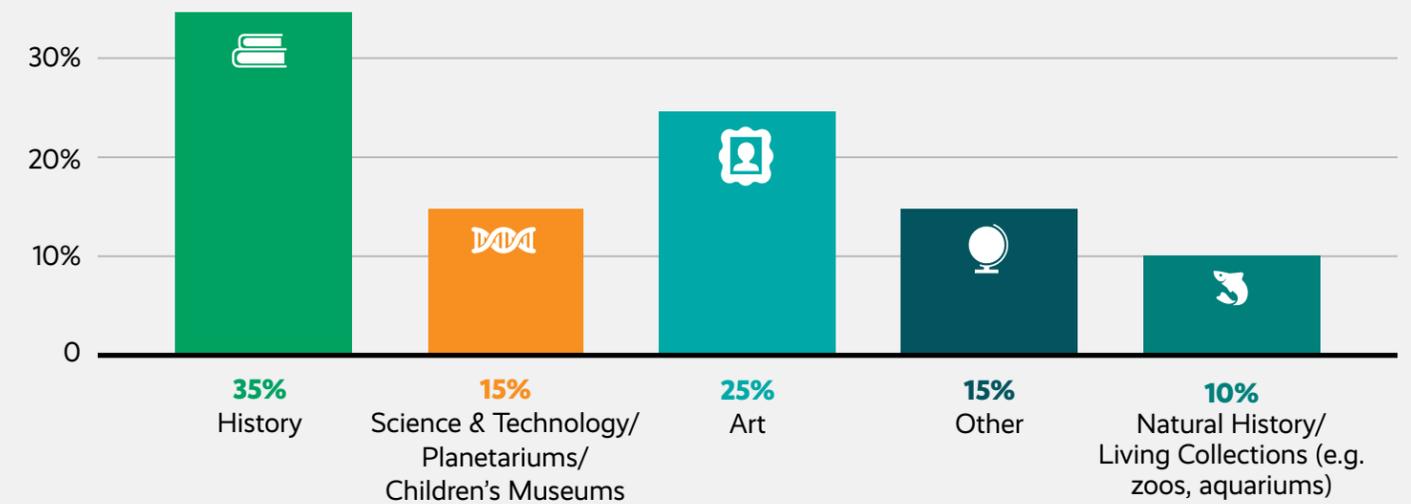
2019 attendees by the numbers:

Based on 2019 numbers

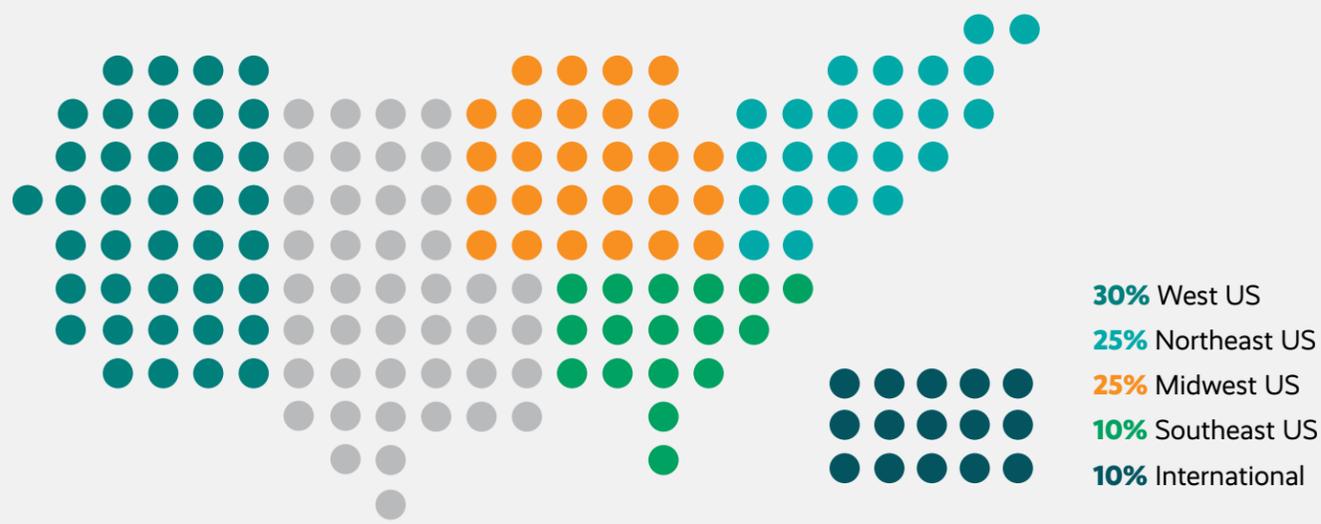
By job title:



By museum type:



By location:



Years participated:



Did you know?



850 MILLION visits are made to US museums from all across US society, and that number continues to grow.



The museum sector supports **726,000 JOBS** and contributes **\$50 BILLION** each year to the US economy.

Exhibitors receive:

- Two complimentary full-conference registrations per every 100 square feet
- Your company name, booth number, and contact information listed in the 2020 AAM Annual Meeting program book
- Fifty-word descriptive listing in our online exhibitor search tool and conference mobile app
- 7”x44” identification sign with your company’s name and booth number
- Pipe railing, 8’ high back wall, and 3’ high side wall

Become an Alliance Industry Partner and save!

MuseumExpo 2020 Rates & Booth Sizes	10'x10'	10'x20'	10'x30'	20'x20'	20'x30'	20'x40'
Non-Profit Member Organization Rate	\$2,300	\$4,100	\$6,150	\$8,200	N/A	N/A
Industry Member Rate	\$2,815	\$5,000	\$7,500	\$10,260	\$14,010	\$17,960
Non-Member Rate	\$3,425	\$6,150	\$9,099	\$12,524	\$16,038	\$19,720

75% of 2019 exhibitors plan to participate again in 2020, so space is limited.

Corner booths—add \$300 for each corner (except for island booths). Click [here](#) for more information and to make a reservation.

“Any company seeking to develop and expand in the American market should take part in this conference. It is by far **the most rewarding museum conference** and the one place to make connections with museum professionals and keep up to date with museological progress.”

— **Stéphanie Bilodeau**, Zone Displays

How we drive traffic to the ExpoHall:



Eight dedicated conference hours for visiting exhibit booths



Poster presentations integrated into the ExpoHall



Complimentary opening lunch and closing breakfast in the ExpoHall



AAM Bookstore located in the ExpoHall, with book signing events



Networking and charging lounges in the ExpoHall where attendees can refresh and recharge their devices



Specialized show floor areas for technology companies and traveling exhibits



Complimentary refreshment breaks in the ExpoHall



Concessions available in the ExpoHall



Solutions Center presentations on best practices and trends, case studies with clients, and solutions to museum professionals' daily challenges. 30-minute presentations are available to exhibitors at \$1,200 per session.



Technology Innovation presentations highlighting new front- and back-end technology solutions, including display, gamification, mobile applications, registration, and visitor experience solutions. 30-minute time slots available to exhibitors at \$1,200 per session.

For additional information, please contact Shelon Atwater, Assistant Director, Exhibits and Business Partnerships, at 202-218-7682 or satwater@aam-us.org.

Save with an Industry Membership!

Industry Members:

- Save 20 percent off MuseumExpo booths when you showcase your products and services at AAM Annual Meetings.
- Get discounts on print advertising, digital advertising, and mailing list rentals to grow brand awareness and increase sales leads.
- Connect with museum leaders with two free individual professional memberships providing access to 20 Professional Networks - a \$180 value.
- Share your expertise and stay apprised of trending topics by becoming a guest contributor to AAM's blog, magazine, and online community of 50,000 museum professionals.
- Save big with the discounts listed above, plus more on job postings, the AAM bookstore, and more!

For additional information, contact CorporatePartnerships@aam-us.org

Deepen your engagement and support museums as a sponsor.

The AAM Annual Meeting & MuseumExpo is the leading forum for sharing multidisciplinary knowledge and expertise in the museum field. Your much-needed support makes up for meeting costs not covered by registration revenue and highlights your commitment to the museum field.

Branding

New to the marketplace or promoting your corporate message and look? We can give your brand prominence by placing your name and logo on:

- Badges
- Banners
- Coffee breaks
- Lounges
- Hotel key cards
- Hotel room drops
- Lanyards
- Breakfast and lunch at MuseumExpo
- MakerSpace
- Mobile app
- Registration
- Session tracks
- Wi-Fi

Access

Our events and receptions provide unique networking and social experiences and present opportunities for sponsors to engage with leaders and decision makers.

- Alliance Leadership Dinner
- CEO Summit
- CEO/Directors Reception
- Excellence Reception
- Mixers
- MUSE Awards
- Opening and closing parties
- Professional Network breakfasts, luncheons, and receptions

Visibility

Let us match your products and services with relevant conference content to provide credibility and highlight your brand.

- Conference scholarships
- Session tracks
- Events (see Access)

All sponsors receive acknowledgement in AAM Annual Meeting marketing and communications onsite, online, in printed program book, on the mobile app, and in *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 brief non-commercial introduction to attendees at an event or session. **For additional information, contact CorporatePartnerships@aam-us.org.**

Expand your reach with Annual Meeting advertising.

Conference Program book ads are a great way to promote your product or service at the Annual Meeting. Rates range from \$3,395-\$4,500.

AAM Annual Meeting & MuseumExpo Website advertising is available February-May. Rates range from \$1,800-\$2,400.

See our **2020 Advertising Media Kit**:

For additional information and package options, contact CorporatePartnerships@aam-us.org.



“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 CEOs!”

— Tom Styrkowicz, 53tom



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