



**American  
Alliance of  
Museums**

# 2022 Annual Meeting & MuseumExpo

Boston | May 19-22, 2022

Contact: Shelagh Grimshaw, Director of Development  
sgrimshaw@aam-us.org

## Conference Activities

Programming	Networking	Amenities
<b>Educational Focus Areas</b> <i>4 available – Patron Level (\$10K)</i>	<b>CEO Sessions</b> <i>1 package available – Leader Level (\$20K)</i>	<b>WI FI</b> <i>Leader Level (\$20K)</i>
<b>Keynote Sessions</b> <i>4 available – Patron Level (\$10K)</i>	<b>CEO/Directors Reception</b> <i>3 available at Patron Level (\$10K) or Exclusive – Visionary Level (\$50K)</i>	<b>Mobile App</b> <i>Leader Level (\$20K)</i>
<b>Poster Hall</b> <i>Patron Level (\$10K)</i>	<b>Welcoming Event</b> <i>3 available at Patron Level (\$10K) or Exclusive – Visionary Level (\$50K)</i>	<b>Conference Registration</b> <i>Patron Level (\$10K)</i>
<b>General Welcome Session</b> <i>Exclusive – Visionary Level (\$50K)</i>	<b>Evening at the Museum</b> <i>4 available at Patron Level (\$10K) or Exclusive – Visionary Level (\$50K)</i>	<b>COVID Safety</b> <i>Patron Level (\$10K)</i>
Patron - \$10,000	Leader - \$20,000	Visionary - \$50,000
Logo next to activity in schedule, 1 minute live or video introduction (as applicable), handouts or giveaways, & attendee list.	Logo next to activity in schedule, 1 minute live introduction (as applicable), handouts or giveaways, & attendee list.  Select one Visionary activity or two Patron activities	Logo next to activity in schedule, 1 minute live introduction (as applicable), handouts or giveaways, & attendee list.  Select the General Welcome Session or a combination of activities.

*Offerings subject to change and based on availability.*

# 2022 Annual Meeting & MuseumExpo

Boston | May 19-22, 2022

## Partner Benefits

	Patron - \$10,000	Leader - \$20,000	Visionary - \$50,000
Conference Branding	Public listing on AM website, linked: Logo size position: 3  AM email signature block for use by sponsor	Public listing on AM website, linked: Logo size position: 2  AM email signature block for use by sponsor	Public listing on AM website, linked: Logo size: position 1  AM email signature block for use by sponsor
Conference Content	Live speaking opportunity: 30 min on schedule	Live speaking opportunity: 30 min on schedule	Live speaking opportunity: 30 min on schedule
Conference Signage	Social media: logo on 1 post - 4 channels  Logo on banners and slides  Logo in mobile app	Social media: logo on 2 posts - 4 channels  Logo on banners and slides  Logo in mobile app	Social media: logo on 2 posts - 4 channels  Logo on banners and slides  Logo in mobile app
Conference Communication	Attendee mailing list  Opt-in email list	Attendee mailing list  Opt-in email list  AM e-communications acknowledgement (footer)  Short section in Annual Meeting Know Before You Go newsletter	Attendee mailing list & opt-in email list  AM e-communications acknowledgement (footer, brief CTA)  Dedicated email to sponsor's target audience (limit: 5,000 subscribers)  Full page ad in Museum magazine
Hospitality	Registrations - 1  Coaching to enhance conference experience  1 invitation to CEO/Director's Reception with 1 introduction	Registrations - 2  Coaching to enhance conference experience  2 invitations to CEO/Director's Reception with 2 introductions	Registrations - 4  Coaching to enhance conference experience  2 invitations to CEO/Director's Reception with 3 introductions  1 invitation to Alliance Leadership Dinner
Year-round Visibility	Sponsor listing on AAM website, linked  AAM sponsor logo for use in marketing materials	Sponsor listing on AAM website, linked  AAM sponsor logo for use in marketing materials  Ask an Expert Interview published on Alliance Blog and in Field Notes newsletter	Sponsor listing on AAM website, linked  AAM sponsor logo for use in marketing materials  Ask an Expert Interview published on Alliance Blog and in Field Notes newsletter, and linked in 1 social media post - 3 channels