

2025 AAM Annual Meeting & MuseumExpo



Los Angeles, CA • May 6-9, 2025

Sponsorship Opportunities

Sponsorship at the 2025 AAM Annual Meeting & MuseumExpo provides the most targeted and effective engagements to successfully position your company at the largest gathering of museum decision makers in North America.

AAM draws **nearly 5,000** museum professionals from the US, Canada and around the world who gather to learn, network and purchase tools, technologies and solutions to improve their museums' experiences and efficiencies.

AAM Attendees Represent:

- Art Museums
- History Museums & Historical Sites
- Science & Technology Centers
- Botanical Gardens
- Children's Museums
- Natural History
- Zoos & Aquariums
- And More...



Museum Buying Power:

53%

Senior level executives in their organizations

23% C-suite

executives including CEOs

75% Attendees

make purchasing decisions

Contact AAM

Contact AAM to create a custom sponsorship package to highlight your company at the 2025 AAM Annual Meeting & MuseumExpo.

Companies A-L:

Tracy Mulligan | tmulligan@aam-us.org

Companies M-Z:

Kelly Alexis | kalexis@aam-us.org

Sponsorship Opportunities in Three Categories:



1 Education & Thought Leadership:

Sponsorships that place your company in the spotlight with leaders and visionaries illuminating the latest issues and needs for the museum industry.

- Keynote Sponsorship
- Leaders in Technology Breakfast
- CEO Summit
- CEO/Directors Roundtables
- Poster Showcase
- Speaker Series Lunch

Session Track Sponsorship

- Purpose -** Explore how museums articulate mission, vision core values to foster trust among stakeholders
- Practice -** Methodology approaches in curations, collections and stewardship to seek truth and validate info and uphold integrity
- Process -** Guidelines, protocols, ethical frameworks of museum operations, finance, facilities, conservation, curation, research
- Programs -** Initiatives outreach efforts and programs developed to foster dialog among institutions, leverage technology, new approaches strengthen partnerships

2 Networking:

Networking is one of the top reasons attendees come to the AAM Annual Meeting and MuseumExpo. Sponsorships designed for networking, building community and having fun through dynamic events and environments will connect your company to this creative, collaborative community.

- Welcome Reception
- Coffee & Donut Break
- Food & Beverage Sponsorships
- Connect Reception
- Connect Networking Lunch
- Meet Your Match Experience
- NeighborHub Block Party
- Social Media Lounge
- AAM Evening at the Museum (Closing Party)
- Alliance Leadership Dinner
- CEO/Directors Reception
- CEO/Directors Luncheon
- Excellence Reception

3 Impression & Branding:

Impress this creative community with your organization's images and branding placement throughout the event. Impression sponsorships build excitement and drive traffic to your exhibit, website and sponsored events.

- WiFi Sponsor
- Mobile App Sponsor
- Attendee Registration
- Lanyards
- Attendee Badges
- Custom Coffee Barista
- Branding Package
- WayFinder Sponsor
- Sustainability Sponsor
- Hotel Key Card
- Session Slide
- Mobile App Push
- Accessibility Sponsor
- Museum Experience Transportation
- Swag Sponsorships
- Volunteer Tee Shirts
- Wellness Lounge
- Interactive Kiosk
- Gamification Activity

Sponsor Level Benefits



In addition to specific deliverables around sponsorship, each Sponsor receives the below benefits based on total sponsorship spend:

	Visionary \$30,000+	Leader \$10,000 - \$29,999	Patron \$5,000+ - \$9,999	Supporter Less than \$5,000
Logo & Sponsor Recognition <i>(Social Media, event website (tinked) & signage, mobile app, emails, Post-conference sponsor page listing in Museum magazine (circ.: 27,000+), etc. where applicable)</i>	X	X	X	Company Name Listed - No Logo
Social Media Tool Kit <i>AAM to provide logos, email signature artwork and social media branding tools to help promote your participation</i>	X	X	X	X
Annual Meeting Registrations <i>Full Conference registrations</i>	4	2	1	Discounted Rate
Attendee List <i>(Opt-in list includes: Company Name & Address, Contact Name, Contact Title, and Email)</i>	Pre & Post Attendee Email Lists	Pre or Post Attendee Email List (1)	Pre or Post Attendee Listw/out Emails (1)	
CEO/Director's Reception Invitation(s)	2	1		
Alliance Leadership Dinner Invitation(s)	2	1		
Speaking Session <i>30-Min session within MuseumExpo Solutions Theater in Exhibit Hall</i>	X	X		
Know Before You Go Newsletter Feature <i>Pre-show attendee promotion</i>	X			
Dedicated Attendee Email	X			
Dedicated Social Media Post <i>(Created by AAM)</i>	X			
Full Page Ad in Museum Magazine (Artwork from Sponsor)	X			

