

2026 AAM Annual Meeting & MuseumExpo



Philadelphia, PA • May 20-23, 2026

Sponsorship Opportunities

The AAM Annual Meeting & MuseumExpo is more than an event; it's a movement powered by those who believe in the future of museums. Your participation empowers museums to grow, adapt, and thrive while positioning your company for meaningful exposure, engagement, and growth.

Sponsorship at the 2026 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 Attendees Represent:

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



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 2026 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
- CEO Summit
- CEO/Directors Roundtables
- Poster Showcase
- Info Sessions
- More.....

Session Track Sponsorship

Museums as Timekeepers - Museums that preserve, protect and adapt through time

Museums as Time Travelers - Museums that transport audiences across era and realities

Museums as Chroniclers - Museums that document and interpret unfolding history

Museums as Seers - Museums that anticipate and help shape the future

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
- Exhibit Floor Luncheon
- Food & Beverage Sponsorships
- Connect Reception
- AAM Party
- Social Media Lounge
- Alliance Leadership Dinner
- CEO/Directors Reception
- Excellence Reception
- CEO/Directors Luncheon
- More....

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
- Attendee Coffee Lounge
- Sustainability Sponsor
- Branding Package
- Hotel Key Card
- Mobile App Push
- Accessibility Sponsor
- Museum Experience Transportation
- Tote Bags
- Volunteer Tee Shirts
- Wellness Lounge
- Gamification Activity
- Puppy Park
- More....

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 (linked) & 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	Pre & Post Attendee Lists w/Emails	Pre or Post Attendee Lists w/Email (1)	Pre or Post Attendee Lists w/out Email (1)	
CEO/Director's Reception Invitation(s)	2	1		
Speaking Session <i>30-Min session within MuseumExpo Solutions Theater</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 <i>Artwork provided by Sponsor</i>	X			

