

THE WESTERN MUSEUMS ASSOCIATION'S ANNUAL MEETING

ELEVATE



90TH
ANNIVERSARY

RENO, NEVADA | OCTOBER 1-4
PARTNERSHIP OPPORTUNITES



THE ANNUAL MEETING

With the theme of **EVELATE**, WMA 2025 will celebrate our 90 th anniversary and be an opportunity for attendees to participate in a unique slate of educational programming that explores ideas that will help define the future of museums and the diverse communities they serve. Six session tracks, exciting programs, and informal discussions will provide a fruitful environment for various perspectives to be shared and multifaceted learning opportunities for all cultural institution professionals, regardless of specialty.

WMA's Annual Meeting is known as a premier venue for those who work in the museum industry to gather, explore ideas, network and learn about new products and services. WMA is a nonprofit, membership organization dedicated to serving museums, museum professionals, as well as the related organizations and individuals, by providing vision, enrichment, intellectual challenge, and a forum for communication and interaction. The WMA is primarily comprised of members across the Western states of Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, and Washington, the Western provinces of Alberta and British Columbia, and the Pacific Islands, among others.

BENEFITS OF SPONSORING, EXHIBITING, AND ADVERTISING

- Reach a concentrated group of diverse museum professionals
- Increased visibility among the Western Region's cultural institutions
- Position your organization as a supporter and a leader in the industry
- Builds on existing relationships with decision-makers and fosters new relationships
- Ensures WMA remains a high quality forum dedicated to sharing cutting edge and emerging ideas – and accessible to all museum professionals.

IMPORTANT DATES

April 18	Deadline for advertising in Preliminary Program
April 25	Last day for Super Early Exhibit Booth rate
June 2	Registration opens
June 20	Early Booth rate deadline
August 1	Last day for EB registration rates
August 15	Deadline to advertise in Final Program
October 1-4	Annual Meeting in Reno

SPONSORSHIP LEVELS

TRAILBLAZER

\$4,000 USD

- Opening General Session and Keynote
- Registration Desk Sponsor
- National Automobile Museum programming (All 3 days)
- Evening Event: Wednesday
- Evening Event: Thursday
- Evening Event: Friday
- Evening Event: Saturday

Plus

- Invitation to the WMA Leadership Reception
- Up to Three Complimentary Conference Registrations
- One Full Page, Full Color Advertisement in Program
- Five Minutes of Podium Time During Sponsored Event
- Your logo in the Program, WMA website, marketing materials, general conference signage, and chosen event signage
- One Corporate Patron Annual Membership

INNOVATOR

\$2,500 USD

- Opening Reception
- Logo'd Name Badge Lanyard
- WMA Community Lunch
- Director & Leadership Team Luncheon
- Indigenous Luncheon
- Registrars Luncheon
- Storytellers Luncheon
- Expo Hall Networking Lunch
- Leadership Reception
- Director & Trustee Reception
- Inspiration Stations / Roundtables
- Poster Session

Plus

- Invitation to the WMA Leadership Reception
- Two Complimentary Conference Registrations
- One Half Page, Full Color Advertisement in Program
- Two Minutes of Podium Time During Sponsored Event
- Your logo in the Program, WMA website, marketing materials, general conference signage, and chosen event signage
- One Corporate Member Annual Membership

LEADER

\$1,500 USD

- Expo Hall Closing Reception
- Opening Reception Wine
- Speed Networking
- Morning Coffee - Opening General Session
- Morning Coffee - Friday
- Morning Coffee - Saturday
- Expo Hall Coffee Break - Thursday
- Expo Hall Coffee Break - Friday
- Saturday (AM) Coffee Break
- One of the Happy Hours

Plus

- Invitation to the WMA Leadership Reception
- One Complimentary Conference Registration
- Your logo in the Program, WMA website, marketing materials, general conference signage, and chosen event signage

WMA CORPORATE MEMBERSHIP LEVELS & BENEFITS

Corporate Membership is required to exhibit at the Annual Meeting. The WMA offers three levels of Corporate Membership, which renew annually and provide a number of benefits.

Corporate Membership fees are determined by the number of staff members.

Level 1 (1-9 staff)	\$200
Level 2 (10+ staff)	\$350

For companies wanting to participate in the WMA community.

Corporate Member Level 1 & 2 Benefits:

- Discounted registration to the Annual Meeting for all staff
 - Organization listed in the online Corporate Directory with a link to your homepage
 - Eligibility to reserve a booth in the Annual Meeting Exhibit Hall
 - Free job listings on the WMA Job Board
 - Discounted registration to Museum Advocacy Day in Washington D.C.
 - Access to Membership Directory, listing all WMA members including Institutional and Corporate
-

PATRON \$500

For companies wanting a stronger connection to the WMA community.

Corporate Patron Benefits:

- Discounted registration to the Annual Meeting for all staff
- Organization listed in the online Corporate Directory with a link to your homepage
- Eligibility to reserve a booth in the Annual Meeting Exhibit Hall
- 15% discount on advertising in the Annual Meeting Program and in eWestMuse
- Complimentary placement of marketing materials on an unstaffed resource table in the Exhibit Hall at the Annual Meeting
- Discounted registration to Museum Advocacy Day in Washington D.C.
- One time use of the WMA membership mailing list (Excel format)
- Free job listings on the WMA Job Board
- Access to Membership Directory, listing all WMA members including Institutional and Corporate

EXHIBIT BOOTHS

	Paid by April 25	Paid by June 20	After June 20
Booth	\$1,300	\$1,500	\$1,650

EXHIBIT SPACE INCLUDES:

- 2 Annual Meeting registrations
- 8' x 10' exhibit area with back and side drapes
- 8' skirted table with 2 chairs and a waste can
- Your organization's name, website, and descriptive listing in the Exhibitors Guide section of the Annual Meeting Final Program
- Acknowledgement on the WMA Website
- One-line Booth ID sign

Bonus

Secure your booth by **April 25th** to be able to select your booth location.

Booths purchased after **April 25th** will be assigned on a first-paid, first-served basis.

EXHIBIT HALL ENHANCEMENTS

Marketing Enhancements provide the maximum value for the budget conscious exhibitor!

Only available through June 20, 2025.

ENHANCEMENTS COST

Full page ad in program	\$750
Half page ad in program	\$500
RegPack Swag	\$400
Online Adverts	\$250

FOR MORE INFORMATION CONTACT

Jason B. Jones, WMA Executive Director 707.433.4701 | wma@westmuse.org | westmuse.org

ADVERTISE

Reach your target audience throughout the year! Print and electronic advertising is an affordable and effective way to stretch your marketing dollars. Advertising in our Annual Meeting Program targets a diverse audience of museum professionals, while eWestmuse provides continued exposure to industry decision-makers.

ANNUAL MEETING PROGRAM AD RATES

1/2 Page	Full Page	Inside Cover	Back Cover
\$750	\$975	\$1,800	\$2,500

ANNUAL MEETING PROGRAM INSERTION

Your marketing piece will be inserted into each attendee’s on-site Annual Meeting program:

\$500

ELECTRONIC ADVERTISING

	CYCLE	RATE	SIZE
WMA Homepage Ad & Monthly eWestmuse Ads are placed on WMA's homepage for maximum visibility.	4 months	\$400	340px X 200px
	8 months	\$800	340px X 200px
	12 months	\$1200	340px X 200px
WMA Website Ad & Monthly eWestmuse Ads are placed on high traffic pages. <i>Prioritized by Availability & Confirmed with Advertiser.</i>	4 months	\$300	200px X 340px
	8 months	\$600	200px X 340px
	12 months	\$900	200px X 340px

FOR MORE INFORMATION CONTACT

Jason B. Jones, WMA Executive Director 707.433.4701 | wma@westmuse.org | westmuse.org

SPONSORSHIP FORM

Connect with the meeting attendees and get known by museum executives from leading cultural institutions in the U.S. and abroad. **Reserve your booth today!**

All sponsorships are acknowledged on the WMA website, in the Annual Meeting Final Program, selected promotional materials, and on signage at the Annual Meeting.

TRAILBLAZER

\$4,000 USD

- Opening General Session and Keynote
- Registration Desk Sponsor
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Plus

- Invitation to the WMA Leadership Reception
- One Complimentary Conference Registration
- Your logo in the Program, WMA website, marketing materials, general conference signage, and chosen event signage

Select sponsorship(s) above and enter the total amount enclosed in the box to the right.

TOTAL AMOUNT \$

SPONSOR INFORMATION

Please enter your information clearly and EXACTLY as you would like it to appear in WMA listings.

Primary Contact _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

METHOD OF PAYMENT

Check Enclosed (payable to Western Museums Association)

Credit Card: AmEx MasterCard Visa

Card# _____

Exp. Date _____ CVC _____

Cardholder's Name _____

Billing Address _____

City _____ State _____ Zip _____

Signature _____ Date _____

For more information contact:

Jason B. Jones, WMA Executive Director
707.433.4701 • wma@westmuse.org

Complete this form and return it with payment to:

Jason B. Jones • wma@westmuse.org
Western Museums Association
PO Box 11341, Indianapolis, IN 46201-9998

Connect with the meeting attendees and get known by museum executives from leading cultural institutions in the U.S. and abroad. *Reserve your booth today!*

EXHIBIT HALL RESERVATION FORM *Exhibits are available on a first-come first-served basis*

Corporate Membership is required to exhibit at the Annual Meeting.

The WMA offers three levels of Corporate Membership, which renew annually and provide a number of benefits

CORPORATE MEMBERSHIP LEVELS

	Annual Dues		SUBTOTAL
<input type="checkbox"/> Level 1 (1-9 staff)	\$200	}	\$ <input type="text"/>
<input type="checkbox"/> Level 2 (10+ staff)	\$350		
<input type="checkbox"/> Patron	\$500		

EXHIBITOR FEES

	Paid by April 25	Paid by June 20	Paid After June 20		
<input type="checkbox"/> Exhibit Hall Booth	\$1,300	\$1,500	\$1,650	}	\$ <input type="text"/>

All booths will include back and side wall draping; 8' skirted table and 2 chairs; 2 Annual Meeting registrations; One-line exhibitor sign; Company listing and description in the Annual Meeting program. Additional furnishing and electric services are available through the decorator for a fee. **BONUS:** Secure your exhibit space by **April 25th, 2024** to pre-select your exhibit location. After April 26th, exhibits will be assigned on a first paid, first served basis..

EXHIBIT HALL ENHANCEMENTS

Only available through June 21, 2024

<input type="checkbox"/> Full page ad in program	\$750	}	\$ <input type="text"/>
<input type="checkbox"/> Half page ad in program	\$500		
<input type="checkbox"/> RegPack Swag	\$400		
<input type="checkbox"/> Online Adverts	\$250		

TOTAL ENCLOSED

\$

SPONSOR INFORMATION

Please enter your information clearly and EXACTLY as you would like it to appear in WMA listings.

Primary Contact _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-mail _____

METHOD OF PAYMENT

Check Enclosed (payable to Western Museums Association)
 Credit Card: AmEx MasterCard Visa
 Card# _____
 Exp. Date _____ CVC _____
 Cardholder's Name _____
 Billing Address _____
 City _____ State _____ Zip _____
 Signature _____ Date _____

For more information contact:
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Complete this form and return it with payment to:

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 Western Museums Association
 PO Box 11341, Indianapolis, IN 46201-9998

Connect with the meeting attendees and get known by museum executives from leading cultural institutions in the U.S. and abroad.

ADVERTISEMENT RESERVATION FORM

Reach your target audience year round. Print and electronic advertising is an affordable and effective way to stretch your marketing dollars. Advertising in our Annual Meeting Program targets a diverse audience of museum professionals and eWestmuse provides up to 12 months of exposure to industry insiders.

ANNUAL MEETING PRINTED PROGRAM AD RATES (please select one)

Half Page (8" w x 5.25" h)	\$750 <input type="checkbox"/>	Inside Cover (8.5" w x 11" h)	\$1,800 <input type="checkbox"/>
Full Page (8.5" w x 11" h)	\$975 <input type="checkbox"/>	Back Cover (8.5" w x 11" h)	\$2,500 <input type="checkbox"/>

ANNUAL MEETING PROGRAM INSERTION

Your marketing piece will be inserted into each attendee's on-site Annual Meeting registration packet: \$500

ELECTRONIC ADVERTISING PACKAGES (please select one)

	Cycle	Size	Rate	
WMA Home Page Ad & Monthly <i>eWestmuse</i> Ads are placed on WMA's home page for maximum visibility.	4 months	340px X 200px	\$400	<input type="checkbox"/>
	8 months	340px X 200px	\$800	<input type="checkbox"/>
	12 months	340px X 200px	\$1200	<input type="checkbox"/>
WMA Website Ad & Monthly <i>eWestmuse</i> Ad placement on high traffic pages, such as Annual Meeting page, Job Board, and Awards and Scholarships.	4 months	200px X 340px	\$300	<input type="checkbox"/>
	8 months	200px X 340px	\$600	<input type="checkbox"/>
	12 months	200px X 340px	\$900	<input type="checkbox"/>

Receive 10% off of the prices published above when you purchase both a print ad and electronic ad.

Select sponsorship(s) above and enter the total amount enclosed in the box to the right.

TOTAL AMOUNT \$

SPONSOR INFORMATION

Please enter your information clearly and EXACTLY as you would like it to appear in WMA listings.

Primary Contact _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-mail _____

METHOD OF PAYMENT

Check Enclosed (payable to Western Museums Association)
 Credit Card: AmEx MasterCard Visa
 Card# _____
 Exp. Date _____ CVC _____
 Cardholder's Name _____
 Billing Address _____
 City _____ State _____ Zip _____
 Signature _____ Date _____

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