

THE WESTERN MUSEUMS ASSOCIATION'S ANNUAL MEETING
IN PARTNERSHIP WITH THE UTAH MUSEUMS ASSOCIATION

Aspire



PARTNERSHIP OPPORTUNITES

SEPT 23-26, 2026

SALT LAKE CITY, UTAH





The Western Museums Association's (WMA) Annual Meeting is a distinct opportunity for museum people to exchange ideas, cultivate skills to best serve their communities through museums, 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. 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.

This year we gather in Salt Lake City, a place shaped by layered histories, evolving communities, and ongoing efforts to reckon with land, identity, and belonging. With the theme of **ASPIRE**, WMA 2026 invites museum professionals to imagine boldly, reaching beyond inherited boundaries to shape futures not yet written. To **ASPIRE** is not simply to dream; it is to take intentional steps toward transformation. Whether expanding community engagement, rethinking stewardship, or exploring new interpretive strategies, to ASPIRE requires us to hold space for possibility — and to take action!

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 17	LAST DAY FOR SUPER EARLY EXHIBIT BOOTH RATE
MAY 1	DEADLINE FOR ADVERTISING IN PRELIMINARY PROGRAM
JUNE 1	REGISTRATION OPENS
JUNE 26	EARLY BOOTH RATE DEADLINE
JULY 31	LAST DAY FOR EARLY BIRD REGISTRATION RATES
AUGUST 7	DEADLINE TO ADVERTISE IN FINAL PROGRAM
SEPTEMBER 23-26	ANNUAL MEETING IN SALT LAKE CITY



SPONSORSHIP LEVELS

TRAILBLAZER

\$4,500 USD

- Opening General Session and Keynote
- Registration Desk Sponsor
- 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

\$3,000 USD

- Opening Reception
- Logo'd Name Badge Lanyard
- WMA & UMA Lunch
- Director & Leadership Team Luncheon
- Indigenous Luncheon
- Registrars Luncheon
- Storytellers Luncheon
- Expo Hall Networking Lunch
- Leadership Reception
- Director and Leadership Trustee Reception
- 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

\$2,000 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
- 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) \$250

LEVEL 2 (10+ STAFF) \$425

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.
-

PATRON \$600

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)
- One dedicated email from WMA to our members about your company with approved content
- Free job listings on the WMA Job Board



EXHIBIT BOOTHS

	PAID BY APRIL 17	PAID BY JUNE 26	AFTER JUNE 26
BOOTH	\$1,350	\$1,550	\$1,700

NEW THIS YEAR: Table Tops in hallway outside Exhibit Hall (only 5 available) **\$1,200**

In Salt Lake City, the Exhibit Hall will be a hub of activity inside the room hosting the Opening General Session & Keynote, the WMA & UMA Lunch, and daily sessions—for greater interaction with attendees. Programming in the Exhibit Hall includes an opening and closing reception, a buffet lunch, a happy hour, a poster session, and multiple coffee breaks.

EXHIBIT SPACE INCLUDES:

- 2 Annual Meeting registrations
- 8' x 10' exhibit area
- 6' 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

Bonus

Secure your booth by **April 17th** to be able to select your booth location.

Booths purchased after **April 17th** 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	\$1,950	\$2,750

ANNUAL MEETING PROGRAM INSERTION

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

\$625

ELECTRONIC ADVERTISING

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

FOR MORE INFORMATION CONTACT

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

SPONSORSHIP FORM



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

\$4,500 USD

- Opening General Session and Keynote
- Registration Desk Sponsor
- 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

\$3,000 USD

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- Expo Hall Coffee Break - Friday
- Saturday (AM) Coffee Break
- 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

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

TOTAL AMOUNT	\$
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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

EXHIBIT



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

In Salt Lake City, the Exhibit Hall will be a hub of activity inside the room hosting the Opening General Session & Keynote, the WMA & UMA Lunch, and daily sessions—for greater interaction with attendees. Programming in the Exhibit Hall includes an opening and closing reception, a buffet lunch, a happy hour, a poster session, and multiple coffee breaks. All booths will include a 6' skirted table and 2 chairs; 2 Annual Meeting registrations; Company listing and description in the Annual Meeting program. **BONUS:** Secure your exhibit space by April 17, 2026 to pre-select your exhibit location. After April 26th, exhibits will be assigned on a first paid, 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

- Level 1 (1-9 staff)
- Level 2 (10+ staff)
- Patron

COST

\$250
 \$425
 \$600

SUBTOTAL

\$

EXHIBITOR FEES

PAID BY APRIL 17

PAID BY JUNE 26

PAID AFTER JUNE 26

- Exhibit Hall Booth \$1,350 \$1,550 \$1,700
- Table Top in hallway outside Exhibit Hall *(Only 5 available)* \$1,200

EXHIBIT HALL ENHANCEMENTS *(Only available through June 26)*

- Full page ad in program
- Half page ad in program
- RegPack Swag
- Online Adverts

\$750
 \$500
 \$400
 \$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:

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



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)	\$1,950 <input type="checkbox"/>
Full Page (8.5" w x 11" h)	\$975 <input type="checkbox"/>	Back Cover (8.5" w x 11" h)	\$2,750 <input type="checkbox"/>

ANNUAL MEETING PROGRAM INSERTION

Your marketing piece will be inserted into each attendee's on-site Annual Meeting registration packet: \$625

ELECTRONIC ADVERTISING PACKAGES (PLEASE SELECT ONE)

	CYCLE	SIZE	RATE	
WMA Home Page Ad & Monthly eWestmuse 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 eWestmuse 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 _____

FOR MORE INFORMATION CONTACT:

JASON B. JONES, WMA EXECUTIVE DIRECTOR
 707.433.4701 • WMA@WESTMUSE.ORG

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 _____

COMPLETE THIS FORM AND RETURN IT WITH PAYMENT TO:

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