

THE ANNUAL MEETING

For the 2023 Annual Meeting, the Western Museums Association (WMA), returns to the City of Roses - Pasadena, California on October 5-8. The theme of the Annual Meeting is **CONNECT**, and we be a unique gathering of museum professionals that adds more voices to the conversation of how museums **CONNECT** people. 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

day for Super Early Exhibit Booth rate stration opens
·
Booth rate deadline
day for Early Bird conference registration rates
dline to advertise in Final Program
ual Meeting in Pasadena
k

SPONSORSHIP OPPORTUNTIES

TRAILBLAZER

\$4,000 USD

- Opening General Session and Keynote
- Closing General Session and Panel
- Opening Reception
- Evening Event: Friday
- Evening Event: Saturday
- Evening Event: Sunday
- Registration Desk Sponsor

Plus

- Up to Three Complimentary Conference Registrations
- One Full Page, Full Color Advertisement in Program
- Five Minutes of Podium
 Time
 During Comment Front
 - **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

- Director & Leadership Team Luncheon
- Registrars Luncheon
- Expo Hall Networking Lunch
- Leadership Reception
- Expo Hall Closing Reception
- Director & Leadership Team Reception
- Logo'd Name Badge Lanyard
- Opening Reception Wine
- WMA Community Lunch

Plus

- 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

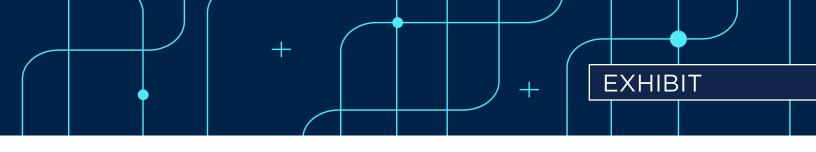
LEADER

\$1,500 USD

- Storytellers Luncheon
- Indigenous Luncheon
- Morning Coffee Opening General Session
- Friday (Afternoon) Expo Hall Break
- Saturday Poster Session -Expo Hall Coffee Break
- Morning Coffee -Closing General Session
- One of the Happy Hours
- Sunday Coffee Klatch

Plus

- 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
- Discount pricing on the National Comparative Museum Salary Survey
- Discounted registration to Museum Advocacy Day in Washington D.C.
- Access to Membership Directory, listing all WMA members including Institutional and Corporate
- Voting privileges (1 per company)

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
- Discount pricing on the National Comparative Museum Salary Survey
- Discounted registration to Museum Advocacy Day in Washington D.C.
- One dedicated email from WMA to our members about your company (you provide the content)
- Free job listings on the WMA Job Board
- Access to Membership Directory, listing all WMA members including Institutional and Corporate
- Voting privileges (1 per company)

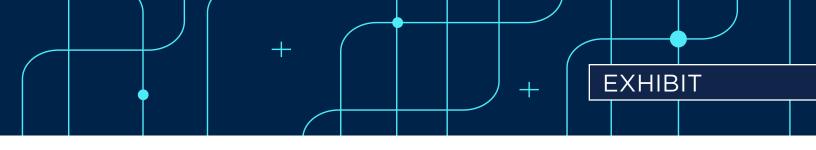


Exhibit Booths

	Paid by April 28	Paid by June 23	After June 23
Booth	\$1,200	\$1,475	\$1,600

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 28th* to be able to select your booth location.

Booths purchased after April 28th 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 23, 2023.

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. Prioritized by Availability & Confirmed with Advertiser. 	4 months	\$300	200px X 340px
	8 months	\$600	200px X 340px
	12 months	\$900	200px X 340px

FOR MORE INFORMATION CONTACT

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

Sponsorship Reservation 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 \$4,000 USD

- Opening General Session and Keynote
- Closing General Session and Panel
- Opening Reception
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- Evening Event: Saturday
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Plus

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Plus

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Total amount

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

\$	
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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		Zip	
Phone	Fax		
F-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 _____ Cardholder's Name _____ Billing Address _____ City ____ State ____ Zip ____

Signature _____ Date ____
Complete this form and return it with payment to:

Jason B. Jones • wma@westmuse.org Western Museums Association P.O. Box 4738 Tulsa, OK 74159 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 Membersh	ip Levels		ANNUAL DUES	SUBTOTAL
□ Level 1 (1-9 staff)□ Level 2 (10+ staff)□ Patron			\$200 \$350 \$500	\$
Exhibitor Fees	Paid by April 28	Paid by June 23	Paid After June 23)
☐ Exhibit Hall Booth	\$1,200	\$1,475	\$1,600	\$
All booths will include registrations; One-line of program. Additional fun BONUS: Secure your ex After April 28th exhibit	exhibitor sign; Com rnishing and electr khibit space by Ap i	pany listing and of services are available. The property of th	description in the Ann ailable through the dec e-select your exhibit lo	ual Meeting corator for a fee.
Exhibit Hall Enhanceme Only available through I Full page ad in prog I Half page ad in prog I RegPack Swag I Online Adverts	June 23, 2023. ram		\$750 \$500 \$400 \$250	\$ TOTAL ENCLOSED \$
Exhibit Information		Method	of Payment	
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Primary Contact				sterCard O Visa
Company			Ex _I	
Address	State 7in	Cardholde	r's Name	

For more information contact:

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707.433.4701 • wma@westmuse.org

Phone _____ Fax ____

E-mail

Signature _____ Date _____ Complete this form and return it with payment to:

City _____ State ____ Zip ____

Jason B. Jones • wma@westmuse.org Western Museums Association P.O. Box 4738 Tulsa, OK 74159 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.

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Annu	al Meeting Printed Program	Ad Rates (p	lease select c	one)		
	Half Page (8" w x 5.25" h) Full Page (8.5" w x 11" h)			-	(11" h)\$1,800 □ 11" h)\$2,500 □	
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		affic pages.	4 months 8 months 12 months	\$300 \$600 \$900	200px X 340px 200px X 340px 200px X 340px	
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Primar	y Contact				AmEx O MasterCard	
	any			r's Name	Exp. Date	
	ss State					
Phone			City		State Zip	

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E-mail_

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Date

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