

New England Museum Association

Exhibit Hall ♦ Advertisements ♦ Sponsorships ♦ Special Events

CORPORATE OPPORTUNITIES AT NEMA'S

Annual Conference

November 7-9, 2007

Holiday Inn by the Bay, Portland, Maine

What Makes the Museum

New England museums know that the NEMA conference is their best opportunity to network with colleagues in the region and attend sessions designed just for them.

*Don't miss this chance to participate!
Meet more than 800 colleagues from throughout the region as an
EXHIBITOR, SPONSOR, or ADVERTISER.*

See inside for fabulous deals exclusive to NEMA Corporate Members

DATES & DEADLINES

General Information:

Hotel:

Holiday Inn by the Bay, 88 Spring Street, Portland, ME 04101-3924; Phone 207-775-2311 or 800-345-5050; Fax: 207-761-8224; www.innbythebay.com; Room rate: \$120 Single or Double; \$130 King. Reservations must be made by October 6th to guarantee conference rates.

NEMA Contact:

Heather A. Riggs, Publications Manager & Corporate Member Services
22 Mill Street, Suite 409, Arlington, MA 02476
Phone: 781-641-0013; Fax: 781-641-0053
nemaconf07@tiac.net www.nemanet.org

Important Dates:

Exhibit Booths:

By August 6: Early-Bird discounted booth reservation due (Corporate Members only).
Only Corporate Members will be assigned booths before August 6th. All others will be assigned in the order received beginning August 7th.
By September 17: All booth reservations and final payments due.

Advertising:

By August 6: Advertising reservations require a 50% deposit. Full payment is due September 17, 2007.
After August 6: Advertising reservations require payment in full.
By September 17: All advertisements must be received and paid in full.

Sponsorship:

By June 1: Agreements set by this date will be acknowledged in the Preliminary Program, summer and fall issue of *NemaNews*, and the Conference Program.
By July 13: Agreements set by this date will be acknowledged in the fall issue of *NemaNews*, in the Preliminary Program, and the Conference Program.
By August 27: Agreements set by this date will be acknowledged in the fall issue of *NemaNews* and the Conference Program.
By October 15: Agreements set by this date will be acknowledged in the Conference Program.



Enjoy the Benefits of Corporate Membership

This is the best way to reach the decision-makers in New England's museums. NEMA membership has grown to more than 1,500 members. The circulation of our quarterly journal, *NemaNews*, is approximately 2,600.

- ✓ Receive substantial discounts on advertisements in our quarterly journal, *NemaNews*.
- ✓ Only Corporate Members have access to NEMA's mailing lists. Large Corporate Members may receive one complimentary list per year.
- ✓ Only Corporate Members and Independent Museum Professionals can be listed on the *On-Line Product and Service Directory*.
- ✓ Take advantage of special pricing for NEMA members on W.B. Mason office supplies.
- ✓ Join NEMA Networking - NEMA's discussion list for Independent Museum Professionals and Corporate Members to network and receive Requests for Proposals from member museums.

ANNUAL CONFERENCE SPONSORSHIPS

Directors & Trustees Dinner Sponsor \$2,000

★ Directors and Trustees Dinner at the Maine Historical Society (Wednesday evening)

Evening Event Sponsor \$1,500

★ Evening Events (Wednesday and Thursday evenings)

Reception Sponsor \$1,250

★ Exhibit Hall Reception (Wednesday evening)

Newcomers Meeting Sponsor \$750

★ Thursday Evening

Welcome & Wake-Up Sponsor \$750

★ Wednesday, Thursday or Friday Morning Coffee

Supporting Sponsor \$500

★ Mid-Morning Coffee Breaks
★ Afternoon Coffee Breaks

Have another idea for
NEMA sponsorship?
Give us a call!

All Conference Sponsors Receive:

- The opportunity to welcome event participants.
- The opportunity to display company sign and promotional brochures at event.
- The opportunity to display imprinted napkins with firm's name.
- Display promotional materials on the "Conference Sponsors Literature Table."
- Place promotional materials in the registration packet given to all attendees.
- 50% discount on a one-sixth-page advertisement in the final program book, or credit toward a larger advertisement.
- Complimentary registration for one company representative.
- Acknowledgment and company logo in the preliminary program book with agreement by July 13, 2007.
- Acknowledgment, company logo, and 50-word company description in the final program book with agreement by October 15, 2007.
- Acknowledgment in the fall issue of *NemaNews* with agreement by August 27, 2007.
- Acknowledgment in the winter issue of *NemaNews*.

Welcome & Wake-Up and Newcomers Meeting Sponsors Also Receive:

All of the above benefits, plus:

- Complimentary registration for one additional company representative.
- Complimentary one-sixth-page advertisement in the final program book, or credit toward a larger advertisement.
- Registration mailing list before conference with agreement by October 10th or full conference registration mailing list after conference.
- 10% discount on an advertisement in the fall, with agreement by August 27, or winter issue of *NemaNews*.

Reception Sponsor Also Receives:

All of the above benefits, plus:

- Complimentary one-sixth-page ad in *NemaNews* or credit toward a larger ad.
- Certificate of Appreciation for supporting NEMA, signed by the President and Executive Director.
- Complimentary one year listing in NEMA's *On-Line Product and Service Directory*.

Evening Event Sponsors Also Receives:

All of the above benefits, plus:

- Complimentary tickets for two company representatives to the sponsored event.
- Acknowledgment at the evening event.
- 20% off a booth in the Exhibit Hall, based on availability.

Directors & Trustees Dinner Sponsor Also Receives:

All of the above benefits, plus:

- Complimentary tickets for two company representatives to the Directors and Trustees Dinner. Only Directors and Trustees are invited to attend this exclusive event at the Maine Historical Society.

Please contact NEMA to discuss the above sponsorship opportunities or to customize a sponsorship to your company's needs. Call 781-641-0013 or e-mail nemaconf07@tiac.net.

EXHIBIT HALL

Booth Specifications:

There are 39 booths in the exhibit hall:
20 are 10' x 8'
19 are 8' x 6'

Each booth includes:

- 8' high back wall
- 3' high side rails
- 6' hotel table with linen
- 2 hotel chairs
- 1 wastebasket
- 1 Exhibitor ID sign (7" x 44")

All electrical connections & AV rentals are to be arranged with and billed *by the hotel*

Free WiFi is available in the Exhibit Hall.

Show Colors

Blue and Beige

Carpet

Exhibit Hall is carpeted

Exhibit Booth Fees:

Corporate Member Rates		
Booth Size	By Aug. 6	Aug. 7 or later
8' x 6' booth	\$650	\$750
10' x 8' booth	\$750	\$850

Non-Corporate Member Rate	
8' x 6' booth	\$875
10' x 8' booth	\$975
(Reservations only accepted after Aug. 6)	

Exhibit Booth Fee Includes:

- Full registration for two company representatives. *(Additional representatives may register at the member rate.)*
- Discount on program book advertisements. *(Corporate Members Only)*
- Listing in program book *(company contact information and 50-word company description).*
- Company contact information listed in the winter issue of *NemaNews*.
- Complimentary Box Lunch on Thursday *(you must register for your box lunch).*
- A copy of the conference registration list at conference. *Please note that free mailing lists of conference registrants are available to conference sponsors. We welcome you to examine our sponsorship opportunities. Mailing lists are available to member exhibitors for a fee. Please see the opposite page for details.*
- Admission to conference sessions.

Payment Schedule:

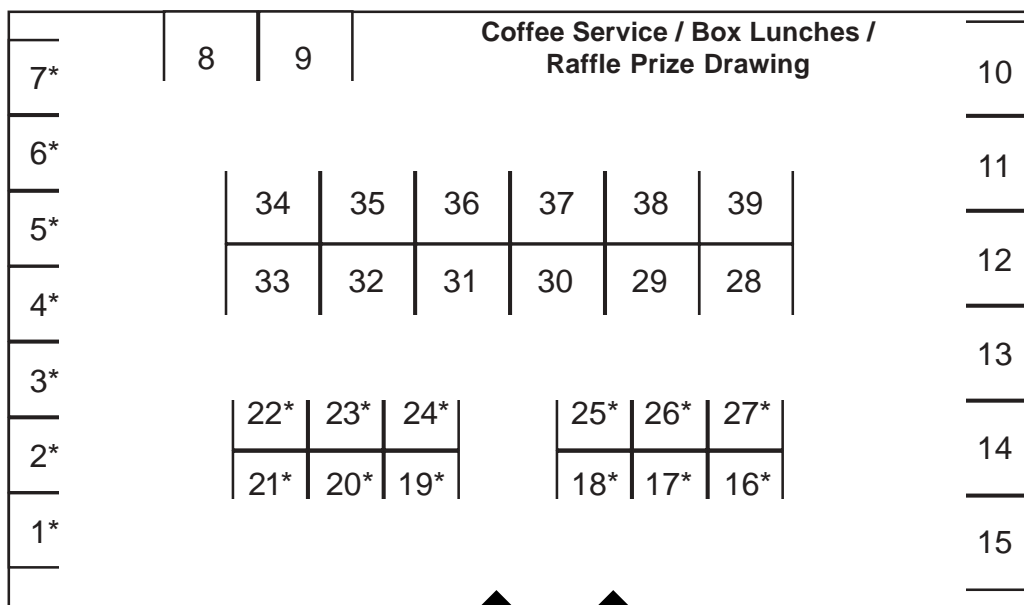
- By August 6: Reservations require a 50% deposit.
- After August 6: Reservations require payment in full.
- By September 17: Full payment due; booth may be reassigned if payment is not received.

Cancellations:

Booth cancellations must be in writing. If received prior to August 31, there will be an 80% refund. Cancellations after this date will not be refunded unless a fully paid substitution is secured, at which point an 80% refund will be granted.

Exhibit Hall Floor Plan

NEMA reserves the right to modify the exhibit hall layout in order to meet program and conference needs.



8' x 6'

Entrance Entrance

Booths # 1-7, 16-27

10, x 8'

Booths # 8-15, 28-39

*booths are 8' x 6' all others are 8' x 10'

EXHIBIT HALL

Exhibit Booth Assignment:

NEMA Corporate Members Only! Until August 6, 2007, only reservations with deposits from active Corporate Members will be processed. Beginning August 7, reservations will be processed in the order received. Every effort will be made to honor first-choice locations, but preferred booths are not guaranteed. Requests without a deposit will not be honored until payment is received.

Exhibit Hall Set-Up and Move-Out:

Booth set-up: Tuesday, November 6, 5:30-8:00 pm Booth move-out: Thursday, November 8, 3:30-5:00 pm
Please note: Booths must be staffed during Exhibit Hall hours. Exhibitors dismantling booths before 3:30 pm on Thursday, November 8, will be charged a \$100 fee unless prior arrangements have been made.

Official Exhibit Hall Service Contractor:

SER Expositions Services, Inc., 35B New Street, Worcester, MA 01605; Phone: 508-757-3397; Fax: 508-757-9136; www.serexpo.com. An exhibitor kit detailing available services and their costs will be mailed in the early fall.

Shipping Arrangements:

All arrangements for shipping and receiving booth materials must be handled by the exhibitor. Details on shipping will be included in the exhibitor's kit from SER. All boxes/crates must be sent directly to SER by prior arrangement. All other shipments are at the exhibitor's risk.

New!

Mailing Lists for Exhibitors:

NEMA Corporate Members Only! Registration mailing lists, electronically or on mailing labels, will be available for purchase before conference. The mailing list will include attendees registered on or before October 10th. Please call the NEMA office for details.

Exhibit Hall Schedule

NEMA reserves the right to modify exhibit hall hours and events in order to meet program and conference needs.

Day	Morning	Mid-day	Afternoon	Evening
Tuesday			5:30–8:00 pm Exhibitor Set-Up	
Wednesday 7:30 am - 6:30 pm Exhibit Hall Open to Exhibitors	8:00 am Exhibit Hall Opens to Conference Attendees 8:00–9:00 am Coffee in Exhibit Hall*	12:45–1:45 pm Coffee in Exhibit Hall*	3:15–3:45 pm Coffee in Exhibit Hall*	5:30–6:30 pm Exhibit Hall Reception* 6:30 pm Exhibit Hall Closes
Thursday 8:00 am - 4:00 pm Exhibit Hall Open to Exhibitors	10:00 am Exhibit Hall Opens 10:30–11:00 am Coffee in Exhibit Hall*	12:30–2:15 pm Box Lunch Distributed in Exhibit Hall	2:30–3:15 pm Exhibit Hall Raffle Prizes & Closing Reception* 3:30 pm Exhibit Hall Closes 3:30–5:00 pm Exhibit Hall Move-Out	

**No other programs or events will occur at this time.*

Rules & Regulations:

(A complete list will be mailed upon reserving a booth.)

- Exhibits must not project beyond the space allocated or obstruct the view of other exhibitors.
- Free-standing booths must fit the dimensions of Exhibit Hall booths.
- Noise levels must not interfere with neighboring exhibits.
- Exhibit booths must be staffed during Exhibit Hall hours.
- Exhibitors agree to indemnify and hold harmless NEMA and the Holiday Inn by the Bay from any claims of liabilities, losses, damages and expenses that may occur from accidents, injuries, fire, theft or any other cause.
- Exhibitors dismantling booths before the hall closes at 3:30 pm on Thursday, November 8, will be charged a \$100 fee.

Spotlight Your Company—Be a Part of the NEMA Raffle!

Don't miss this chance to join the fun—NEMA's prize giving ceremony is very entertaining! Bring your company into the spotlight, raffle a company product or service, or choose a different gift NEMA attendees will hope to win! You do not have to be an exhibitor to be a part of the raffle. Please call NEMA for more information about donating a prize.

ADVERTISING

Conference Program Advertising

Don't miss this chance to feature your company in the NEMA 2007 Conference Program. The Program is distributed to all conference registrants—that's more than 800 museum professionals! It includes full, half, and one-sixth page advertisements. (This is a publication that colleagues keep for future reference.)

*Corporate Members receive a discount on advertisements.
Corporate Members with exhibit booths receive a substantial discount on advertisements.*

	Dimensions	Full Price	Corporate Members	Corporate Members with Exhibit Booth
Back Cover	8 x 10.5"	\$825	\$675	\$600
Full page	8 x 10"	\$625	\$525	\$467
Half page	7.5 x 4.8" horizontal	\$425	\$375	\$334
One-sixth page	2.25 x 4.8" vertical	\$225	\$200	\$178

Payment schedule:

- By August 6: Reservations require a 50% deposit. Full payment is due by September 17, 2007.
After August 6: Reservations require payment in full.
By September 17: **All advertisements must be received by this date and paid in full.**

Advertisement Specifications & Deadline:

The program book is black ink on white paper. All ads must be received by September 17, 2007. Ads should be submitted as a .tif, .eps or .pdf file formatted for a PC. Files must be at a resolution of 300 dpi at full size. No bleeds. You must include a proof of the ad.

Additional Advertising Opportunities through NEMA

NEMA is the only organization serving all museums in the region, and the best way to reach potential customers in the six New England states. With a circulation of over 2,600, *NemaNews* is a quarterly publication that is filled with feature stories, grant information, professional development opportunities and exhibition listings. If you would like to place an ad in *NemaNews* please call the NEMA office, 781-641-0013 or e-mail nemanews@tiac.net.

Advertising Rates in *NemaNews* for Corporate Members

One sixth page [2¼" x 4¾"] vertical only	\$75
Half page [7½" w x 4¾" h] horizontal only	\$175
Full page [7½" w x 9½" h]*	\$250

**Please note that NemaNews runs a maximum of two full-page ads in each issue.*

Prices good thru 12/31/07, subject to change after that date.

Ad Deadlines for *NemaNews*

Spring issue - February 1
Summer issue - May 1
Fall issue - August 1
Winter issue - November 1

Save More With Our Quantity Discount!

Run three consecutive advertisements in *NemaNews* and get a fourth for free. You can substitute a new design at any time—just be sure to keep the same dimensions. **There are only a limited number of advertising cycles available.**

BOOTH, ADVERTISEMENT & SPONSORSHIP RESERVATION FORM

Please print information below exactly as you want it to appear in the Program Book and on your Exhibitor ID Sign. Is this the correct contact information you want printed in the Program Book? If not, please provide a separate sheet with the correct information.

Contact Name _____ Title _____
Company Name _____
Address _____
City/State/Zip _____
Phone () _____ Fax () _____
E-mail _____ Website _____

Exhibit Booth _____ **Booth Subtotal: \$** _____

8' x 6' (Corporate Members: \$650 by August 6; \$750 beginning August 7; Non-Corporate Members: \$875 Aug. 7 or later)

8' x 10' (Corporate Members: \$750 by August 6; \$850 beginning August 7; Non-Corporate Members: \$975 Aug. 7 or later)

Booth location: _____ 1st choice _____ 2nd choice _____ 3rd choice *(Please refer to the floor plan on page 4.)*

Are there competitors you do not want located near your booth? _____
(NEMA will make every effort, but cannot guarantee, to honor exhibitors' preferences.)

Do you plan to bring a free-standing booth? yes no *It must fit inside the dimensions of your chosen booth space.*

Have you included a 50-word description of your company with contact information? _____ yes _____ no

Would you like to participate in the NEMA Raffle? yes no

Advertising _____ **Advertising Subtotal: \$** _____

See page 6 for rates

Please select your preferred ad size:

Back Cover Full-page Half-page One-sixth page

Sponsorship _____ **Sponsorship Subtotal: \$** _____

\$2,000 D&T Dinner \$1,500 Evening Event \$1,250 Reception

\$750 Welcome & Wake-Up \$500 Supporting

Corporate Membership _____ **Membership Subtotal: \$** _____

You must be a current NEMA Corporate Member to reserve a booth before August 6th and receive the member discount.
Not sure of your company's membership status? Call NEMA to find out.

\$100 Small Firm, 4 or fewer employees \$250 Large Firm

Grand Total _____ **Grand Total: \$** _____

*50% deposit is required on all reservations received on or before **August 6, 2007**. Full payment due **September 17, 2007**.
Reservations received after August 6th require payment in full. Questions? Call 781-641-0013.*

Method of Payment

Check is enclosed (payable to NEMA) Charge my Visa or MasterCard for _____

Card # _____ Exp. Date _____

Signature _____ Cardholder's Name _____

Please fill out this reservation form and mail it with appropriate payment to:
Heather A. Riggs, Publications Manager & Corporate Member Services
New England Museum Association
22 Mill Street, Suite 409
Arlington, MA 02476

Questions? Call 781-641-0013 or
e-mail nemaconf07@tiac.net.



**New England Museum Association
Annual Conference - Corporate Opportunities
November 7-9, 2007
Portland, Maine**

★ Sponsorship

★ Exhibit Hall

★ Marketing Opportunities

★ Advertising

★ Raffle

Early-Bird Deadline: August 6, 2007



New England Museum Association
22 Mill Street, Suite 409
Arlington, MA 02476

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