



Become a sponsor of a meeting event or item, and increase your visibility with attendees while at the same time supporting AAM and the Annual Meeting. Increase your benefits by sponsoring multiple events.

Contact Bob Jonas, Exhibits Manager at [museumexpo@aam-us.org](mailto:museumexpo@aam-us.org) or (202) 218-7671.

### Signature Sponsor — Full Meeting (\$100,000) Fidelity Investments

**Premier Level: \$10,000 and above**

**Preferred Level: \$5,000 and above**

**Supporting Level: Under \$5,000**

See the chart on the next page for the benefits associated with each level.

### CEOs and Directors Reception \$25,000

This premier invitation-only event will allow your company the exclusive opportunity to greet and interact with over 250 CEOs and Directors of museums across the country at the Boston Museum of Fine Arts. In addition to Premier level benefits, you will receive:

- Company name and logo on all event-related signage, invitations, and promotional materials about the event
- Four company representatives attend and greet the guests.
- Company representative briefly address the guests
- Acknowledgement at reception by AAM leadership
- Opportunity to hand out small token from your company (at your cost) to all guests

### AAM Centennial Recognition Event \$10,000 minimum (Max. 4 sponsors)

This dessert and champagne co-sponsored event, one of the highlights of the 2006 Annual Meeting, will be held April 27, 2006 following the CEO/Directors Reception, in the Hynes Convention Center Ballroom. This reception, expected to be attended by 2,500 leaders of the museum field, is designed to recognize and say thank you to many of the individuals who have contributed to the success and development of AAM over the past 100 years. In addition to Preferred level sponsor benefits, you will receive:

- Company name and logo on all event-related signage, invitations, and promotional materials about the event, in addition to prominently located signage at the event
- Opportunity to have company representatives greet guests at the door
- Acknowledgement during the reception
- Opportunity to leave company literature on tables around the room
- Additional benefits available at higher sponsorship levels

### MuseumExpo™ Opening Reception & Centennial Birthday Event

**\$10,000 (Max. 4 sponsors)**

The MuseumExpo™ Opening Reception & Centennial Birthday Celebration officially opens the Exhibit Hall. Be one of the co-sponsors of this event and take advantage of the highly visible opportunity to greet and mingle with over 5,000 conference attendees as they are welcomed into the Exhibit Hall. In addition to Preferred level sponsor benefits, you will receive:

- Company name and logo on all event-related signage, invitations, and promotional materials about the event, in addition to prominently located signage at the event
- Company name and logo on giant novelty birthday cards prominently displayed around Exhibit Hall
- Verbal acknowledgement by AAM leadership during event
- At your cost, print cocktail napkins with your company name and logo for use during event

### AAM Annual Meeting & MuseumExpo™ Centennial Recognition Book and Attendee List \$10,000

The AAM Annual Meeting & MuseumExpo™ 2006 Centennial Recognition Book will be published for this Annual Meeting to commemorate AAM's 100 year anniversary. This book will include the highly popular conference attendee list, as well as pages recognizing the professionals in the museum field who have helped AAM grow and succeed over the last 100 years. As the exclusive sponsor of this book, you will receive Premier level sponsor benefits, and in addition, will receive:

- Company name and logo will appear on the front and back covers of the book
- Company name and logo on recognition page in book
- Company chairman/president can write a short message to all attendees to be published in book
- Recognition on all Centennial Recognition book-related materials

### Annual Meeting Totebags \$10,000

Your company name and logo can appear exclusively on one side of the official AAM Annual Meeting Registration totebags distributed to all 5,000+ attendees when they arrive. (Production included; two-color imprint) Includes Premier level sponsorship benefits.

### AAM Official Sponsor — Attendee Registration Area

**\$7,500**

Be the official sponsor of AAM Annual Meeting & MuseumExpo™ 2006 Attendee Registration Area, expected to receive traffic of 5,000–7,000 conference attendees. In addition to Preferred sponsor benefits, you will receive:

- Prominent signage recognizing your company as the official sponsor of attendee registration area
- Company name and logo incorporated into the Registration Hall entrance signage
- Acknowledgement on the Attendee Registration portion of AAM's 2006 Annual Meeting Website

### Bookstore

**\$7,500 SOLD Economic Research Associates**

Draw attention to your company's AAM Annual Meeting participation by exclusively sponsoring the AAM Annual Meeting & MuseumExpo™ 2006 Bookstore. In addition to Preferred level sponsor benefits, you will receive:

- Company name and logo will receive prominent recognition and signage displayed at the entrance, as well as inside the Bookstore
- Company brochures inserted into every bookstore bag
- Company name and logo printed on all promotional materials mentioning the bookstore
- Company representative can greet conference attendees who shop at bookstore, and presenters who make personal appearances at bookstore

### AAM E-Mail Centers (in exhibit hall) \$7,500

Call attention to your company's AAM Annual Meeting participation by sponsoring the AAM Annual Meeting & MuseumExpo™ three (3) E-Mail centers, each with four terminals, located in highly trafficked and strategic areas of the exhibit hall. In addition to the preferred sponsor benefits, you will receive:

- Company name and logo on all signage related to the E-Mail centers
- Company name and logo incorporated into the screen savers and wallpaper of each computer terminal
- Opportunity to leave company literature at each terminal

## 2006 Wall of Ideas

**\$7,500**

Your company's name and logo can greet conference participants as they write down their ideas, comments, and insights on the 2006 Wall of Ideas. Wall of Ideas topics include session proposal ideas for 2007; what topics/themes should be discussed at the 2007 meeting; possible suggestions to improve the 2007 Annual Meeting; and so forth. In addition to Preferred level sponsor benefits, you will receive:

- Company name and logo on all materials and signage related to the Wall of Ideas
- Acknowledgement as sponsor on all Wall of Ideas boards

## Leadership Reception

**\$5,000 SOLD HUB International**

This prestigious, invitation-only event hosted at the Isabella Stewart Gardner Museum honors the leadership of the Boston museum community and AAM. Your company will have the exclusive opportunity to meet and mingle with AAM Board of Directors members, executive directors and CEOs of six regional museum associations and 23 affiliated museum and cultural associations, members of AAM's Standing Professional Committees, AAM staff and leadership, and Boston cultural, voluntary, and elected leadership. In addition to receiving Preferred level sponsors benefits, you receive:

- Company name and logo on all event-related signage, invitations, and promotional materials about the event, in addition to prominently located signage at the event
- Recognition during remarks by AAM leadership
- Opportunity to hand out small token/brochures from your company to all attendees

## International Attendees Reception

**\$5,000**

If your company's goal is to reach US and international attendees at the AAM Annual Meeting & MuseumExpo™ 2006 in Boston, exclusively sponsoring the International Attendees Reception is the way to achieve it. The event will be held on Thursday, April 2, directly following the AAM/International Council of Museums (ICOM) Board of Directors meeting, and will be attended by national and international conference attendees, international exhibitors and vendors, local host committee members, AAM and AAM/ICOM board members, and other leaders of the international museum community. In addition to Preferred level sponsor benefits, you will receive:

- Company name and logo on all event-related signage, invitations, and promotional materials about the event, in addition to prominently located signage at the event
- Company representative can meet and greet guests at door and network with guests during reception
- Company representative can make brief remarks during event
- Company can give guests small token (at your cost) or can print up cocktail napkins with company name/logo imprinted on them for use at reception (also at your cost)

## First Time Attendee Reception

**\$5,000**

Be one of the first to greet nearly 1,000 first time AAM Annual Meeting & MuseumExpo™ 2006 conference attendees. This orientation and reception is also attended by several members of AAM leadership and leaders in the museum community.

In addition to the AAM Preferred level benefits, as the exclusive sponsor of this reception, you will receive:

- Company name and logo on all event-related signage, invitations, and promotional materials about the event, in addition to prominently located signage at the event
- Company representative can meet and greet guests at door and network with guests during reception
- Company representative can make brief remarks during event
- Company can give guests small token (at your cost) or can print up cocktail napkins with company name/logo imprinted on them for use at reception (also at your cost)

## Exhibit Hall Floor Map

**\$5,000**

The official Exhibit Hall floor map illustrates the booth locations of all exhibiting companies and highlights the key activities of AAM's Annual Meeting & MuseumExpo™ 2006. As the exclusive sponsor, your company will have a prominent panel for your recognition and message with your booth. You will also receive Preferred Level sponsor benefits.

## Pocket Program

**\$5,000**

The Pocket Program includes session information, the conference schedule, room information, and other conference details in a portable and user-friendly design. In addition to your company's name and logo on the Pocket Program itself, this medium impacts over 5,000 audience impressions. Includes Preferred level sponsor benefits.

# AAM ANNUAL MEETING & MUSEUMEXPO™ 2006

Sponsorship Opportunities		CEOs and Director Reception	Centennial Recognition Event	Opening Reception & Centennial Birthday Event	Centennial Recognition Book	Registration Tote Bags	AAM Official Sponsor Attendee Registration	Bookstore	E-Mail Centers
<b>Benefits:</b>		<b>\$25,000</b>	<b>\$10,000 minimum</b> <i>(Max. 4 sponsors)</i>	<b>\$10,000</b> <i>(Max. 4 sponsors)</i>	<b>\$10,000</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$7,500</b> <b>SOLD</b>	<b>\$7,500</b>
1. Listing in Annual Meeting & MuseumExpo™ Preliminary Program & Final Program.		<b>PREMIERE</b> <b>\$10,000 (Benefits 1–14)</b>							
2. Listing in AAM Annual Meeting section of the AAM Website (7,000+ hits per month)									
3. Prominent signage in and around the sponsored event or activity									
4. Company name and logo on all promotional materials for event or activity (based on sponsorship level)									
5. Acknowledgement in all other AAM electronic media promoting the 2006 Annual Meeting and MuseumExpo™									
6. Acknowledgement in one issue of Museum News and one issue of AVISO									
7. Recognition in AAM's yearly Annual Report									
8. Basic recognition in Museum Marketplace Online									
9. Receive pre-attendance or post-attendance list									
10. One complimentary meeting registration									
11. Upgraded listing in Museum Marketplace Online									
12. Receives both the pre- and post-attendance list									
13. One additional meeting registration									
14. Full page B/W ad in the Annual Meeting Final Program									

### Hotel Door Drop

**\$5,000** – Production not included

Extend your company’s marketing reach by having one promotional item/piece of literature delivered directly to the doors of all conference attendees staying at the major conference hotels. This item/literature can greet attendees, share your company’s message, and list your logo and booth number on it. Samples of your door drop must be approved in advance by AAM. Preferred Level sponsor benefits included.

### Hotel Room Key Cards

**\$5,000** – Production not included

Greet AAM Annual Meeting attendees as they arrive at their Boston hotels! Your company name and logo can appear on one side of hotel room key cards, with AAM’s logo on the other side, and the cards will be distributed at all major conference hotels. This opportunity will ensure that your company’s message is in the hands of thousands of museum professionals “from check-in to check-out.” Includes Preferred Level sponsor benefits.

### Lanyards

**\$5,000** – Production not included

Your company name and logo can appear exclusively (with AAM’s logo) on the official AAM Annual Meeting name badge lanyards worn by all attendees. Your company name and logo will be printed on each lanyard and your company can also distribute the lanyards at your booth. Preferred level sponsor benefits included.

### Final Program Belly Band

**\$3,000**

Draw attention to your company by sponsoring the belly band wrapping the AAM Annual Meeting & MuseumExpo™ Final Program. The belly band raises awareness about your company by including your company name, logo, and your booth number.

### Totebag Notepad Insert

**\$3,000** – Production not included

Insert into the official 2006 AAM Annual Meeting totebag a notepad with your company’s name, logo, and information on it for all conference attendees to use. Includes Supporting level benefits.

### Totebag Pen Insert

**\$3,000** – Production not included

Insert into the official 2006 AAM Annual Meeting totebag a writing pen with your company’s name, logo, and information on it for all conference attendees to use. Includes Supporting Level benefits.

### Totebag Inserts

**\$2,500** – Production not included; limit one per organization

Insert your company’s postcard or promotional piece in the Registration totebags handed to each AAM Annual Meeting attendee. Inserts must be no larger than 5½” x 8½” and are subject to approval by AAM. This opportunity is limited to two inserts. Includes Supporting Level benefits.

### Morning Coffee Break/ Afternoon Ice Cream Break (2 each)

**\$2,500**

Host one of the morning coffee breaks, or the afternoon ice cream break in the Exhibit Hall. This opportunity is limited to two coffee breaks and one ice cream break. You will receive:

- Company name and logo will be on all signage in the break area
- Space to leave your brochures or small token for attendees
- Company representative can greet and network with attendees during the break

### Meeting Information Center

**\$2,500**

Strategically located in the Hynes Convention Center, near registration, the Information Center acts as an aid for conference attendees and exhibitors in need of assistance and general conference information. Your company name and logo will be incorporated into all signage related to the information center, and will have prominent signage on the actual booth itself. Includes Supporting Level benefits.



# SPONSORSHIP OPPORTUNITIES

## Signature Sponsor – Full Meeting – \$100,000, Fidelity Investments

Wall of Ideas	Leadership Reception	International Attendees Reception	First Time Attendee Reception	Exhibit Hall Floor Map	Pocket Program	Hotel Door Drop	Hotel Room Key Cards	Lanyards	Final Program Belly Band	Registration Tote Bag Notepad or Pen Insert	Registration Tote Bag Inserts (3 each)	Morning Coffee Breaks (2) Afternoon Ice Cream Break (1)	Information Center
\$7,500	\$5,000 <b>SOLD</b>	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000 <i>Production not included</i>	\$5,000 <i>Production not included</i>	\$5,000 <i>Production not included</i>	\$3,000	\$3,000 <i>Production not included</i>	\$2,500 <i>Production not included; limit one per exhibitor</i>	\$2,500	\$2,500
PREFERRED (Benefits 1–10) \$5,000									SUPPORTING (Benefits 1–8) Under \$5,000				