

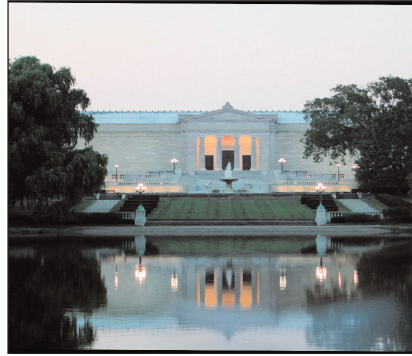


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Association of Midwest Museums

2010 CORPORATE PROSPECTUS



The Cleveland Museum of Art

The Association of Midwest Museums is a not-for-profit membership organization that provides programs and services museum professionals in the eight-state Midwest Region. AMM is an invaluable tool in helping your business create long-lasting partnerships with museums and expand your clientele.

Getting involved with AMM through corporate membership, advertising, conference exhibition and conference sponsorship is an excellent and economical way to reach new, prospective clients.

You will receive a number of cost-effective advertising options to assist and promote your company's products and services. AMM has various opportunities for your organization to advertise both during the annual conference and year round; including a quarterly newsletter, an online Product and Services Directory, Web site banner ads, mailing label rentals, preliminary and final conference programs and conference sponsorships. Please see pages 2 - 4 for advertising pricing and details.

2010 Annual Conference *Museums Making Connections*

**A Joint Conference between the
Association of Midwest Museums and
the Ohio Association of Museums**

October 6 - 9, 2010

Renaissance Cleveland Hotel, Cleveland, Ohio



Each year, hundreds of museum professionals convene at the AMM conference to network and share valuable information about the museum profession. In 2010, AMM will host a conference in Cleveland, Ohio. Cleveland is a fabulous conference destination – it's thriving cultural community has many exciting museums. The beautiful Renaissance Cleveland Hotel, a historic property, will serve as the host hotel for the conference. AMM will collaborate with the Ohio Association of Museums.

The 2010 AMM conference will feature outstanding sessions, speakers, and special events, including an opening reception at the Rock and Roll Hall of Fame and the Great Lakes Science Center. The conference will also include receptions and tours at many of the other cultural institutions in Cleveland, including the Cleveland Museum of Art, Western Reserve Historical Society and Cleveland Museum of Natural History. Prime sponsorship are available, including the annual Director's Luncheon, the opening reception at the Rock and Roll Hall of Fame and Great Lakes Science Center, evening events and keynote speakers. Please see page 3 for details on these opportunities.

Resource Hall Exhibit Booths

AMM offers numerous opportunities for you to reach prospective new clients before and during the conference, including exhibiting, program advertising and product and special event sponsorship.

The Resource Hall is pedestrian friendly and will include various activities including a continental breakfast, general session/keynote presentation, lunches, hors d'oeuvres, a silent auction, and an exhibit hall drawing. There are numerous benefits to exhibiting at AMM - high quality of contacts, face-to-face time to cultivate relationships with museum professionals, enhance organization's image, increase product awareness and improve marketing effectiveness.

All booths include back and side drapes, a skirted 8 foot table, two chairs, and a wastebasket. Prices for additional equipment, electrical and telephone charges, shipping and storage will be mailed to you at a later date. Exhibitors receive complimentary basic registration for two individuals (a \$350 value). AMM has added new initiatives to increase traffic in the exhibit hall, including prizes for visitors and more food stations. A **FREE** set of conference attendee mailing labels is available upon request (available after the conference). Additional charges may apply for some lunches and evening events. Resource Hall layout and booth selection materials enclosed. Mail or fax the Booth Reservation Form with your payment to the address indicated on the form. Booths are available on a first-come, first-available basis.

Schedule

Exhibitor Set-Up

Wednesday, October 6 3:00 pm - 5:00 pm

Resource Hall Show Hours

Thursday, October 7 8:00 am - 5:00 pm

Friday, October 8 8:00 am - 4:30 pm

Exhibitor Break-down

Friday, October 8 4:30 pm - 6:00 pm

Exhibit Booth Rental

Reserved by April 30, 2010 \$ 600

Reserved by July 31, 2010 \$ 700

Reserved ON/After August 1, 2010 \$ 800

* Booth reservations are confirmed upon receipt of payment.

AMM Membership Rates

Small Firm (2-4 FTEs)	\$100
Medium Firm (5-9 FTEs)	\$150
Large Firm (10+ FTEs)	\$200
Corporate Sponsor	\$500

All exhibitors are required to become members of AMM

PROGRAM ADVERTISING RATES

	PRELIM	FINAL
Outside Back Cover (8½"w x 11"h cut)	n/a	\$ 1,000
Full-Page (7½"w x 10"h)	\$ 500	\$ 500
Half-Page (4¼"h x 7½"w)	\$ 300	\$ 250
Quarter-Page (3¼"h x 4½"h)	\$ 200	\$ 150
Business Card (2" x 3½")	\$ 100	\$ 100

Discounted Package Advertisement Rates are available, please contact Brian Bray at 314-746-4557 or bbray@midwestmuseums.org.

A Preliminary Program is distributed to more than 3,000 potential attendees in May and June. A Final Program is given to all conference attendees and sent to AMM members not able to attend (more than 1,500 copies distributed). Exhibitors receive a **10% DISCOUNT** on all program ads. Artwork should be on compact disc in a compatible format and camera-ready. AMM also accepts ads as email attachments in PDF or jpeg. Sizes listed above. All images scanned at 300-dpi or better. No bleeds unless otherwise noted. **Preliminary Program artwork is due by April 30, 2010. Final Program artwork is due by September 10, 2010.**

2010 CONFERENCE sponsorship

Presenting Sponsor - \$25,000

- Four complimentary registrations
- Six VIP tickets to the Opening Dinner Reception
- Logo on all conference materials
- Full page ad in conference program(s)
- Prominent logo & link on conference page and home page of website
- Recognition at General Session
- Prominent exhibit booth at the conference
- Prominent listing as conference partner in all publications
- Prominent display banner at full event
- Logo on conference tote bag

Premier Sponsor - \$15,000

- Five complimentary registrations
- Six VIP tickets to the Opening Reception
- Logo on all conference printed materials
- Prominent logo & link on conference page and home page of website
- Half page ad in conference program(s)
- Recognition at General Session
- Prominent exhibit booth at the conference
- Prominent listing on AMM Web site and in Newsletter
- Prominent display banner at full event

Diamond Sponsor - \$10,000

- Four complimentary registrations
- Eight VIP tickets to the Opening Dinner Reception
- Logo on all conference printed materials
- Prominent logo & link on conference page and home page of website
- Half page ad in conference program(s)
- Recognition at General Session
- Prominent exhibit booth at the conference
- Prominent listing on AMM Web site and in Newsletter
- Prominent display banner at full event

Platinum Sponsor - \$5,000

- Three complimentary registrations
- Six VIP tickets to the Opening Dinner Reception
- Prominent logo & link on conference page and home page of website
- Quarter page ad in conference program(s)
- Listing as conference partner in all publications
- Prominent exhibit booth at the conference
- Display banner at full event

Gold Sponsor - \$2,500

- Two complimentary registration
- Four VIP tickets to the Opening Dinner Reception
- Recognition in all conference printed materials
- Logo & link on conference website
- Quarter page ad in conference program(s)

Silver Sponsor - \$1,000

- One complimentary registrations
- Two VIP tickets to the Opening Dinner Reception
- Recognition in all conference printed materials
- 1/8 page ad in conference program(s)

SPONSORSHIP OPPORTUNITIES

Opening Reception (Rock and Roll Hall of Fame and Great Lakes Science Center)	\$ 25,000
Director's Luncheon Co- Sponsorship	\$ 5,000
Keynote Speakers	\$ 5,000
Museums Reception/Tours (University Circle)	\$ 5,000
(Cleveland Museum of Art, Western Reserve Historical Society and Cleveland Museum of Natural History)	
Museum Tours (Pre and Post Conference)	\$ 2,500
Lanyards	\$ 2,500
Director's Sessions	\$ 2,500
Session Room	\$ 2,000
Refreshment Break	\$ 1,000
Sessions	\$ 500
Affinity/SPC Breakfast or Reception	\$ 500

Newsletter Advertisement Rates

Deadlines

April/May/June	March 15, 2010
July/August/September	June 15, 2010
October/November/December	Sept. 15, 2010
January/February/March	December 15, 2010

- AMM's newsletter, *NewsBrief* is distributed to approximately 800 individuals and institutions.
- **DISCOUNTS** for Corporate Members & Sponsors (as noted below).
- Corporate Sponsors get one FREE half-page ad.
- Artwork should be on disk in a compatible format or camera-ready.
- Sizes listed above. Images scanned at 300-dpi or better. No bleeds.

	Member Single/Annual	Non-Member Single/Annual
Eighth-Page Ad (3½" w x 2" h OR 2" w x 3½" h)	\$55/200	\$70/250
Sixth-Page Ad (2½" w x 4½" h)	\$70/250	\$90/325
Quarter-Page Ad (¾" w x 4½" h)	\$90/325	\$120/430
Half-Page Ad (7½" w x 4¼" h)	\$120/430	\$150/540
Full-Page Ad (7½" w x 8½" h)	\$150/540	\$180/650
Newsletter Inserts (<i>Insert Your Corporate Brochures</i>)	\$100/350	\$150/500



WEBSITE ADVERTISING RATES

Product and Services Directory

AMM offers a new and updated online Product & Services Directory so that information can be accessed by members and non-members alike. All AMM corporate members are eligible to receive a complimentary listing in the Directory. Corporate Sponsors receive an additional benefit of a direct link to their company's website. Non-members may be listed for an annual fee of \$50.

- To confirm your listing, please complete and return the application form with company name, address, contact person, e-mail, phone & fax numbers, website, and a brief company description. The company description should be 50 words or less. Download this form on AMM's website or e-mail company's information to Rachel Drochter at rdrochter@midwestmuseums.org.
- **Corporate Sponsors** will receive an additional benefit of a direct link to their company's website.
- Ads are accepted throughout the year and remain posted for one year from purchase or when membership expires.

Banner Advertising

(3 month run) - - - -	\$ 150.00 member	- - - - -	\$ 250.00 non-member
(6 month run) - - - -	\$ 250.00 member	- - - - -	\$ 350.00 non-member
(1 year) - - - - -	\$ 400.00 member	- - - - -	\$ 500.00 non-member

- Get their attention with a banner ad on the AMM Home Page, Conference Page or Jobs Page. The home page receives more than **4,000 visitors per month**; the jobs and conference pages, more than **1,500 monthly visitors**.
- Contact Rachel Drochter at (314) 746-4557 or rdrochter@midwestmuseums.org for design specifications. All ads should be Internet ready. Additional cost for design work.

MAILING LABEL RENTAL

Per Label Rate 30¢ Member & 50¢ Non-member

AMM maintains an accurate mailing list of more than 4,000 museum professionals in the Midwest comprised of AMM's current members, recently lapsed members, and potential members.

- Customize your order for maximum effect! AMM can deliver labels in zip code or alpha order, and can separate by individual or institutional members. AMM can also give you limited lists by job title (curator, director, collections, etc.)
- AMM will deliver its mailing list on pressure sensitive labels **ONLY**.

NOTE: When purchasing AMM's mailing labels, the purchaser agrees to a one-time use only.