



2012 Conference Exhibit Space, Sponsorship and Advertising Opportunities

Oklahoma Museums Association Annual Conference

September 26-28, 2012

Shawnee, Oklahoma

Oklahoma Baptist University

Shawnee Convention and Visitors Bureau • Mabee-Gerrer Museum of Art

Citizen Potawatomi Nation

■ Conference Exhibit Space

■ Conference Advertising

■ Conference Sponsorships

■ Corporate Membership

Presented by



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PROMOTING EXCELLENCE IN OKLAHOMA MUSEUMS

Conference Overview

Who Attends

Each year, the OMA conference attracts 150-200 museum professionals of all levels: executive directors, development officers, exhibit staff, educators, curators, collections managers, registrars, archivists, museum store managers, visitor services managers, board members, volunteers and students interested in museum careers.

Conference Sessions, Refreshment Breaks and Exhibit Hall

All conference activities, except the pre-conference tour and evening events, will be held at Oklahoma Baptist University Geiger Center, 500 W University, Shawnee, Oklahoma. Complimentary refreshment breaks are available to registered participants in the Exhibit Hall.

Conference Hotel

Transportation between the hotel and Oklahoma Baptist University is on your own.

Comfort Inn & Suites Shawnee

5400 Enterprise Court, Shawnee, OK 74804
For reservations, please call 405.273.8667 by September 12, 2012. When calling, specify the Oklahoma Museums Association Conference to receive the group discount rate. Discount rate is available through September 12, 2012. Room rate is \$79 + tax/night, 1-2 people, continental breakfast and free wifi included. This is a nonsmoking hotel.

LaQuinta Inn & Suites Shawnee

5401 Enterprise Court, Shawnee, OK 74804
For reservations, please call 405.275.7930. When calling, specify the Oklahoma Museums Association Conference to receive the group discount rate. Discount rate is available through September 12, 2012. Room rate is \$79 + tax/night, 1-2 people, continental breakfast and free wifi included. Smoking rooms are available upon request.

Exhibit Hall Schedule

Wednesday, September 26

Exhibitor Set Up • 2:00 pm - 4:00 pm

Thursday, September 27

Exhibit Hall Hours • 8:30 am - 4:30pm

Friday, September 28

Exhibit Hall Hours • 8:30 pm - 11:30 am

Exhibit Space

Exhibit space includes:

- One eight-foot table and two chairs with boxed table cloths
- Plain white paper identification sign
- E-mail registration list two weeks prior to conference
- PDF copy of final registration list
- One complimentary conference registration with unlimited access to sessions, keynote address, breakfasts, breaks and Thursday networking lunch (all other events and meals require Special Events reservation.)
- Listing in the conference program with brief description of services, on OMA website and all applicable pre-conference promotions

Assignment of Exhibit Space

See the enclosed floor plan of the Exhibit Hall with the numbered spaces. Please note that signs may not be hung from walls. Reservations for your first, second, and third choices for exhibit spaces should be made on the enclosed form and accompanied by full payment. Space assignments will be made on a first-come/first-served basis.

Special Events Reservations

Exhibitors are provided one complimentary conference registration, which allows unlimited access to sessions, keynote address, breakfasts, breaks and the Thursday networking lunch. Attendance at all other events and meals requires Special Events reservation in addition to the Exhibitor Fee. The Special Events reservations are per person and may not be shared. Use the form in this packet to make Special Events reservations.

Rules and Regulations

The following rules and regulations will be enforced throughout the duration of the Exhibit Hall.

- All booths must be open and staffed during the Exhibit Hall hours. Exhibitors must wear the OMA name badge issued to gain admission to the Exhibit Hall and to any conference programs and events for which they are registered to attend.
- OMA reserves the right to modify Exhibit Hall hours and events set forth in this document if necessary to meet program and conference needs and/or security regulations.

- Exhibits must not project beyond the space allocated, nor obstruct the view of other exhibitors.
- The noise level from any product demonstrations or sound systems must be kept to a minimum, not to interfere with other exhibitors.
- Exhibitors may not assign, sublet, or apportion all or any part of the space allotted to them without the permission of OMA.
- Exhibit tables may not be dismantled or packed before closing of the Exhibit Hall.
- Exhibit Hall reservations will not be accepted after July 1, 2012.
- All opportunities named are handled on a first-come, first-served basis and open until filled.
- The Exhibit Hall will be located in an open space, and will have no security, including after hours.
- Wifi is available throughout the conference area.
- Please plan your display accordingly.
- Contact the OMA office if special delivery is required.

Cancellation Policy

Exhibit Hall cancellations must be submitted in writing to Brenda Granger, Executive Director, 2100 NE 52nd Street, Oklahoma City OK 73111. Exhibit Hall cancellations received in writing prior to July 1, 2012 will qualify for a 50% refund. There will be no refunds made after July 1.

Deadlines

March 30	Last day for discounted Early Bird Exhibit Hall rate when paid in full
July 1	Last day to sign up for Exhibit Hall Space Conference sponsorships due date Deadline to purchase conference program advertising and/or submit artwork
August 10	Deadline for Registration Packet Inserts to arrive
August 31	Last day to submit Resource Table Materials
September 12	Last day to reserve hotel room at discounted rate
September 26	Exhibit Hall setup 2:00pm-4:00pm

2012 Conference Sponsorships

Increase your exposure and name recognition by becoming a conference sponsor and be acknowledged as a supporter of the Oklahoma museum community.

Sponsorship Opportunities

- ~~Presenting Conference Sponsor \$5,000~~ **SOLD**
- Primary Conference Sponsor \$1,500 (one available)
- Keynote and Welcoming Address Sponsor \$1,500 (one available)
- Awards Luncheon Sponsor \$500 (one available)
- ~~Exhibit Hall Opening Breakfast Sponsor \$500~~ **SOLD**
- Networking Luncheon Sponsor \$500 (one available)
- Evening Event Sponsor \$500 (two available)
- Continental Breakfast Sponsor \$500 (one available)
- Exhibit Hall Refreshment Break Sponsor \$250 (one available)
- Pre-Conference Workshop Sponsor \$150 (one available)
- ~~Mentor Program Sponsor \$150~~ **SOLD**

- Scholarship Sponsor \$135 (unlimited)
- Session Sponsor \$100 (eight available)
- Green Sponsor \$100 (two available)

Sponsor Benefits

- Verbal acknowledgement by the OMA President at the conference and sponsored event (if applicable)
- Signage at the conference and sponsored event (if applicable)
- Acknowledgement in the conference program (if received by July 1, 2012)
- Listing on OMA Web site under conference supporters
- Recognition in the post-conference edition of the OMA newsletter *MuseNEWS*

2012 Advertising Opportunities

Advertising is an excellent way to make sure that conference participants and their institutions have information about your products and services, even if you are unable to attend the conference.

Conference Program Advertising

NEW this year, OMA will provide a printed program with session descriptions and advertising at the conference for participants.

OMA Corporate Members and Conference Exhibitors receive a 10% discount on conference program advertising. All ads with the exception of the back page are black and white. The back page is available as a full page or two half-page ads on a first-come, first-served basis.

Fees and Specifications

~~Back page • full (7.5 x 10 inches) • color~~
Members/Exhibitors Price ~~\$540~~
Standard Price ~~\$600~~

Back page • half (7.5 x 4.5 inches) • color
Members/Exhibitors Price \$360
Standard Price \$400

~~Interior page • full (7.5 x 10 inches) • black/white~~
SOLD

Interior page • half (7.5 x 4.5 inches) • black/white
Members/Exhibitors Price \$270
Standard Price \$300

Interior page • quarter verticle (3 x 4.5 inches) • black/white
Members/Exhibitors Price \$162
Standard Price \$180

Artwork should be a minimum of 300dpi. Submit artwork and payment no later than July 1, 2012.

Resource Tables, located in the general session area, provide visibility of materials to conference participants. Businesses can purchase a two-foot by four-foot space on a Resource Table for brochures, catalogs, and/or modest, unstaffed displays that promote their business and services.

Resource Table Specifications

- Eight-foot long, draped tables with three businesses on each table
- Setup, stocked and organized by conference staff throughout the two days of the general conference
- Labeled with signage identifying the business name provided by OMA (unless other arrangements are made with OMA)
- Taken-down by staff (arrangements must be made with OMA if you wish to have any remaining materials shipped back to your office. Shipping will be at the expense of the business)

Resource Table Materials are due in OMA office by August 31, 2012. Fee is \$150

Registration Packet Insert

One information sheet of 8.5 x 11 inches or brochure (not to exceed two pages in length) provided by an Exhibitor or Sponsor will be included in each participant's registration packet. Insert must be submitted by August 10, 2012. Two hundred inserts are needed. Fee is \$100

2012 Sponsorship/Advertising Packages

A Sponsorship/Advertising Package is an economical way to receive exposure while demonstrating your commitment to the museum field. *Discounts are not applicable on package rates.*

PACKAGE A: The Exhibitor Special - \$850

Perfect for the business that wants an exhibit space plus a little more name recognition.
Separately valued at \$1,285, the Exhibitor Special includes:

- An exhibit space and the complimentary registration (valued at approx \$640)
- One additional conference registration (valued at approx \$145)
- An interior half-page advertisement in the conference program (valued at \$300)
- A session sponsorship (valued at \$100)
- A one-year Bronze Corporate membership (valued at \$100)
- Recognition in the post-conference edition of the OMA newsletter *MuseNEWS* and on website

PACKAGE B: The Consultant Special - \$830

Allows a business associate to promote their company and services in multiple ways in lieu of being an exhibitor.

Separately valued at \$995, the Consultants Special includes:

- One conference registration (valued at approx \$145)
- An interior full page advertisement in the conference program (valued at \$500)
- A refreshment break sponsorship (valued at \$250)
- A one-year Bronze Corporate membership (valued at \$100)
- Recognition in the post-conference edition of the OMA newsletter *MuseNEWS* and on website

PACKAGE C: The Supporter Special - \$700

A good choice for companies that cannot exhibit but wish to promote their services and support OMA.

Separately valued at \$850, the Supporter Special includes:

- An interior full page advertisement in the conference program (valued at \$500)
- A session sponsorship (valued at \$100)
- Resource table space to showcase your products and services (valued at \$150)
- A one-year Bronze Corporate membership (valued at \$100)
- Recognition in the post-conference edition of the OMA newsletter *MuseNEWS* and on website

OMA Corporate Membership

Corporate membership in the Oklahoma Museums Association provides access to the largest network of museum staff, board members and volunteers in Oklahoma.

Corporate membership is the first step in promoting products and services.

Standard Benefits Highlight

- Corporate contact information and link on the OMA Web site
- Newsletter recognition once a year
- Subscription to quarterly, online newsletter *MuseNEWS*
- Two tickets to networking MIX events
- Subscription to OMA’s elist
- Free placement of job announcements on OMA Web site
- Window decal indicating OMA membership
- Full list of standard benefits available at www.okmuseums.org/about-oma/corporate-opportunities/

In addition to the benefits listed above:

Bronze \$100 Members receive

10% advertising discount in the Annual Fall Conference program • 10% advertising discount in *MuseNEWS* with website link

Silver \$250 Members receive

10% advertising discount in the Annual Fall Conference program • 10% discount on Annual Fall Conference exhibit hall space • One free set of OMA member mailing labels • Option of free “D” size advertisement or a 20% discount on larger ad in four consecutive issues of *MuseNEWS* with website link

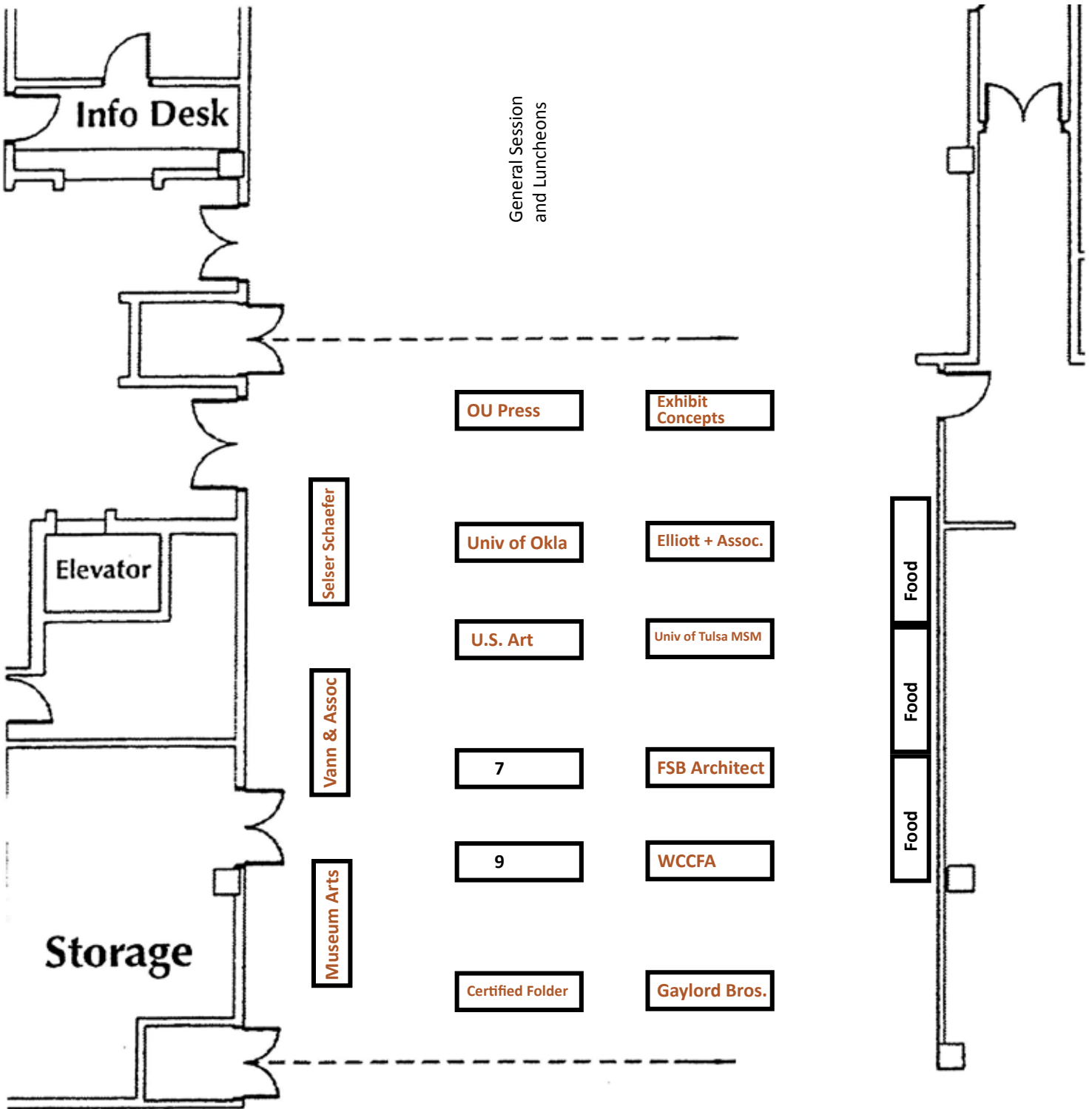
Gold \$500 Members receive

10% advertising discount in the Annual Fall Conference program • 25% discount on Annual Fall Conference exhibit hall space • One free set of OMA member mailing labels • Two extra tickets to networking MIX events • Corporate profile in newsletter once a year • Option of free “D” size advertisement or a 25% discount on larger ad in four consecutive issues of *MuseNEWS* with website link

Platinum \$1,000 Members receive

10% advertising discount in the Annual Fall Conference program • 40% discount on Annual Fall Conference exhibit hall space • One free set of OMA member mailing labels • Two extra tickets to networking MIX events • Corporate profile in newsletter once a year • Special recognition at the Annual Fall Conference • Option of free “C” size advertisement or a 50% discount on larger ad in four consecutive issues of *MuseNEWS* with website link

OMA Conference Exhibitor Layout



Please note that this layout is for representational purposes only and is not necessarily to scale.



2012 Exhibit Space, Sponsorship and Advertising Opportunities Form

Company Name _____

Address _____

City/State/Zip _____

Contact Person Name/Title _____

Office Phone _____

Cell Phone _____

Fax _____

E-mail _____

Web Address _____

Name/Title for Exhibitor Badge (Primary Person) _____

Name/Title for Exhibitor Badge (Secondary Person) _____

Corporate Membership (see page 5)

One year corporate membership: Bronze \$100 Silver \$250 Gold \$500 Platinum \$1,000

Exhibit Space (see page 2)

- Early Bird Exhibit Hall rate (paid prior to March 30) - \$450 Standard Exhibit Hall rate (after March 30) - \$495
- Silver Member Exhibit Hall rate - \$445.50 Gold Member Exhibit Hall rate - \$371.25
- Platinum Member Exhibit Hall rate - \$297.00

- Attach brief, typed description of your company's products and/or services (less than 50 words)
- Space # preference (see page 6): 1st Choice _____ 2nd Choice _____ 3rd Choice _____
- List exhibitors you would like to be placed adjacent to _____
- List exhibitors you would not like to be placed adjacent to _____
- Limited electrical outlets available in Exhibit Hall. Will you need electricity? Yes No

Special Events Reservations (see page 2)

The Full Meal Ticket covers ALL Special Events Reservations, or use individual ticket reservations for specific days only.

- Full Meal Ticket (Wed., Thur., & Fri) \$105 per person x _____ people = \$ _____
- Dinner Wednesday September 26 \$35 per person x _____ people = \$ _____
- Dinner Thursday, September 27 \$35 per person x _____ people = \$ _____
- Lunch Friday, September 28 \$35 per person x _____ people = \$ _____
- Vegetarian meals requested for (name) _____

Sponsorships (see page 3)

- Presenting Conference Sponsor ~~\$5,000~~ **SOLD**
- Primary Conference Sponsor \$1,500
- Keynote and Welcoming Address Sponsor \$1,500
- Awards Luncheon Sponsor \$500
- ~~Exhibit Hall Opening Breakfast Sponsor \$500~~ **SOLD**
- Networking Luncheon Sponsor \$500
- Evening Event Sponsor \$500
- Continental Breakfast Sponsor \$500
- Exhibit Hall Refreshment Break Sponsor \$250
- Pre-Conference Workshop Sponsor \$150
- ~~Mentor Program Sponsor \$150~~ **SOLD**
- Scholarship Sponsor \$135
- Session Sponsor \$100
- Green Sponsor \$100

Advertising (see page 4)

- Back page - full Member/Exhibitor \$540
- Back page - half Member/Exhibitor \$360
- ~~Interior page - full Member/Exhibitor \$450~~ **SOLD**
- Interior page - half Member/Exhibitor \$270
- Interior page - quarter Member/Exhibitor \$162
- Resource Table Materials \$150
- Back page - full Standard \$600
- Back page - half Standard \$400
- Interior page - full Standard \$500
- Interior page - half Standard \$300
- Interior page - quarter Standard \$180
- Registration Packet Insert \$100

Sponsorship/Advertising Packages (see pages 4-5)

- Package A: Exhibitor Special \$850
- Package B: Consultant Special \$830
- Package C: Supporter Special \$700

Payment

Total all options \$

- Check enclosed
- Visa
- MasterCard
- American Express
- Bill Me

Card Number Expiration

Cardholder Name Signature

ALL EXHIBITORS MUST AGREE TO AND SIGN TERMS BELOW

The undersigned agrees to all terms included in this packet and indemnify and hold harmless Oklahoma Museums Association and Oklahoma Baptist University from any and all claims, liabilities, losses, damages, and expenses that may ensue from accidents, injuries, fire, theft, and/or any other cause.

Name Date

Please call the OMA office at 405.424.7757 or e-mail bgranger@okmuseums.org with questions.
Thank you for your support of Oklahoma Museums!

Submit form and payment to: OMA, 2100 NE 52nd Street, Oklahoma City, OK 73111 or fax to 405.427.5068.

All opportunities named are handled on a first-come, first-served basis and open until filled.