



# 2017 Conference Exhibitor Space, Sponsorship and Advertising Opportunities

Oklahoma Museums Association Annual Conference  
*Museums as Community Catalysts*  
September 20-22, 2017  
Lawton-Fort Sill Hilton Garden Inn  
Lawton, Oklahoma

Hosted by  
Museum of the Great Plains  
Lawton Fort Sill Convention and Visitors Bureau

- Conference Exhibit Space
- Conference Advertising
- Conference Sponsorships
- Corporate Membership

*Released to 2017 conference supporters January 20*

*Released to OMA corporate members January 25*

*Released to public January 27*

# 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, Beverage Breaks and Exhibit Hall

Conference sessions, breaks and exhibit hall will be held at the Lawton-Fort Sill Hilton Garden Inn, 135 NW 2nd Street, Lawton, Oklahoma. Complimentary beverage breaks and Continental breakfasts are available to registered participants in the Exhibit Hall.

## Conference Hotels

### Lawton-Fort Sill Hilton Garden Inn

135 NW 2nd Street, Lawton OK 73501  
Phone 1.580.280.2100

When making a reservation, indicate you are with the Oklahoma Museums Association (OMA) conference to receive the following rate. Conference rate must be booked by calling the hotel directly at 1.580.280.2100 and asking for the OMA group discount. Deadline to book at conference rate is August 21, 2017.

Rate of \$91.00 + tax for single or double. Rate includes complimentary Wi-Fi, outdoor pool with whirlpool, 24-hour fitness center, 24-hour business center, and a full-service restaurant and bar on the property. Rate does not include breakfast. Please note a continental breakfast is included in the OMA conference rate and will be served in the conference Exhibit Hall.

## Exhibit Hall Schedule

Two specific blocks of time have been set aside on Thursday for conference participants to visit with exhibitors in the Exhibit Hall.

### Wednesday, September 20

Exhibitor Set Up 2:00 p.m.-4:00 p.m.

### Thursday, September 21

Exhibit Hall Hours 8:30 a.m.-5:00 p.m.

Visit with Exhibitors 11:45 a.m.-12:15 p.m.

Reception with Exhibitors 4:30 p.m.-5:00 p.m.

### Friday, September 22

Exhibit Hall Hours 8:30 a.m.-12:00 p.m.

## Exhibitor Space Rate

Early Bird (paid by March 24) \$600

Standard (after March 24) \$650

Level II Package Affiliated Organization/Corporate Members of OMA receive a 10% discount on Exhibit Hall rates.

All meals and events included in Exhibit Hall Rate.

## Exhibitor Space

Exhibitor space includes:

- One eight-foot table draped in black and two chairs in an open setting.
- E-mail registration list two weeks prior to conference
- PDF copy of final registration list
- One full conference registration with meals and events included for primary exhibit hall registrant. OMA will contact all exhibit hall registrants regarding meal and event confirmations in July.
- Listing in the conference program with brief description of services

## Assignment of Exhibitor Space

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

## Rules and Regulations

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

- All exhibitor spaces must be open and staffed during Exhibit Hall hours unless prior permission from OMA.
- 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.
- Use of Exhibitor Space to promote the goods and services of any third-party entity, individual or side-venture other than the Exhibitor is strictly prohibited. Offenders will forfeit their registration fee and be asked to leave immediately.
- Exhibitor Space reservations will not be accepted after June 30, 2017.
- All opportunities listed 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. To the fullest extent permitted by law, OMA is not responsible for any loss or damage to property

belonging to you, or your institution, and does not maintain insurance to cover it.

- Exhibits and displays must conform to State fire code and regulations. Items may not be attached to walls, ceilings or fixtures in any manner.
- Wi-Fi is available throughout the conference area.
- Deliveries may be sent to Lawton-Fort Sill Hilton Garden Inn to arrive no earlier than September 18. On delivery information, include: Attn: Brenda Granger / OMA Conference / Hold for arrival on September 20, 2017.

## Cancellation Policy

Exhibitor Space cancellations must be submitted in writing to Brenda Granger, Executive Director, 2020 Remington Place, Oklahoma City OK 73111. Exhibitor Space cancellations received in writing by July 1, 2017 will qualify for a 50% refund. There will be no refunds for cancellations received on July 2 or thereafter.

## Deadlines

March 24 • Last day for Early Bird Exhibit Hall rate when paid in full

June 30 • Last day to sign up for Exhibit Hall Space; Conference sponsorships due; Deadline to purchase conference program advertising and submit artwork

# 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

Level II Package Affiliated Organization/Corporate Members\* of OMA receive a 10% discount on conference program advertising. Ads are available on a first-come, first-served basis.

### Fees and Page Specifications

Back • full (7.5 x 10 inches) • color

Members Price \$540\*

Standard Price \$600

Back • half (7.5 x 4.5 inches) • color

Members Price \$360\*

Standard Price \$400

Interior • full (7.5 x 10 inches) • b/w

Members Price \$450\*

Standard Price \$500

Interior • half (7.5 x 4.5 inches) • b/w

Members Price \$270\*

Standard Price \$300

Interior • quarter vertical (3 x 4.5 inches) • b/w

Members Price \$162\*

Standard Price \$180

Artwork should be a minimum of 300dpi. Submit artwork and payment no later than June 30.

## Resource Table Materials

Resource Tables, located in the general session area, provide visibility of materials to conference participants. Businesses can purchase space for brochures and catalogs that promote their business and services.

### Resource Table Specifications

Setup, stocked and organized by conference staff throughout the two days of the general conference. Fee is \$300.

Businesses are responsible for shipping materials at their expense. Any materials remaining at the end of the conference will not be returned. Deliveries may be sent to Lawton-Fort Sill Hilton Garden Inn to arrive no earlier than September 18. On delivery information, include: Attn: Brenda Granger / OMA Conference / Hold for arrival on September 20, 2017.

# Conference Sponsorships

Being a conference sponsor at any level will help make your organization/company recognizable to the Oklahoma museum community and will demonstrate your support of it. Name recognition helps attract new customers. Museums like doing business with companies that support the health of their professional associations. The stronger and healthier the statewide museum industry is, the more it can utilize the services of vendors and consultants.

## **Premier Sponsorship \$5,000 One available**

*This level sponsorship supports programs and activities such as the overall conference, including registration materials, conference facilities and tote bags.*

- Organization/Company listed in advance conference information, distribution of 1500
- Organization/Company logo on front cover of final conference booklet
- Organization/Company full page black/white advertisement in final conference booklet
- Plus all primary sponsor benefits

## **Primary Sponsorship \$2,500 Two available**

*This level sponsorship supports programs and activities such as the keynote speakers and booklet printing.*

- Organization/Company logo with link on conference website
- Organization/Company logo in final conference booklet
- Organization/Company verbal acknowledgment by OMA President at conference
- Plus all sustaining sponsor benefits

## **Sustaining Sponsorship \$1,000 Two available**

*This level sponsorship supports programs and activities such as the exhibit hall breakfasts and rejuvenation station.*

- Organization/Company ½ page black/white advertisement in final conference booklet
- One full conference registration which includes all meals and events
- Plus all supporting sponsor benefits

## **Supporting Sponsorship \$500 Five available**

*This level sponsorship supports programs and activities such as the awards luncheon, networking luncheon and reception with the exhibitors.*

- Organization/Company logo on signage throughout the event
- Plus all patron sponsor benefits

## **Patron Sponsorship \$250 Five available**

*This level sponsorship supports programs and activities such as the pre-conference workshops, beverage breaks and conference scholarships.*

- Name listed in conference email blasts
- Plus all contributor sponsor benefits

## **Contributor Sponsorship \$100 Ten available**

*This level sponsorship supports programs and activities such as educational sessions and mentor speed meet.*

- Name listed on conference website
- Name listed in OMA newsletter, *MuseNews*
- Name listed in final conference booklet
- Name listed on signage at conference registration
- Name badge ribbon identifying sponsor

*Please refer to page five for a conference sponsorship benefit matrix.*

*Please refer to page six for exhibitor and consultant package.*

# Conference Sponsorship Benefits

OMA Conference Sponsorship Benefits	Premier	Primary	Sustaining	Supporting	Patron	Contributor
	\$5,000	\$2,500	\$1,000	\$500	\$250	\$100
Organization/Company listed in advance conference information	X					
Logo on front cover of final conference booklet	X					
Full page b/w advertisement in final conference booklet	X					
Logo with link on conference website	X	X				
Logo in final conference booklet	X	X				
Verbal acknowledgment by OMA President at conference	X	X				
½ page b/w advertisement in final conference booklet	X	X	X			
One full conference registration	X	X	X			
Logo on signage throughout the event	X	X	X	X		
Name listed in conference email blasts	X	X	X	X	X	
Name listed on conference website	X	X	X	X	X	X
Name listed in OMA newsletter, <i>MuseNews</i>	X	X	X	X	X	X
Name listed in final conference booklet	X	X	X	X	X	X
Name listed on signage at conference registration	X	X	X	X	X	X
Name badge ribbon identifying sponsor	X	X	X	X	X	X

# Exhibitor and Consultant Packages

Packages are an economical way to receive maximum exposure while demonstrating commitment to the museum field.

*Discounts are not applicable on package rates.*

## **PACKAGE A: The Exhibitor Special - \$1,500**

*Perfect for the business that wants an exhibit space plus a little more name recognition.*

Separately valued at \$2,450 the Exhibitor Special includes:

- Exhibit space which includes one full conference registration
- Meals and events for one additional Exhibit Hall registrant
- An interior full page black/white advertisement in the final conference program
- Level II Affiliated Organization/Corporate membership in OMA for one year
- Organization/Company logo on signage throughout the event
- Name listed in conference email blasts
- Name listed on conference website
- Name listed in OMA newsletter, *MuseNEWS*
- Name listed in final conference booklet
- Name listed on signage at conference registration
- Name badge ribbon identifying sponsor

## **PACKAGE B: The Consultant Special - \$850**

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

Separately valued at \$1,325 the Consultant Special includes:

- One full conference registration including meals and events
- An interior 1/2 page black/white advertisement in the final conference program
- Level I Affiliated Organization/Corporate membership in OMA for one year
- Organization/Company logo on signage throughout the event
- Name listed in conference email blasts
- Name listed on conference website
- Name listed in OMA newsletter, *MuseNEWS*
- Name listed in final conference booklet
- Name listed on signage at conference registration
- Name badge ribbon identifying sponsor

# OMA Affiliated Organization/Corporate Membership

Affiliated Organization/Corporate membership in OMA is the first step toward promoting your company and services and reaching new customers within the Oklahoma museum field.

## **Level II Package \$500**

*All Level I Package benefits +*

Profile and link in *MuseNEWS* and OMA e-list once a year

Upgrade to free 4 7/8" x 2 1/2" ad in *MuseNEWS*

10% discount on OMA conference exhibit hall space

10% discount on advertising in conference program

## **Level I Package \$250**

Profile (limit 50 words) and link on OMA website

Free online job listings

Free 2 5/16" x 2 1/2" ad in *MuseNEWS*

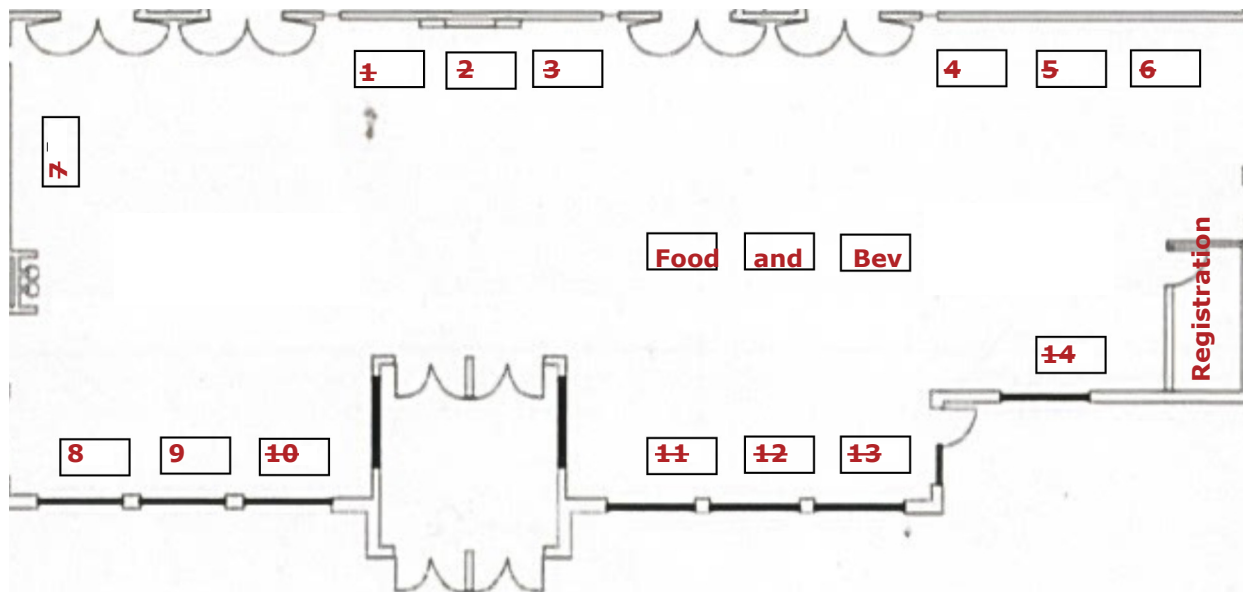
Priority notice of conference exhibit hall space availability

Eligibility to submit in OMA Awards Program

Designated contact will receive:

- News they can use with subscription to online OMA e-list and quarterly newsletter, *MuseNEWS*
- Access to online professional networks
- Eligibility to serve on OMA committees and board of directors

# Exhibit Hall Layout



Tables numbers marked with strike-through are no longer available.

## Exhibitor List

- Certified Folder Display Service, Inc. - [Table 2](#)
- Elliott & Associates Architects - [Table 4](#)
- Exhibit Concepts, Inc. - [Table 10](#)
- ITIN Museum Services - [Table 14](#)
- Martin&Martin Design - [Table 13](#)
- ReLiveItAR - [Table 5](#)
- Southwest Solutions Group, Inc. - [Table 3](#)
- The Donning Company Publishers - [Table 6](#)
- University of Oklahoma College of Liberal Studies - [Table 11](#)
- University of Oklahoma Press - [Table 1](#)
- University of Oklahoma School of Library and Information Studies - [Table 12](#)
- Vann & Associates - [Table 7](#)



# 2017 Exhibitor Space, Sponsorship and Advertising Opportunities Form

Please complete the following as it should appear in the conference program.

Company Name

Address

City/State/Zip

Contact Person Name

Office Phone

Fax

E-mail

Web Address

## Exhibitor Space (see pages 2-3)

- Early Bird Exhibit Hall rate (paid by March 24) - \$600
- Early Bird OMA Level II Affiliated Organization/Corporate Member Exhibit Hall rate (paid by March 24) - \$540
- Standard Exhibit Hall rate (after March 24) - \$650
- Standard OMA Level II Affiliated Organization/Corporate Member Exhibit Hall rate (after March 24) - \$585
- We will Exhibit on September 21 and 22       We will Exhibit on September 21 only

- Attach typed description of your company's products and/or services to appear in printed conference program (less than 50 words)
- Space # preference (see page 3): 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_
- Limited electrical outlets available in Exhibit Hall. Will you need electricity?  Yes     No

## Primary Exhibit Hall Registrant (listed in conference program)

Name

Title

Office Phone

Cell Phone

Email

- One Additional Exhibit Hall Registrant \$125** (includes meals and events)

Name

Title

Office Phone

Cell Phone

Email



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**Advertising** (see page 3)

- Full Back page (color) - Member \$540
- Half Back page (color) - Member \$360
- Full Interior page (b/w) - Member \$450
- Half Interior page (b/w) - Member \$270
- Quarter Interior page (b/w) - Member \$162
- Resource Table Materials \$300
- Full Back page (color) - Standard \$600
- Half Back page (color) - Standard \$400
- Full Interior page (b/w) - Standard \$500
- Half Interior page (b/w) - Standard \$300
- Quarter Interior page (b/w) - Standard \$180

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**Conference Sponsorships** (see pages 4-5)

- Premier Sponsorship \$5,000
- Primary Sponsorship \$2,500
- Sustaining Sponsorship \$1,000
- Supporting Sponsorship \$500
- Patron Sponsorship \$250
- Contributor Sponsorship \$100

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**Exhibitor and Consultant Packages** (see page 6)

- Package A: Exhibitor Special \$1,500
- Package B: Consultant Special \$850

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**Affiliated Organization/Corporate Membership** (see page 6)

- One year affiliated organization/corporate membership:  Level I \$250  Level II \$500

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**Payment**

Total all options \$ \_\_\_\_\_

- Check enclosed     Visa     MasterCard     Discover     American Express     Bill Me

Card Number

Expiration

Security Code

Cardholder Name

Signature

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**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 Hilton Garden Inn 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](mailto:bgranger@okmuseums.org) with questions.

Thank you for your support of Oklahoma Museums!

Submit form and payment to: OMA, 2020 Remington Place, 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.