

2009 Annual Conference
**New West Solutions in
Old West Settings**

**Mountain-Plains
Museums Association**
October 5 - 9, 2009
Cheyenne, Wyoming



Prospectus for Exhibitors, Advertisers and Sponsors

Join us for the 2009 MPMA Conference, *New West Solutions in Old West Settings*, **October 5 - 9, 2009**, at the Holiday Inn Cheyenne I-80 in Cheyenne, Wyoming. More than 300 museum professionals from MPMA's 10-state region are expected to attend the conference. Promote your company, products and services to leaders from the museum field. MPMA schedules meals, breaks and activities to encourage attendees to visit exhibitors in the Resource Hall and opportunities for sponsors to address attendees.

Become a sponsor or advertiser by April 1, 2009, and receive recognition in our preliminary program, distributed to more than 5,000 individuals around the United States. All other deadlines are noted.

RESOURCE HALL EXHIBIT BOOTHS

- Exhibit Booth reserved BY June 30, 2009 \$ 500 member / \$600 non member
- Exhibit Booth reserved ON/AFTER July 1, 2009 add \$50
- Set-up will take place on Tuesday, October 6 from 12:00 - 4:00 pm.
- Show Hours: Wednesday, October 7, 8:00 am - 5:00 pm; Thursday, October 8, 8:00 am - 5:00 pm

Tear-down will occur on Thursday, October 8, 5:00 pm - 7:00 pm. All booths include 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. Price includes complimentary basic registration for two individuals. A FREE set of Conference attendee mailing labels is included with each booth rental (available after the conference). Additional charges may apply for lunches and Evening Events. Mail or fax the Business Reservation Form with your payment to the address indicated on the form. Booths are available on a first-come, first-serve basis.

CONFERENCE PROGRAM ADVERTISING

	PRELIM	FINAL
Outside Back Cover (8½"w x 11"h cut)	n/a	\$ 750
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

A Preliminary Program is distributed to more than 5,000 potential attendees in May and June. A Final Program is given to all conference attendees. You may advertise in both of the publications. You may also advertise in MPMA's newsletter to reinforce your conference presence. Exhibitors receive a 10% DISCOUNT on all program ads. Artwork should be on compact disc in a compatible format or camera-ready. Sizes listed above. All images scanned at 300-dpi or better. No bleeds unless otherwise noted.

Preliminary Program artwork due by April 1, 2009. Final Program artwork due by September 4, 2009.

See additional conference advertising opportunities on next page.

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2009 CONFERENCE SPONSORSHIPS

Presenting Sponsor – \$5,000

- Five complimentary registrations
- Ten VIP tickets to the Opening Dinner Reception
- Logo on all conference materials
- Full page ad in conference program(s)
- Prominent logo & link on conference website•
Recognition at General Session
- Prominent exhibit booth at the conference
- 20% discount on exhibit hall booth
- Prominent listing as conference partner in all publications
- Prominent display banner at full event
- Logo on conference tote bag

SPONSORSHIP OPPORTUNITIES

Opening Reception: Cheyenne Depot	\$ 3,000
Awards Banquet (Thursday Evening)	\$ 3,000
Keynote	\$ 2,000
Evening Event (Choose Wednesday, Thursday, or Friday)	\$ 2,000
Tote Bag Sponsor (full side image print)	\$ 2,000
Exhibit Hall Closing Reception	\$ 1,500
Exhibit Hall Breakfast	\$ 1,500
Thursday Lunch:	\$ 1,500
Friday Lunch:	\$ 1,500
Audio/Visual Sponsor	\$ 1,500
Transportation	\$ 1,500
Tote Bag Sponsor (half side image print)	\$ 1,000
Lanyards	\$ 1,000
Refreshment Break (with food)	\$ 700
Refreshment Break (coffee/beverage only)	\$ 500
Tours	\$ 400
Sessions	\$ 400
Room Sponsor	\$ 400
Affinity Events	\$ 400

Don't see something you like? Have another great sponsorship idea? We'll work with you to make your sponsorship work for you.

BENEFITS

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All Sponsors receive the following:

10% discount on advertising in the Conference Resource Directory
10% discount on exhibit hall booth
Sponsor signage prominently displayed during the conference
Acknowledgment at the conference, in the Final Conference Program and in MPMA's Newsletter
Acknowledgement in Preliminary Conference Program only with April 1st deadline
Your name along side event listing in Preliminary and Final Conference Program

Additional Benefits

\$3,000, \$2,000 or \$1,500 Sponsorship

Opportunity to welcome delegates to sponsored event
Two complimentary conference registrations
Extra 10% discount on exhibit hall booth
Preferential placement in the Exhibit Hall (Sign-up by June 1)
Four Free tickets to sponsored event

Transportation Sponsorship

Your name prominently displayed in bus window

Break Sponsorship

Your name prominently displayed during event
Food Sponsor may welcome delegates

Session Sponsorship

Opportunity to welcome delegates to sponsored session

Room Sponsorship

Your name prominently listed on room sign (the XYZ Room) and in final conference program. Your name spoken many times during conference and listed many times in final program which includes room locations.

Affinity Event Sponsorship

Opportunity to welcome delegates to sponsored event
Four free tickets to sponsored event
Choose an event to sponsor and join the select group of professionals you want to reach: ACUMG and COMPT, CurCom, EdCom, Emerging Leaders, NAME, RC-MPMA, SMAC, Tribal Museum Network or Volunteer Coordinators.

Can we customize a sponsorship to fit your needs?
Contact MPMA to customize a sponsorship to your company's needs and target audience.
Call MPMA at 303-979-9358.

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ADDITIONAL ADVERTISING OPPORTUNITIES

Literature in Conference Registration Packets

SPECIFICATIONS Literature should be a single sheet no bigger than 5" x 8" or a single 11" x 8" sheet folded into a four page brochure; to be included in each delegate's conference registration packet.

PRICING *Deadline: postmarked by July 31, 2009. After July 31, add \$50*

MPMA Business Member \$150

Non-Business Member \$200

Web or electronic advertising is available. Contact MPMA at 303-979-9358

NEWSGRAM - The quarterly Newsletter of the Mountain-Plains Museums Association

Copy Deadlines:

February 15 (March issue)

May 15 (June issue)

August 15 (September issue)

November 15 (December issue)

Single or annual rate only

Annual rate based on anniversary date or one full year.

Rates	Business Member		Non Business Member	
	1 issue	all 4 issues	1 issue	all 4 issues
Eighth Page	\$ 100	\$ 400	\$ 125	\$ 500
Quarter Page	\$ 175	\$ 700	\$ 275	\$ 1100
Half Page	\$ 275	\$ 1100	\$ 425	\$ 1700
Full Page	\$ 375	\$ 1500	\$ 525	\$ 2100

Advertising Specifications

Advertising copy should be submitted in electronic format in a .tiff, .eps or .pdf file sent on CD-ROM or sent electronically to info@mpma.net. Files may be stuffed or zipped. Images can be grayscale or color. Images taken from web sites are not an acceptable resolution for print media. MPMA reserves the right to crop images to fit the publication and to reject those that do not meet our production standards.

NOTE: Files must be at a resolution of 300 dpi at full size.

Ad size chart:

Full page: (with bleeds) 8-1/2" x 11" trim size, 8-3/4 x 11-1/4 (includes bleeds)

Full page: (no bleeds) 7-1/2" x 10"

Half page: 7-1/2" x 5"

Quarter page: 3-5/8" x 5"

Business card: 3-1/2" x 2" or 2" x 3-1/2"

Send ad copy to: director@mpma.net

Mountain-Plains Museums Association

7110 West David Drive, Littleton, CO 80128-5404 303-979-9358 fax 303-979-3553

EMAIL: Director@mpma.net or info@mpma.net

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EXHIBITOR REGISTRATION FORM

MPMA Resource Hall
2009 Annual Conference
Holiday Inn Cheyenne
Cheyenne, Wyoming

Set-up times:
Tues., Oct. 6, 12:00– 4:00 pm

Show times:
Wed., Oct. 7, 8:00am - 5:00 pm
Thurs., Oct 8, 8:00am - 5:00 pm

Tear-down times:
Thurs, Oct. 8, 5:00 - 7:00 pm

- Each booth in the Resource Hall is 8' x 10' and includes two chairs, one 8' skirted table, wastebasket and sign.
- Exhibitors receive **two complimentary registrations** (please fill out the Exhibitor Registration Form so that we may have a badge ready for your representatives).

Company Name _____

Company Contact (name to appear on delegate roster): _____

Street Address _____

City _____ State _____ Zip _____

Telephone _____ FAX _____

E-mail _____

Company Contact (accounting, management, etc.): _____

Name(s) of EACH booth delegate(s) **attending** the conference: please include title(s) and email addresses

(1) Name _____ (2) Name _____

Title _____ Title _____

Email _____ Email _____

Please indicate your business type:

- _____ Fine Arts
- _____ Insurance Co.
- _____ Architecture
- _____ Transportation
- _____ Exhibit Design
- _____ Other _____

Do you require any of the following?

- _____ Internet Access
- _____ Lockable Space
- _____ AV Needs
- _____ Other _____

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\$ _____ EXHIBIT HALL BOOTH (total exhibit hall fee)

Deadline: postmarked by July 13, 2009. After July 13, 2009 – add \$50
Business Member \$ 500 Non-Business Member \$ 600
Exhibitors you do not wish to be located near:

\$ _____ EXHIBIT HALL RESOURCE TABLE

UNSTAFFED Deadline: postmarked by July 13, 2009. After July 13, 2009 – add \$50
Business Member \$ 200 Non-Business member \$ 300

\$ _____ SPONSORSHIP (total sponsorship fee)

Please indicate choice events/activities _____

\$ _____ LITERATURE IN REGISTRATION PACKET

Deadline: postmarked by July 13, 2009. After by July 13, 2009 - add \$50
Business Member \$ 150 Non-Business Member \$ 200

\$ _____ TOTAL ADVERTISING

Ad Placements:
Check Ad Size: ___ Quarter Page ___ Half Page ___ Full Page ___ Inside Cover
\$ _____ PRELIMINARY CONFERENCE PROGRAM ONLY
\$ _____ CONFERENCE RESOURCE DIRECTORY
\$ _____ NEWSGRAM NEWSLETTER ONLY _____ 1 issue _____ 4 issues
\$ _____ COMBINED – Conference Resource Directory & 4 Issues of Newsgram

\$ _____ BUSINESS MEMBERSHIP

MPMA Business Member \$ 100 MPMA Business Patron \$ 200

\$ _____ TOTAL PAYMENT

M/C _____ VISA _____ Expiration: _____
Name: _____
Credit card number: _____

We accept checks or credit card payments
(MasterCard or Visa ONLY). Make checks payable to:
Mountain-Plains Museums Association
and send with this form to:

MPMA
7110 West David Drive,
Littleton, CO 80128.

This form may be faxed only with credit card payments to 303-979-3553 - please confirm receipt of fax by phone or email [director@mpma.net]. By submitting this form with payment you agree to adhere to all rules and regulations of the conference and MPMA. A confirmation will be mailed to you upon receipt of payment.

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BUSINESS MEMBERSHIP APPLICATION

MPMA Business Members and Patrons receive discounts on advertising and preferred placement in publications and in the conference exhibit hall. Your investment in the Mountain-Plains Museums Association will provide your company with many benefits.

Indicate membership choice below:

Business Member \$100 _____ **Business Patron \$200** _____

Company Name _____

Website Address _____
(must be the company's main home page)

Business Member (\$100 Dues) **One Contact Allowed**

Contact Name _____

Title _____

Street Address _____

City _____ State _____ Zip _____

Telephone _____ FAX _____

E-mail _____

Business Patron (\$200 Dues) **Two Contacts Allowed, Website link**

Contact Name #1 _____

Title _____

Telephone _____ FAX _____

E-mail _____

Contact Name #2 _____

Title _____

Telephone _____ FAX _____

Website _____ E-mail _____

Send completed form along with payment to:
Mountain-Plains Museums Association
7110 West David Drive

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Littleton, CO 80128-5404

Or include this application with the Exhibitor Reservation Form