

# 2008 Annual Conference *Meeting in the Middle*



A Joint Conference between the  
Association of Midwest Museums and  
the Mountain-Plains Museums Association

**October 21-25, 2008**

**Kansas City Convention Center, Kansas City, MO  
TWICE THE SIZE! TWICE THE FUN!**



Plans are underway for the 2008 AMM/MPMA Conference, *Meeting in the Middle*, which is scheduled for **October 21-24, 2008** at the **Kansas City Convention Center** in **Kansas City, Missouri**. More than 600 museum professionals are expected to attend the 2008 conference. This collaboration will provide you with a unique opportunity to promote your products and services to a larger pool of museum professionals in one visit. As always, AMM and MPMA will schedule a variety of meals and activities to encourage attendees to visit exhibitors in the Resource Hall. Also, AMM and MPMA will host a special track for Presidents/CEOs as well as our annual directors luncheon, providing greater opportunities to meet and greet key leaders in the field.

Sign up as a sponsor or advertiser by **May 1, 2008** and receive recognition in our preliminary program, which is distributed to more than **5,000 individuals** around the United States. All other deadlines are noted.

## RESOURCE HALL EXHIBIT BOOTHS

**All Exhibitors are required to be members of AMM and MPMA**

Exhibit Booth reserved BY **June 30, 2008** - - - - - \$ 900  
Exhibit Booth reserved ON/AFTER **July 1, 2008** - - - - - \$ 1,100

**Set-up** will take place on **Tuesday, October 21** from **12:00 - 4:00 pm**.

**Show Hours** on **Wednesday, October 22, 8:00 am - 5:00 pm**  
**Thursday, October 23, 9:00 am - 5:00 pm**

**Tear-down** will take place on **Thursday, October 23, 5:00 pm - 7:00 pm**

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. Price includes complimentary basic registration for two individuals (a \$350 value). AMM and MPMA have 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-serve basis.

### MEMBERSHIP RATES

AMM	MPMA
Small Firm (2-4) \$100	Business Member \$100
Medium Firm (5-9) \$150	Business Patron \$200
Large Firm (10+) \$200	

## PROGRAM ADVERTISING

	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

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 and sent to AMM and MPMA 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 or camera-ready. Sizes listed above. All images scanned at 300-dpi or better. No bleeds unless otherwise noted. Preliminary Program artwork due by **May 1, 2008**. Final Program artwork due by **September 15, 2008**.

# 2008 CONFERENCE SPONSORSHIPS

## Presenting Sponsor - \$25,000

- 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
- Prominent listing as conference partner in all publications
- Prominent display banner at full event
- Logo on conference tote bag

## Premier 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 website
- Half page ad in conference program(s)
- Recognition at General Session
- Prominent exhibit booth at the conference
- Prominent listing as conference partner in all publications
- Prominent display banner at full event

## Platinum Sponsor - \$5,000

- Three complimentary registrations
- Six VIP tickets to the Opening Dinner Reception
- Logo & link on conference website
- Quarter page ad in conference program(s)
- Listing as conference partner in all publications
- 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
- Logo & link on conference website
- 1/8 page ad in conference program(s)

## Bronze Sponsor - \$500

- Recognition in conference printed materials
- Logo & link on conference website
- 1/8 page ad in program

## SPONSORSHIP OPPORTUNITIES

The Nelson-Atkins Museum of Art/Kemper Museum Reception . . . . .	\$25,000
Director's Luncheon . . . . .	\$10,000
Keynote Speakers . . . . .	\$ 5,000
Reception/Tours of Johnson County Museums (Wednesday) . . . . .	\$ 5,000
Truman Library and Museum & National Frontiers Trails Museum (Wednesday) . . . . .	\$ 5,000
National World War I Museum & Union Station (Thursday) . . . . .	\$ 5,000
Tote Bags . . . . .	\$ 5,000 (Full side) or
(see form for more information)	\$ 2,500 (1/2 side)
Toy & Miniature Museum (Friday) . . . . .	\$ 2,500
Lanyards . . . . .	\$ 2,500
Disaster Planning Workshop . . . . .	\$ 2,000
Director's Sessions . . . . .	\$ 1,000
Session Room . . . . .	\$ 500
Refreshment Break . . . . .	\$ 500
Sessions . . . . .	\$ 500
Affinity/SPC Breakfast or Reception . . . . .	\$ 300