

2018 TAM Conference Sponsor, Exhibitor, and Advertising Information

March 21-23, 2018 • Pickwick landing State Park • Pickwick, TN
DEADLINE FOR REGISTRATION AND PAYMENT IS FEBRUARY 16, 2018

Conference Location

The Tennessee Association of Museums Annual Conference will take place at the Pickwick Landing State Park Conference Center, located at 116 State Park Lane, Counce, TN 38326.

Please make your reservations early. **Last day to reserve a room at the group rate is January 31, 2018.** To secure the group rate of \$90.00 USD, please call 1-800-250-8615 and use the group code **6683** for the Tennessee Association of Museums 2017 Annual Conference Room Block.

Exhibit Hall Schedule

All exhibitors are encouraged to register and set up by 10:00 a.m. on Wednesday prior to the Opening Luncheon. Early set up gives TAM members time to meet you. Members will be encouraged to come to your booth during the conference to collect stamps for their Exhibitor Passport, which, when completed, provides entry for a drawing of a laptop at the Closing Luncheon. The Exhibition Hall will also be open on Thursday and Friday mornings for visits with TAM members.

Wednesday, March 21

Exhibitor set up 8:00 a.m. — noon

Thursday, March 22

Exhibit Hall open 8:00 a.m. — 11:30 a.m.

Coffee break with exhibitors 9:30 a.m. — 10:00 a.m.

Exhibit Hall Schedule *continued*

Friday, March 23

Exhibit Hall open 8:00 a.m. — 11:00 a.m.

Exhibit Hall break down 11:00 a.m. — 11:30 a.m.

Closing Lunch 11:30 a.m.

Exhibiting at the 2018 Conference

Booth information

Booth size: 8' x 7'

Also includes:

- Draped 6' table
- Signage
- Electricity
- Internet access

Base exhibit fees also include

Pre-registration mailing list
Print and online recognition

Opportunities for Exhibiting at the 2018 Conference

Exhibitors and other organizations may choose to become a Conference Sponsor, which includes additional benefits. All 2018 Conference Sponsors automatically receive TAM Corporate Member benefits. If you do not wish to receive these benefits, you may opt out by indicating this decision on the Registration Form.

Sponsor — \$100 (Level 1)

2018 Conference Benefits

- Listing on TAM websites as a member resource
- Acknowledgement in the printed conference program
- Receive discounts on individual registration, fees for workshops, annual conference, and other programs and invitations to members-only events
- Eligibility to speak or sit on a panel at the 2018 Conference

TAM Member Benefits

- Subscription period: 1 year
- No recurring payments
- Access to the "Members Only" portion of the TAM's website
- Receipt of TAM Newsletter and all other organization communications
- Listing in the TAM Membership Directory as Corporate Member
- 10% discount on Exhibitors Fees at TAM Annual Conference
- Discount on Advertising Fees in TAM Annual Conference Program
- Eligibility (with TAM Board approval) of offering special advertising, e-mail offers and company promotions to TAM Members

Contributor — \$250 (Level 2)

2018 Conference Benefits

- All Level 1 Benefits
- Quarter page advertisement in the conference program

TAM Member Benefits

- Subscription period: 1 year
- No recurring payments
- Access to the "Members Only" portion of the TAM's website
- Receipt of TAM Newsletter and all other organization communications
- Listing in the TAM Membership Directory as Corporate Member
- 20% discount on Exhibitors Fees at TAM Annual Conference
- Discount on Advertising Fees in TAM Annual Conference Program
- Eligibility (with TAM Board approval) of offering special advertising, e-mail offers and company promotions to TAM members
- Receipt of TAM mailing list in label form
- Recognition of company news in TAM Newsletter

Patron — \$500 (Level 3)

2018 Conference Benefits

- All Level 1 Benefits
- Half-page advertisement in the conference program
- Exhibit table plus 1 attendee at the annual conference
- Recognition on conference signage and other promotional conference opportunities
- Complimentary inclusion of promotional material in conference registration packets

TAM Member Benefits

- Subscription period: 1 year
- No recurring payments
- Access to the "Members Only" portion of the TAM's website
- Receipt of TAM Newsletter and all other organization communications
- Listing in the TAM Membership Directory as Corporate Member
- 20% discount on Exhibitors Fees at TAM Annual Conference
- Discount on Advertising Fees in TAM Annual Conference Program

- Eligibility (with TAM Board approval) of offering special advertising, e-mail offers and company promotions to TAM members
- Receipt of TAM mailing list in label form
- Recognition of company news in TAM Newsletter

Ambassador — \$1,000 (Level 4)

2018 Conference Benefits

- All Level 1 Benefits
- Full-page advertisement in the conference program
- Exhibit table plus 2 attendees at the annual conference
- Recognition on conference signage and other promotional conference opportunities
- Complimentary inclusion of promotional material in conference registration packets

TAM Member Benefits

- Subscription period: 1 year
- No recurring payments
- Access to the "Members Only" portion of the TAM's website
- Receipt of TAM Newsletter and all other organization communications
- Listing in the TAM Membership Directory as Corporate Member
- 20% discount on Exhibitors Fees at TAM Annual Conference
- Discount on Advertising Fees in TAM Annual Conference Program
- Eligibility (with TAM Board approval) of offering special advertising, e-mail offers and company promotions to TAM members
- Receipt of TAM mailing list in label form
- Recognition of company news in TAM Newsletter

Leader — \$2,000 + (Level 5)

2018 Conference Benefits

- All Level 1 Benefits
- Prominently placed full-page advertisement in conference program
- Exhibit table plus 4 attendees at the annual conference
- Recognition on conference signage and other promotional conference opportunities
- Complimentary inclusion of promotional material in conference registration packets

TAM Member Benefits

- Subscription period: 1 year
- No recurring payments
- Access to the "Members Only" portion of the TAM's website
- Receipt of TAM Newsletter and all other organization communications
- Listing in the TAM Membership Directory as Corporate Member
- 20% discount on Exhibitors Fees at TAM Annual Conference
- Discount on Advertising Fees in TAM Annual Conference Program
- Eligibility (with TAM Board approval) of offering special advertising, e-mail offers and company promotions to TAM members
- Receipt of TAM mailing list in label form
- Recognition of company news in TAM Newsletter

Exhibitor Fees

Table only \$425 (tables must be manned; conference meals not included)

Table plus one booth representative's meals \$560

Table plus two booth representative's meals \$695

TAM Members receive exhibitor discounts as noted above.

Exhibit assignments will be made on a first-come, first-served basis. As space is limited, please register early.

Every effort will be made to assign a booth location of your choosing; however, it is conference policy to avoid placing competitors in proximity whenever possible. Again, early selection is critical.

Important Information

PLEASE NOTE: All sponsors and exhibitors (including non-members) MUST complete and submit an Exhibitor/Sponsor Form to guarantee proper conference registration and benefits. Please submit the form to the address below.

Payment may be remitted by check to the address below or call Debbie Shaw, TAM State Coordinator, at 615-495-3354 with credit card info. All sponsors and exhibitors choosing to become TAM Corporate Members are encouraged to update their profiles at www.tnmuseums.org.

Tennessee Association of Museums

P. O. Box 330984
Nashville, TN 37203
FAX: 615-220-6053
tnmuseums@gmail.com

Shipping

Storage area at the hotel is limited. If you need to ship items to the hotel, contact Debbie Shaw, TAM State Coordinator, at 615-495-3354 or email tnmuseums@gmail.com, and she will help with arrangements.

Advertising Opportunities

Whether or not you exhibit, an advertisement in the conference program is an excellent way to make sure that conference participants return to their institutions with information on your products and services. Exhibitors receive a discount on advertising in the conference program. Handout distribution in conference packets is also available.

Advertisement rates *

Quarter page <i>vertical or horizontal (2.625" x 4.25")</i>	\$100
Half page <i>horizontal (4.25" x 5.25)</i>	\$150
Full page <i>inside (5.25" x 8.25")</i>	\$200
Full page <i>outside back cover (5.5" x 8.5")</i>	\$250
Handout (supplied by advertiser/company) placed in conference tote bag	\$100

***Non-members of TAM or exhibitor-only
add \$50 to above rates**

**Deadline for registration, payment, and submission of advertisement art is
February 16, 2018**

Questions?

For more information concerning conference sponsorship, exhibitor tables, TAM Corporate Membership, or advertising opportunities, please contact

Chris Gunlefinger, TAM Development Chair
cgunlefinger@discoveryparkofamerica.com

Debbie Shaw, TAM State Coordinator
615-495-3354 or tnmuseums@gmail.com