

# 2024 TAM

## Conference Sponsor, Exhibitor, and Advertising Information

March 18-21, 2024  
Embassy Suites • Murfreesboro, TN

**DEADLINE FOR REGISTRATION AND PAYMENT IS FEBRUARY 2, 2024**

### Conference Location

The Tennessee Association of Museums Annual Conference will take place at the Embassy Suites, located at 1200 Conference Center Blvd. Murfreesboro, TN 37129.

Please make your reservations early. **Last day to reserve a room at the group rate is February 17, 2024.** To secure the group rate of \$159.00 USD, please make a reservation by calling 1-615-890-4464 and asking for the TN Association of Museums group block rate or by using the reservation link found on the website at <https://tnmuseums.org/page-1763736>.

### Exhibit Hall Schedule (subject to change)

All exhibitors are encouraged to register and set up by 10:00 a.m. on Tuesday 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 free 2025 conference registration at the Closing Luncheon.

#### Tuesday, March 19

<i>Exhibitor set up</i>	8:00 a.m. — noon
<i>Exhibit Hall open</i>	12:00 p.m. — 4:30 p.m.

#### Wednesday, March 20

<i>Exhibit Hall open</i>	8:00 a.m. — 12:00 p.m.
<i>Coffee break with exhibitors</i>	9:30 a.m. — 10:00 a.m.
<i>Exhibit Hall open</i>	12:00 p.m. — 4:30 p.m.

### Exhibit Hall Schedule *continued*

#### Thursday, March 21

<i>Exhibit Hall open</i>	8:00 a.m. — 11:00 a.m.
<i>Exhibit Hall break down</i>	11:00 a.m. — 12:00 p.m.
<i>Closing Lunch</i>	12:00 p.m.

## Exhibiting at the 2024 Conference

### Booth information

Booth size: 8' x 7'

Also includes:

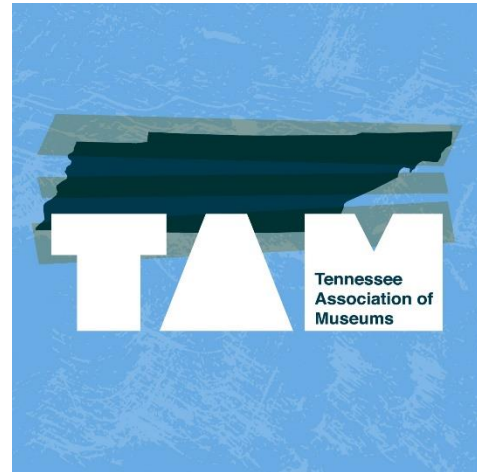
- Draped 6' table
- Signage

### Base exhibit fees also include

Pre-registration mailing list

Print and online recognition

- Electricity
- Internet access



## Opportunities for Exhibiting at the 2024 Conference

Exhibitors and other organizations may choose to become a Conference Sponsor, which includes additional benefits. All 2024 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)

#### 2024 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 2024 Conference

#### TAM Member Benefits

- Subscription period: 1 year
- 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
- Eligibility (with TAM Board approval) of offering special advertising, e-mail offers and company promotions to TAM Members

### Contributor — \$250 (Level 2)

#### 2024 Conference Benefits

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

### Patron — \$550 (Level 3)

#### 2024 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

### Ambassador — \$1,000 (Level 4)

#### 2024 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

## Leader — \$2,000 + (Level 5)

### 2024 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

## Sponsor/Exhibit Fees

**Table plus one representative** (includes meals & half-page advertisement) **\$550**

**Table plus two representatives** (includes meals & full-page advertisement) **\$1000**

**Table plus four representatives** (includes meals & full-page advertisement) **\$2000**

*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](http://www.tnmuseums.org).

#### **Tennessee Association of Museums**

P. O. Box 330984

Nashville, TN 37203

FAX: 615-220-6053

[tnmuseums@gmail.com](mailto: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](mailto: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

<b>Handout (supplied by advertiser/company) for tote bag</b>	<b>\$100</b>
<b>Half page <i>horizontal</i> (4.25" x 5.25)</b>	<b>\$175</b>
<b>Full page <i>inside</i> (5.25" x 8.25")</b>	<b>\$225</b>
<b>Full page <i>outside back cover</i> (5.5" x 8.5")</b>	<b>\$275</b>

**Deadline for registration, payment, and submission of advertisement art is February 2, 2024**

### Questions?

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

**Debbie Shaw, TAM State Coordinator**  
615-495-3354 or [tnmuseums@gmail.com](mailto:tnmuseums@gmail.com)

