

CONFERENCE  
& EXHIBITION

Manchester  
2017

MUSEUMS  
ASSOCIATION



# SPONSORSHIP PACKAGES

## WEDNESDAY NETWORKING RECEPTION



This is the networking evening held on the Wednesday (15 November) evening before the conference begins. It will be held at the Whitworth. This is the opening reception and it attracts at least 300 attendees, making it a great opportunity to raise your profile.

### The package includes:

- organisation name and logo on all promotional materials related to the reception
- one pop-up promotional banner at the reception
- four representatives of your organisation to attend and meet the guests at the reception
- full-page advert in the Conference & Exhibition guide - distributed to all delegates
- two conference places for your staff
- attendance list of all delegates and visitors
- recognition in the MA Annual report
- recognition at the MA Annual general meeting
- organisation logo on Conference & Exhibition section of MA website
- listing in the Conference & Exhibition section of MA website
- listing on the Conference & Exhibition app
- listing in the Conference & Exhibition guide.

**Price: £2,500**

**Production: promotional materials included in the price; pop-up banner produced by sponsor**

**Number of sponsors: 4**

## DELEGATE BAGS



At least 1,500 bags are given to conference delegates and exhibition visitors. They frequently reuse the bags giving your promotion a longer life span.

### The package includes:

- over 1,500 delegate bags with full-colour logo on one side
- full-page advert in the Conference & Exhibition guide - distributed to all delegates
- recognition in the MA Annual report
- attendance list of all delegates and visitors
- recognition at the MA Annual general meeting
- organisation logo on Conference & Exhibition section of MA website
- listing in the Conference & Exhibition section of MA website
- listing on the Conference & Exhibition app
- listing in the Conference & Exhibition guide.

**Price: £1,500 per sponsor (£5,000 for exclusive)**

**Production: bag production included in price**

**Number of sponsors: 4**



## THURSDAY NETWORKING EVENING



This is the main networking evening held on the Thursday (16 November) evening of the event. It will be held at the Museum of Science & Industry (MOSI). As the main social event it attracts at least 700 attendees, making it a major sponsorship opportunity.

### The package includes:

- organisation name and logo on all promotional materials related to the reception
- pop-up promotional banner or similar at the reception
- acknowledgement at the reception by the MA
- six representatives of your organisation to attend and meet the guests at the reception
- full-page advert in the Conference & Exhibition guide - distributed to all delegates
- three conference places for your staff
- attendance list of all delegates and visitors
- recognition in the MA Annual report
- recognition at the MA Annual general meeting
- organisation logo on Conference & Exhibition section of MA website
- listing in the Conference & Exhibition section of MA website
- listing on the Conference & Exhibition app
- listing in the Conference & Exhibition guide.

**Price: £3,000**

**Production: promotional materials included in the price; pop-up banner produced by sponsor**

**Number of sponsors: 4**



## SESSION FILMS



These are short films displayed on the main stage before and after each session. The audiences gather in the auditorium at these times, making this a great way to catch their attention and promote your work. Films are limited to only four so you are guaranteed high-level promotion.

### The package includes:

- 90 second film to display your work to the conference delegates
- film repeated at least ten times a day for both days of the conference
- full-page advert in the Conference & Exhibition guide - distributed to all delegates
- three conference places for your staff
- attendance list of all delegates and visitors
- recognition in the MA Annual report
- recognition at the MA Annual general meeting
- organisation logo on Conference & Exhibition section of MA website
- listing in the Conference & Exhibition section of MA website
- listing on the Conference & Exhibition app
- listing in the Conference & Exhibition guide.

**Price: £4,000**

**Production: Films produced by sponsors**

**Number of sponsors: 4**

## ATTENDEE BADGES



Everyone at the event wears an attendee badge. Your organisation name and logo will appear exclusively on the badges. For two days you will have prominent branding every time a delegate looks at a colleague's badge.

### The package includes:

- organisation name and logo on over 1,500 attendee badges
- full-page advert in the Conference & Exhibition guide - distributed to all delegates
- three conference places for your staff
- attendance list of all delegates and visitors
- recognition in the MA Annual report
- recognition at the MA Annual general meeting
- organisation logo on Conference & Exhibition section of MA website
- listing in the Conference & Exhibition section of MA website
- listing on the Conference & Exhibition app
- listing in the Conference & Exhibition guide.

**Price: £4,000**

**Production: badge production included in price**

**Number of sponsors: 1 (exclusive)**



## VISITOR INVITATION



The visitor invitation is the main marketing tool for promoting the exhibition to visitors. We produce 30,000 printed versions and send out at least 100,000 email invitations. As sole sponsor of this invite you will have exclusive promotion to our target audience.

### The package includes:

- organisation name and logo on printed exhibition invite
- acknowledgement as the sponsor of the invite
- organisation name and logo on email exhibition invite
- acknowledgement as the sponsor of the email invite
- full-page advert in the Conference & Exhibition guide - distributed to all delegates
- one conference place for your staff
- attendance list of all delegates and visitors
- organisation logo on Conference & Exhibition section of MA website
- listing in the Conference & Exhibition section of MA website
- listing on the Conference & Exhibition app
- listing in the Conference & Exhibition guide.

**Price: £4,000**

**Production: production included in price**

**Number of sponsors: 1 (exclusive)**

## CONFERENCE APP



Sponsorship of the app gives you the opportunity to reach virtually every attendee to the Conference & Exhibition. The app will be used as a handheld guide to the event, and will include many features such as keypad voting, attendee list, full guide to sessions and exhibitors. The app offers impact and immediacy for your conference promotion.

### The package includes:

- opening splash screen full page advertisement - appears on launching the app
- full-page advert in the Conference & Exhibition guide - distributed to all delegates
- acknowledgement in any reference to the app in promotional materials and guides
- one conference place for your staff
- attendance list of all delegates and visitors
- recognition in the MA Annual report
- recognition at the MA Annual general meeting
- organisation name and logo on Conference & Exhibition section of the MA website
- listing in the Conference & Exhibition section of the MA website
- listing on the Conference & Exhibition app
- listing in the Conference & Exhibition guide.

**Price: £3,500**

**Production: advertisement artwork to be supplied by sponsor**

**Number of sponsors: 1 (exclusive)**

## FLOOR PLANS



These include the large floor plans placed throughout the centre, the online floor plan and the Conference & Exhibition guide floor plan, which is distributed to all delegates attending the show. You will have your logo exclusively displayed and your stand will be specifically highlighted on the plans.

### The package includes:

- organisation name and logo on main floor plan signs
- organisation stand highlighted on main floor plan signs
- organisation name and logo on the Conference & Exhibition guide floor plan
- organisation stand highlighted on the Conference & Exhibition guide floor plan
- organisation name and logo on the online floor plan
- organisation stand highlighted on the online floor plan
- full-page advert in Conference & Exhibition guide - distributed to all attendees
- one conference place for your staff
- attendance list of all delegates and visitors
- organisation logo on Conference & Exhibition section of MA website
- listing in the Conference & Exhibition section of MA website
- listing on the Conference & Exhibition app
- listing in the Conference & Exhibition guide.

**Price: £2,500**

**Production: all production included in price**

**Number of sponsors: 1 (exclusive)**

## BADGE LANYARDS



The badge lanyards are used for all 1,500 badges. They are an excellent opportunity for some colourful and visible branding that all attendees will see.

### The package includes:

- organisation name and branding on lanyards
- full-page advert in the Conference & Exhibition guide - distributed to all delegates
- one complimentary delegate registration
- attendance list of all delegates and visitors
- organisation logo on Conference & Exhibition section of MA website
- listing in the Conference & Exhibition section of MA website
- listing on the Conference & Exhibition app
- listing in the Conference & Exhibition guide.

**Price: £2,500**

**Production: production included in price**

**Number of sponsors: 1 (exclusive)**



## MUSEUM PRACTICE WORKSHOP ROOMS



Museum Practice workshops are an integral part of the event programme and one of the main attractions for attendees. Each workshop room contains a programme of 15 (30 in total) half-hour workshops over the two days. Sponsoring one of these workshop rooms is an opportunity to showcase your brand and associate your business with innovation and new practice.

### The package includes:

- organisation name and logo on the workshop room
- organisation name and logo on the holding slide/screensaver
- organisation name and logo in the Conference & Exhibition guide for the workshop room
- organisation name and logo in 30,000 visitor invites
- attendance list of all delegates and visitors
- organisation logo on Conference & Exhibition section of MA website
- listing in the Conference & Exhibition section of MA website
- listing on the Conference & Exhibition app
- listing in the Conference & Exhibition guide.

**Price: £2,500**

**Production: all production included in price**

**Number of sponsors: 1 sponsor per workshop room**

## INCLUSIVE DELEGATE PLACES

### NEW THIS YEAR



Promoting inclusion and diversity in the sector are part of the MA's values. This is an opportunity to sponsor delegate places for people from diverse backgrounds. The sponsor will pay for a number of delegate places and the MA will offer these to underrepresented people. These include those who identify under the protected characteristics as defined by the Equalities Act 2010, but also includes others, such as socio-economic background and status. This is a great opportunity for an organisation that supports our values to help promote them and make the conference more inclusive.

### The package includes:

- organisation name and logo on all promotional materials related to the places
- full-page advert in the Conference & Exhibition guide – distributed to all delegates
- one complimentary delegate registration
- attendance list of all delegates and visitors
- recognition in the MA Annual Report
- recognition at the MA Annual General Meeting
- organisation logo on Conference & Exhibition section of MA website
- listing in the Conference & Exhibition section of MA website
- listing on the Conference & Exhibition app
- listing in the Conference & Exhibition guide.

**Price: variable subject to number of places**

**Production: all production and administration included in price**

**Number of sponsors: up to 3**

## OTHER PROMOTIONAL OPPORTUNITIES



We also offer a range of other promotional opportunities at the show that are not part of the sponsorship packages. These include:

### Attendee bag inserts

The attendee bags are given to everyone at the Conference & Exhibition. The bags contain a variety of exclusive inserts, which are very popular. This is an opportunity to ensure you promote your organisation to all delegates and visitors.

**Price: £595**

**Production: production not included in price**

### Conference & Exhibition guide advertising

Placing an advert in the Conference & Exhibition guide is a simple way to promote your business to a large audience.

**Price: £595**

**Production: production not included in price**