

MUSEUMS  
ASSOCIATION

**Exhibition**  
11-12 November

BT Convention Centre  
Liverpool

[www.museumsassociation.org/exhibition](http://www.museumsassociation.org/exhibition)

# LIVERPOOL

# 2013

**MEET THE REAL  
PROFESSIONALS**



## Who are we?

The Museums Association (MA) is the professional association for museums, galleries and heritage sites in the UK, and the oldest organisation of its kind in the world. We are a membership organisation with over 60,000 contacts in 7,000 organisations. The MA is highly respected and independent. Our members join us because we offer them professional information and advice on how to run their organisations.

## What's the event?

This is the largest conference and exhibition for museums and heritage professionals in Europe. We bring together over 1,500 senior staff to discuss the latest issues, learn about best practice, and meet the world's leading suppliers and consultants.

'We exhibit every year and always get solid leads from this event'

Mia Abrahami, System Simulation





# Who attends?

Being both a conference and an exhibition means that we attract the widest variety of attendees to the event. These include:

- directors and chief executives
- museum and gallery managers
- curators and collections managers
- heads of trading and retail
- new media and website managers
- heads of exhibitions
- heads of buildings and facilities
- IT and finance directors
- marketing and fundraising staff
- project managers and consultants
- learning and education staff
- interpretation managers
- access and outreach officers
- documentation staff
- conservators
- archivists and librarians
- architects.

'Running alongside a major professional conference means higher quality contacts than any other show.'

Jo Van Hove, manager, iBeaken



# Who should exhibit?

Our regular surveys of visitors tell us the products and services they wish to see. If you work in one of the following areas then you should exhibit:

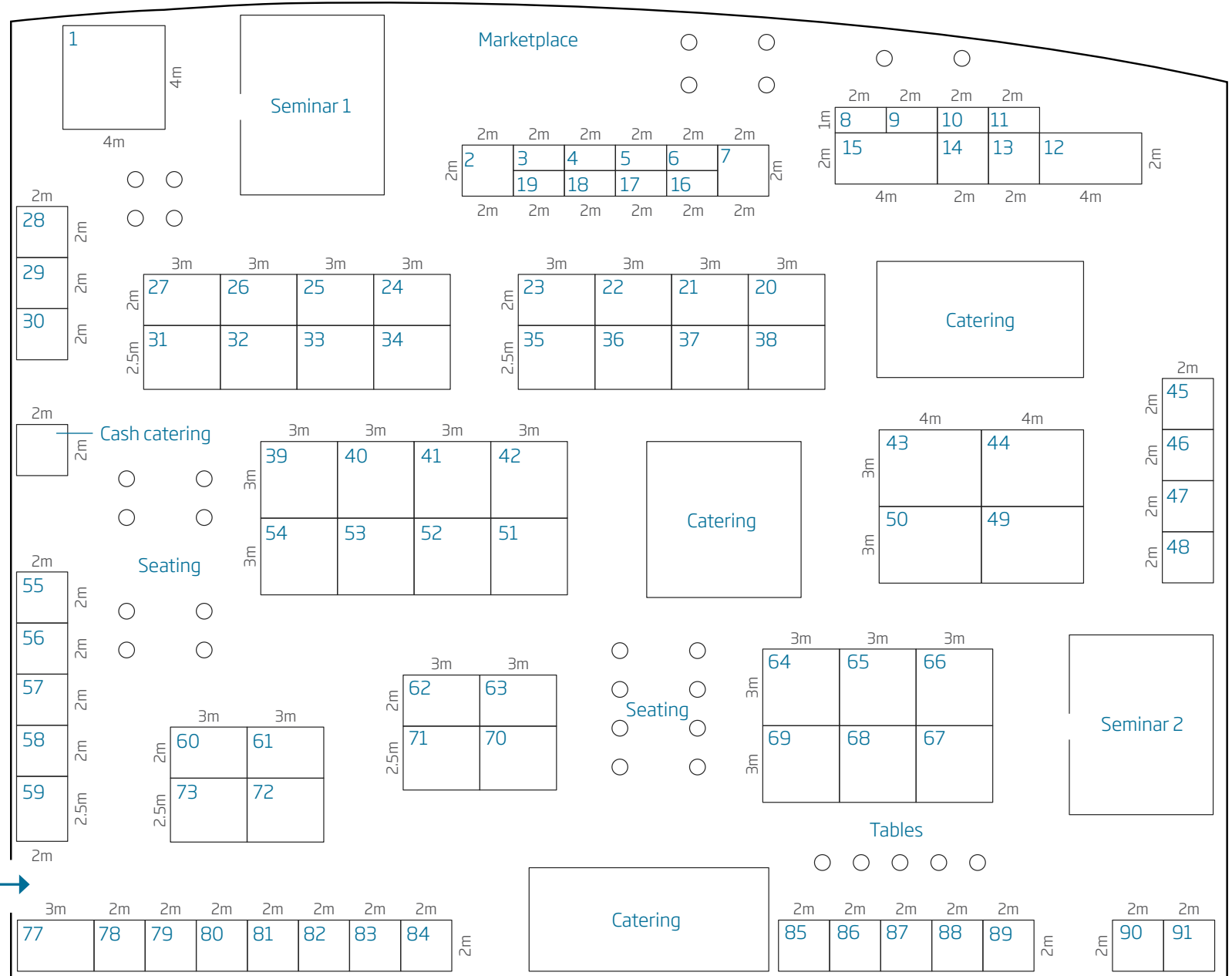
- audio guides
- audiovisuals
- architects
- catering
- collections management
- conservation materials
- display and fit out
- display cases
- education products and services
- exhibition designers
- fundraising
- insurance and valuation
- interactives
- IT systems
- lighting
- management consultants
- marketing and market
- research
- packaging and transport
- replicas and models
- shop and retail goods
- signage
- storage systems
- sustainable products
- website design.

'The whole museums sector in one place is a great promotional opportunity for us.'

Sarah Oswald, projects director, PLB Ltd

# Floorplan

11-12 November  
BT Convention Centre, Liverpool



# Exhibitor package

- entry into conference for four stand personnel (worth up to £2,400)
- half price conference places for additional members of staff
- lunch and refreshment vouchers for two stand personnel
- black shell scheme and nameboard
- table and two chairs
- stand carpeting
- stand cleaning
- 24 hour site security
- free wifi up to 1MB - conditions apply\*
- free listing in the 2013 Exhibition guide
- free listing on the MA website
- exclusive area on MA website to promote your new products
- exhibitor instruction manual to ensure a stress-free show
- special rates in local hotels
- free evening events for all exhibitors to attend
- list of all visitors' organisation details
- complimentary invitations to send to your clients
- free button for your website to promote your presence at the show
- marketing of the show to the MA's 36,000 email subscribers and 15,000 Twitter followers.

\*This open wifi connection is intended for casual internet access (web browsing, email etc.) and not for business critical purposes. Business critical connections are available, both wired and wireless, and should be ordered separately. Details will be in your exhibition manual.

**Please note** that the following items are not included in the package, but can be ordered as required: electricity supply, lighting, additional furniture, shelving or literature stands and parking.

## Stand sizes and costs

Size (m)	Area (sq m)	Number of stands	Price	CMBA Price
1x2	2	12	750	640
2x2	4	29	1,405	1,195
2x2.5	5	1	1,740	1,480
2x3	6	13	2,075	1,760
2.5x3	7.5	12	2,410	2,045
2x4	8	2	2,740	2,330
3x3	9	14	3,075	2,610
3x4	12	4	4,080	3,470
4x4	16	1	5,300	4,500

Space is limited and early booking is essential.  
Call **+44 (0)20 7566 7830** to discuss your options.

