

# *Shake it Up*

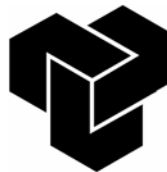
## **Museums Activate and Innovate**

Oakland, California      October 10 - 14, 2007

### WESTERN MUSEUMS ASSOCIATION

2007 GUIDE TO

CORPORATE PARTICIPATION



EXHIBITOR

SPONSOR

ADVERTISER

CORPORATE MEMBER

AUCTION



## WESTERN MUSEUMS ASSOCIATION

### Exhibit Hall Contact Information:

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Western Museums Association  
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### Mailing Address:

P.O. Box 8367  
Emeryville, CA 94662

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**Shake it Up: Museums Activate and Innovate.** Join the Western Museums Association for our 2007 Annual Meeting in Oakland, California, on the eastern side of the San Francisco Bay and bordering the infamous town of Berkeley. The area is renowned for social activism and newsworthy events - it's a place never lacking for attention from the rest of the nation. Communities here are known for alternative perspectives, quirkiness of character, and a laid-back mellowness sometimes mistaken for social detachment - in 1937 Gertrude Stein claimed of Oakland that "there is no there there." But when challenged, residents here speak up, act up and fire up with serious purpose to address issues and find solutions. The area has historically been in the vanguard of social movements like free speech, black power, and gay pride; lifestyle trends like organic foods, green living, and websurfing; and local innovations like the Segway, the Popsicle, the martini, the fortune cookie, and blue jeans.

In the fall, the Bay Area natural environment is at its most spectacular, with sunny days, bright skies, and green hillsides. World renowned museums on both sides of the bay include this partial list: (in San Francisco) M.H. de Young Museum and the Palace of the Legion of Honor, San Francisco Museum of Modern Art, Asian Art Museum of San Francisco, Museum of the African Diaspora, the Mexican Museum, Yerba Buena Center, California Historical Society, GLBT Historical Society, the Exploratorium; (in Oakland/Berkeley) the Oakland Museum, the Berkeley Art Museum & Pacific Film Archives, Chabot Space and Science Center, Phoebe A. Hearst Museum of Anthropology, Judah L. Magnes Museum, African American Museum & Library of Oakland, the Pardee Home Museum, Lawrence Hall of Science, and the USS Potomac.

So join us as we speak up, act up and fire up our inner radicals in Oakland, California and experience the there there.

The Exhibit Hall will open on **Wednesday, October 10<sup>th</sup> with an early evening reception and will close with a afternoon reception on Friday, October 12<sup>th</sup>**. The hall is an integral component of the conference and includes two mid-morning and two afternoon breaks. Our strategy is always to focus the attention of conference attendees on the companies that have supported the goals of providing educational and enrichment opportunities to the museum community.

We anticipate approximately 600+ delegates at this conference. Professionals from art and history institutions combine to make up over 50% of meeting attendees, although a broad array of other disciplines are also represented including natural history, science, and children's museums.

The Western Museums Association (WMA) is a nonprofit organization, with approximately 1,000 members, dedicated to serving museums, museum professionals, and related institutions and individuals by providing vision, enrichment, intellectual challenge, and a forum for communication and interaction. The WMA is primarily comprised of members across the western states of Alaska, Arizona, California, Hawaii, Idaho, Nevada, New Mexico, Oregon, Utah, Washington, and international members from Mexico and British Columbia.

### OUR MISSION

The Western Museums Association challenges the diverse museum community of the West, empowering individuals to cultivate leadership and enable institutions to remain relevant in a dynamic world. We provide opportunities for learning and personal interaction to enhance the creative skills and enrich the lives of individuals who do museum work.

# SCHEDULE AT-A-GLANCE

*Schedule is subject to change.*

## **Wednesday, October 10**

Conference Registration  
11:30 am – 5:00 pm

Preconference  
Workshops  
8:30 am – 4:30 pm

Exhibit Hall Set-up  
12:00 pm – 4:45 pm

Exhibit Hall Opening  
Reception  
5:15 pm – 6:30 pm

Evening Event  
6:45 pm – 9:30 pm

## **Thursday, October 11**

Conference Registration  
8:30 am – 4:30 pm

General Session  
9:00 am – 10:30 am

Exhibit Hall Open  
10:15 am – 4:30 pm

Exhibit Hall Morning  
Break  
10:30 am – 11:15 am

Concurrent Sessions  
11:15 am – 12:45 pm

Affinity Group Lunches  
12:45 pm – 1:55 pm

Concurrent Sessions  
2:00 pm – 3:30 pm

Exhibit Hall Afternoon  
Break  
3:30 pm – 4:00 pm

Concurrent Sessions  
4:00 am – 5:30 pm

Evening Event  
6:00 pm – 9:30 pm

## **Friday, October 12**

Conference Registration  
8:30 am – 4:30 pm

Concurrent Sessions  
9:00 am – 10:30 am

Exhibit Hall Open  
10:00 am – 2:00 pm

Exhibit Hall Morning Break  
10:30 am – 11:00 am

Concurrent Sessions  
11:00 am – 12:30 pm

Affinity Group Lunches  
12:30 pm – 1:40 pm

Exhibit Hall Closing  
Reception  
12:30 pm – 2:00 pm

Exhibit Hall Break-down  
2:00 pm – 5:00 pm

Concurrent Sessions  
2:15 pm – 3:45 pm

Resume Review  
4:00 pm – 5:00 pm

Evening Event  
5:30 pm – 10:00 pm

## **Saturday, October 13**

***Disaster Preparedness  
Day  
Is open to all registered  
delegates***

Conference Registration  
8:30 am – 11:00 pm

WMA Business Mtg. &  
Breakfast  
9:00 am – 10:30 am

Disaster Preparedness  
General Session & Lunch  
10:30 am – 1:45 pm

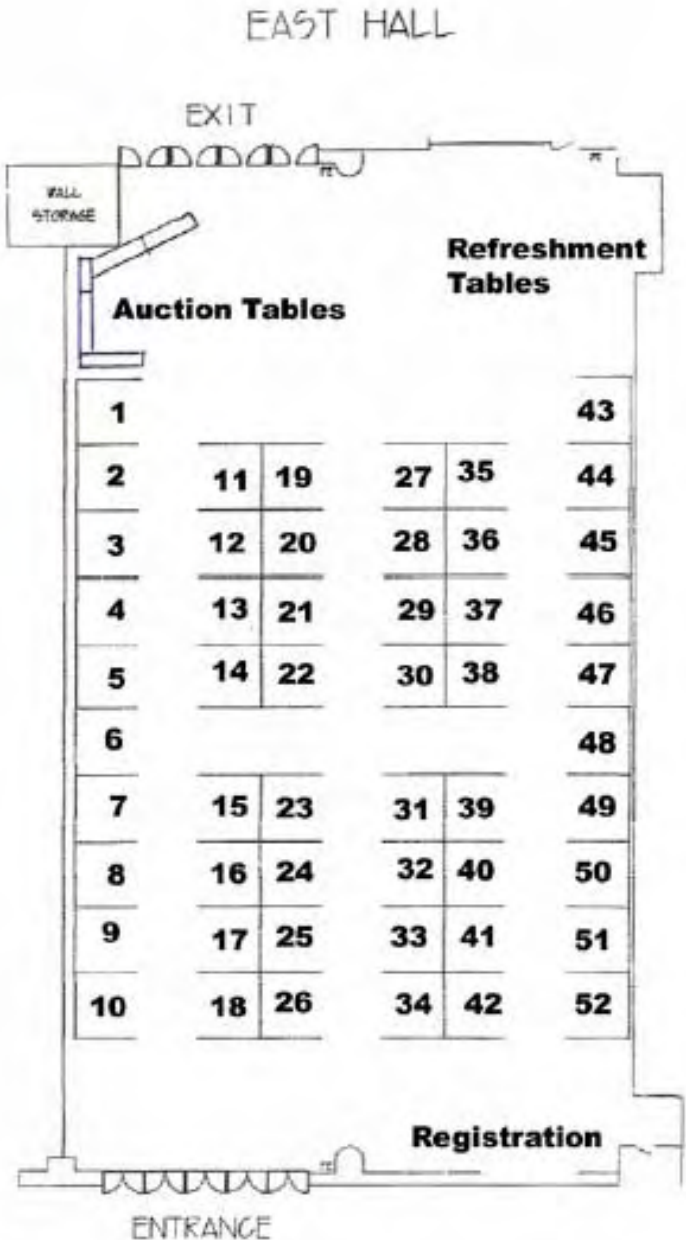
Disaster Preparedness  
Breakout Sessions  
2:00 pm – 3:45 pm

Disaster Preparedness  
General Session  
3:45 pm – 4:30 pm

Evening Event  
6:00 pm – 10:00 pm

# EXHIBIT HALL

All exhibit hall space is at the Oakland Marriott City Center.



**Notes:**

- Disaster Preparedness Row - Booths #1 - 10 (reserved)
- Booth assignments are at the discretion of WMA and are final
- Floor plan is subject to modification at any time by WMA
- Floor plan image is only for approximate layout and may not reflect exact proportions or scale

# EXHIBIT HALL

You must be a current WMA Corporate Member or Corporate Patron to reserve a booth (see page 9 for membership information.) Availability of booths is limited. Early Bird payment includes preferential booth assignment.

## EXHIBIT HALL BOOTHS

**LOCATION** **Oakland Marriott City Center**, Exhibit Hall East, 1001 Broadway, Oakland, California (510) 451-4000 A block of rooms has been reserved for meeting delegates at the Marriott City Center. The conference rate is \$135/night single or double plus applicable taxes. Reference the Western Museums Association when you contact hotel reservations (888) 236-2427.

**CONVENTION SERVICES** will be provided by **Western Event Service**, (510) 430-0510. In early September exhibitors with paid booth reservations will be sent an exhibitor kit from Western Event Service detailing other available services and costs.

### SCHEDULE

#### Wednesday, October 10

Exhibit Hall Set-up 12:00 pm – 4:45 pm  
Exhibit Hall Opening Reception 5:15 pm – 6:30 pm

#### Thursday, October 11

Exhibit Hall Open 10:15 am – 4:30 pm  
Morning Break 10:30 am – 11:15 am (in Exhibit Hall)  
Afternoon Break 3:30 pm – 4:00 pm (in Exhibit Hall)

#### Friday, October 12

Exhibit Hall Open 10:00 am – 2:00 pm  
Morning Break 10:30 am – 11:00 am (in Exhibit Hall)  
Exhibit Hall Closing Reception 12:30 pm – 2:00 pm  
Exhibit Hall Break-down 2:00 pm – 5:00 pm

### BOOTH FEES

**Early Bird** (postmarked by June 1) US \$ 950 **After June 1** US \$ 1,075

Benefits and features: 10' w x 8'd carpeted booth (8' h draped back wall, 3' h side partitions)  
6' (x 40") skirted table and two chairs; 1 wastebasket with liner  
Booth identification sign  
Complimentary conference registration and ticket(s) to the Wednesday Evening Event for up to two identified company representatives **(must RSVP by deadline)**  
Acknowledgement in the newsletter and conference program  
Delegate mailing list prior to or after the conference by request

## RESOURCE TABLES

### TABLE FEES

**Early Bird** (postmark June 1) US \$425 **After June 1** US \$575

Benefits and features: 3' sections of 6' long draped table  
Identification by signage including the organization's name or affiliation  
Set-up by WMA staff  
Included **FREE** as a benefit to Corporate *Patron* members

Resource Tables provide you with visibility among conference delegates and are located in the exhibit hall. In addition, your company's name will be included in the conference program and newsletter. These tables are appropriate for companies that cannot attend the conference or do not wish to have a booth. Registrations for company representatives are not included with Resource Tables.

*Please note that all tables are for the use of companies that have paid the WMA for this service. Any other company leaving brochures, business cards, or other sales material on resource tables will be invoiced directly and the material may be removed by the WMA staff. Space limitations and policy forbid the setting up of chairs at these tables.*

# SPONSORSHIPS

These sponsorship packages give exhibitors the highest priority on booth selection and visibility. Booths must be reserved and paid in full by June 1 to guarantee selections.

## ALL SPONSORS WILL ENJOY THESE BENEFITS:

- Preferential placement in the Exhibit Hall (reserved / paid in full by June 1)
- Signage at the sponsored event
- Acknowledgement at the Opening General Session
- Acknowledgement in the conference program and at the registration desk
- Delegate registration mailing list (electronic) prior to *or* after the meeting

## SPONSORSHIP LEVELS:

### **\$5,000 Platinum Level**

*Become a primary sponsor of the annual meeting. In addition to the benefits all sponsors enjoy, you will receive:*

- One Exhibit Hall booth (best placement if reserved / paid in full by June 1)
- Registrations and tickets to all evening events for four (4) identified representatives
- Signage at the Opening General Session
- Full page ad in the final program (choice of inside cover *or* outside back cover) and four issues of WestMuse
- Brochure in the registration bags
- Corporate Patron membership in the WMA (1 year)

### **\$3,500 Gold Level**

*Enjoy the opportunity to meet conference delegates in your booth and also promote your service through advertising*

- One Exhibit Hall booth (preferential placement if reserved / paid in full by June 1)
- Registrations and tickets to the Wednesday Evening Event for two (2) representatives
- Half page ad in the final program and four issues of WestMuse
- Brochure in the registration bags
- Corporate Patron membership in the WMA (1 year)

### **\$2,800 Silver Level**

*Play host by sponsoring one of three evening events or an affinity luncheon (other than the Director's Lunch). Silver Level sponsors will also receive:*

- One Exhibit Hall booth (preferential placement if reserved / paid in full by June 1)
- Registrations and tickets to the sponsored event for two (2) representatives
- Signage at the sponsored event
- Brochure in the registration bags
- Corporate membership in the WMA (1 year)

### **\$2,000 Bronze Level**

*Bronze Level sponsors will be acknowledged at an Exhibit Hall break. Bronze Level sponsors will also receive:*

- One Exhibit Hall booth (preferential placement if reserved / paid in full by June 1)
- Registrations for two (2) representatives
- Signage at the food and/or beverage area
- Brochure in the registration bags
- Corporate membership in the WMA (1 year)

# SPONSORSHIPS

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## **\$4,000 Director's Lunch Sponsor**

*Get in front of the decision makers at this annual luncheon. As sponsor of the Director's Lunch you will receive:*

- One Exhibit Hall booth (best placement if reserved / paid in full by June 1)
- Basic Registration for two (2) representatives and two tickets to the director's lunch
- Introduction at the luncheon
- Signage at the Luncheon
- Half page ad in the final program
- Brochure in the registration bags
- Corporate membership in the WMA (1 year)

## **\$3,500 Registration Bag Sponsor**

*Have your company advertised on all the delegate bags. For this sponsorship you will receive:*

- Basic Registration for two company representatives
- Name/logo imprint on the registration bags given to every delegate
- Brochure in the registration bags
- Corporate membership in the WMA (1 year)

## **\$1,000+ Angel Sponsor**

*Angel sponsors are those who choose to give to the Western Museums Association without receiving in return, except for acknowledgement in the conference program and at the Opening General Session. Half of the proceeds from your gift will benefit our scholarship program.*

## AD PLACEMENTS

### SPECIFICATIONS

- Advertising copy should be submitted in electronic format in a .pdf (preferred) or .tif file on a CD-Rom or sent electronically to director@westmuse.org.
- Files must be at a resolution of 300 dpi at full size. Files may be stuffed or zipped.
- A proof for black and white copy should be faxed to (510) 665-9701 or included with mailed CD.
- Color: Black only (except for program back cover). No bleeds.
- Sizes: Quarter page 3 5/8" w x 4 5/8" h; Half Page 7 1/4" w x 4 5/8" h; Full Page 7 1/2" w x 9 1/2" h.

**PRICING** Rates are good through December 31, 2007 and are subject to change after that date.

\*Corporate members receive a 15% discount.

CONFERENCE PROGRAM only\*

Copy Deadline: July 15, 2007

Quarter Page	\$ 500
Half page	675
Full Page	875 (4 color back cover, add \$300)

WESTMUSE only\*

Copy Deadline: April 1, 2007 (spring issue); July 15, 2007 (summer issue); October 1, 2007 (fall issue); January 10, 2008 (winter issue)

	1 issue	2 issues	3 issues	4 issues
Quarter Page	\$ 250	\$ 400	\$ 575	\$ 700
Half page	350	650	800	950
Full Page	450	750	975	1275

BOTH CONFERENCE PROGRAM & WESTMUSE

Copy Deadline: See above for deadlines

	Corporate Members (no additional discount)	Non-Members
Quarter Page	\$ 920	\$ 1150
Half page	1220	1550
Full Page	1480**	1875**

\*\*Add an additional \$300 for 4 color back cover of conference program

## LITERATURE IN REGISTRATION BAGS

You must be a WMA Corporate Member or Corporate Patron to advertise in this manner.

**SPECIFICATIONS** An 8 1/2" x 11" data sheet or a single 11" x 17" sheet folded into a four page brochure. This literature piece will be included in each delegate's conference registration bag. Please contact WMA for approval of pieces outside of these specifications.

### PRICING

**Early Bird** (postmark June 1) US \$350

**After June 1** US \$ 475

**SHIPPING DEADLINE** **October 1, 2007** is the deadline for literature to be **received** by **Western Museums Association, 2960 San Pablo Avenue, Berkeley, CA 94702**. The WMA does not guarantee that materials received after this date will be in the registration bags. Do not use this address for mailings other than registration bags.

*The WMA cannot be responsible for material shipped yet not received or received after the registration bags completed. If the material is late, the WMA will try to provide an alternative space for display of this material on a space available basis and not guaranteed.*

# CORPORATE MEMBERSHIP

WMA Corporate Members and Corporate Patrons receive discounts on advertising and preferred placement in publications and in the Exhibit Hall. In addition, your investment in the Western Museums Association with a corporate level membership will provide your company with the following benefits:

## **CORPORATE MEMBER**            \$150 annual dues

- One representative listed on membership
- Eligibility to participate in the conference with an Exhibit Hall booth
- Listing in the "Corporate / Institutional Directory" section of the WMA website
- Recognition in *WestMuse* each quarter
- 15% discount on advertising in the Conference Program and in *WestMuse*
- Subscription to *WestMuse*, the quarterly newsletter of the WMA
- A link to your homepage from the WMA website, [www.westmuse.org](http://www.westmuse.org)
- Members' discount on registration fees for the annual conference

## **CORPORATE PATRON**            \$275 annual dues

*Includes all of the above plus:*

- Additional representatives listed on membership
- Complimentary unstaffed resource table space (3" x 40") at the annual conference or literature piece included in registration bag (*option is at WMA staff discretion depending on conference venue and space available*)
- Complimentary one time annual use of the WMA membership mailing list, valued at \$180

If you would like to become a Corporate Member or Corporate Patron of the WMA, please fill out the application below. Please include with and check the corresponding box in the "Membership" section the Registration Form (page 10-11).

### Corporate Membership Application

Company

Website address (must be company's homepage)

Please include this company on a participant list of the WMA Cooperative Buying Program. We agree to extend to members of the Western Museums Association a \_\_\_\_\_% discount on our products / services. (Attach a detailed list of limitations / specific items that this agreement would cover, as well as any instructions that WMA members would need to take advantage of this offer.) I understand that I may change or cancel my participation at any time.

Corporate Member (\$150 dues) #1 Representative

Name:

Title:

Mailing Address:

City/State/Zip:

Tel.:

Fax:

E-mail:

Corporate Patron (\$275 dues) #2 Representative

Name:

Title:

Mailing Address (if different from #1 Representative):

City/State/Zip:

Tel.:

Fax:

E-mail:

Send completed application with Registration Form to:

**Western Museums Association, P.O. Box 8367, Emeryville, CA 94662**

# REGISTRATION FORM (2 PAGES)

All payments must be in US Dollars. Space is limited and not guaranteed until confirmed. See page 13 for policies.

Company Name: \_\_\_\_\_

Company Contact (for logistics regarding conference participation): \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip Code: \_\_\_\_\_

Tel.: \_\_\_\_\_

Email: \_\_\_\_\_

**Please register all attending staff on next page (page 11)**

## MEMBERSHIP\*

US \$ \_\_\_\_\_

(total membership dues)

\* If this is a new membership, please include Membership Application on page 9.

- WMA Corporate Membership US \$ 150  
 WMA Corporate Patron Membership US \$ 275

## SPONSORSHIP

US \$ \_\_\_\_\_

(total sponsorship fee)

- \$ 5,000 Platinum Level Please indicate ad location in final program:  Inside cover  Outside back cover  
 \$ 3,500 Gold Level  \$ 4,000 Director's Lunch Sponsor  
 \$ 2,800 Silver Level  \$ 3,500 Registration Bag Sponsor  
 \$ 2,000 Bronze Level  \$ \_\_\_\_\_ Angel Sponsor (Please enter amount of your support for scholarships and WMA.)

## EXHIBIT HALL

US \$ \_\_\_\_\_

(total exhibit hall)

BOOTH

- Early Bird (postmarked by June 1) US \$950  After June 1 US \$1,075

Booth preference (see floor plan page 4): Choice 1 \_\_\_\_\_ Choice 2 \_\_\_\_\_ Choice 3 \_\_\_\_\_

Do not place my booth near: \_\_\_\_\_

RESOURCE TABLE

- Early Bird (postmarked by June 1) US \$425  After June 1 US \$575  Benefit of Corporate Patron Membership

## ADVERTISING

US \$ \_\_\_\_\_

(total advertising)

AD PLACEMENTS (Rates on page 8)

Ad size:  Quarter page  Half Page  Full Page

- Both Conference Program & *WestMuse*  
 Conference Program **only**  
 *WestMuse only*  1 issue  2 issues  3 issues  4 issues

LITERATURE IN REGISTRATION BAGS

- Early Bird (postmark June 1) US \$350  After June 1 US \$ 475

## STAFF REGISTRATION(S)

US \$ \_\_\_\_\_

(total registrations)

Please register all attending staff on next page (page 11)

**GRAND TOTAL US \$ \_\_\_\_\_**

Send payment with this form to WMA, P.O. Box 8367, Emeryville, CA 94662. A confirmation will be emailed to the company contact upon receipt of payment. Make checks payable to Western Museums Association. Only with credit card payments may form be faxed to (510) 665-9701. By submitting this form you agree to adhere to all rules and regulations of the conference.

Check  Credit Card: M/C VISA Am. Express Cardholder's name: \_\_\_\_\_

Credit card #: \_\_\_\_\_ Expiration: \_\_\_\_\_

# REGISTRATION FORM (Page 2)

**Name / Title / Email of EACH company representative attending the conference is REQUIRED.**

(1) \_\_\_\_\_ complimentary registration

(2) \_\_\_\_\_ complimentary registration

(3) \_\_\_\_\_ \$290 Registration

(4) \_\_\_\_\_ \$290 Registration

(5) \_\_\_\_\_ \$290 Registration

*Please notify WMA immediately if there are any changes to booth staff*

Staff # \_\_\_\_\_ requests vegetarian or other special meals. Please specify \_\_\_\_\_

Staff # \_\_\_\_\_ requests wheelchair / mobility accessible transportation for evening events.

### PRECONFERENCE ACTIVITIES

**Wednesday, October 10**

			# of tickets
<input type="checkbox"/> Building and Renovating Museums	PC 1	\$75	x _____
<input type="checkbox"/> Earned Revenue - Pump It Up: Boosting Your Earned Income (part 1) & Keys To A Successful Museum Store (part 2)	PC 2	\$50	x _____
<input type="checkbox"/> Exhibit Planners: Collaborate, Communicate, Create!	PC 3	\$45	x _____
<input type="checkbox"/> Storage Stories: Creating New Spaces	PC 4	\$50	x _____
	<b>RC-WR member</b>	<b>\$35</b>	x _____

### AFFINITY MEALS & EVENING EVENTS

**Wednesday, October 10**

Oakland Museum      RSVP for up to two complimentary tickets.      Check here:       1       2  
 Additional tickets (each \$45)      EE1 \$45      x \_\_\_\_\_

**Thursday, October 11**

Curators/Exhibit Designers/Educators/Evaluators Luncheon      LU1 \$25      x \_\_\_\_\_  
 Development & Membership/PR & Marketing Luncheon      LU2 \$25      x \_\_\_\_\_  
 Yerba Buena Museum District      EE2 \$45      x \_\_\_\_\_

**Friday, October 12**

Native American & Museum Collaboration Luncheon      LU3 \$25      x \_\_\_\_\_  
 Registrars Luncheon      LU4 \$25      x \_\_\_\_\_  
 The De Young Museum      EE3 \$45      x \_\_\_\_\_

**Saturday, October 13**

WMA General Business Meeting & Breakfast      LU5 \$25      x \_\_\_\_\_  
 Burn Baby Burn: Evening Extravaganza at the Crucible      EE4 \$45      x \_\_\_\_\_

**STAFF REGISTRATION(S)**      Please carry subtotal to previous page      **US \$** \_\_\_\_\_

For office use only:      Check or CC#. \_\_\_\_\_      Amt. Rcvd. \_\_\_\_\_      Amt. Due \_\_\_\_\_

Confirmation of Payment sent? Y N / /07

# AUCTION DONATION FORM

Each year the WMA conference features a silent auction in the Exhibit Hall and a live auction at an evening event. 100% of the proceeds of these auctions benefit our scholarship program – the Wanda Chin Professional Development Support Fund – to assist museum professionals whom would otherwise not be able to attend the conference. We encourage you to contribute an item for our auctions.

If the WMA receives **written notification** of your donation by September 15, you will be acknowledged in the List of Auction Items, which is included in every registrant's bag. Please note that your item may be combined with others if such a combination would bring a higher bid.

## TO DONATE:

- Make two (2) copies of this form: **attach one to the item** and send one to the WMA.
- **September 15:** deadline for auction form to be faxed to WMA, fax (510) 665-9701.
- **October 1 – 8:** Items may be shipped in advance to the WMA office, 2960 San Pablo Avenue, Berkeley CA, 94702. **Ship to arrive within these dates.**
- **October 10 by 3:00 pm:** Items may be given to staff at the on-site conference registration desk.
- Post conference shipments to highest bidder: at the donor's expense, oversized items may be shipped to the highest bidder. Clear photographs and descriptions of these items must be sent to the WMA in advance for display at the auction.

## AUCTION DONATION FORM

**Name/Institution to be listed for donation acknowledgement (required):**

Contact Name (for WMA logistics):

Address:

E-mail:

Tel.:

Item Name:

**Item description:** (Please provide a detailed, accurate description as it will be published in the auction preview list.)

**Estimated value: \$**

(tax deductible as allowable by law)

I will mail my item **to arrive no earlier than 10/1 and no later than 10/8** to WMA, 2960 San Pablo Avenue, Berkeley CA, 94702

I will bring my item to the conference **by 3:00 pm Wednesday 10/10**

I will provide a photo/description of the item and ship to the high-bidder after the conference.

I cannot donate an item, I would like to contribute \$ \_\_\_\_\_ to the scholarship fund.

Check enclosed – make payable to Western Museums Association

Charge my credit card – Cardholders Name: \_\_\_\_\_

Credit Card # \_\_\_\_\_ exp. \_\_\_\_\_

**CANCELLATION POLICY** All Cancellations must be in writing. The WMA is not responsible for notifications sent and not received.

<b>Booth / Tables</b>	Received on/prior to June 30	80% refund
	After June 30	with fully paid booth substitution, 80% refund will be granted
<b>Representative Registration</b>	Received on/prior to September 1	80% refund
	After September 1	No refund

**BOOTH & TABLE ASSIGNMENTS** Companies paid in full by the Early Bird date will be sent confirmed booth assignments beginning on June 15. Booth assignments are given based on a point system with points given for (1) participation in a Sponsor Package, (2) corporate patrons, (3) corporate members, (4) date of full booth payment, and (5) prior WMA conference participation. After June 1, remaining booths will be assigned on a first-come, first-served basis upon receipt of the reservation form and full payment. Every effort will be made to honor first choice locations, but preferred sites are not guaranteed until paid in full and confirmed. We reserve the right to modify the exhibit hall floor plan to accommodate the actual number of exhibitors or for any other reason.

**PAYMENT SCHEDULE** All booth reservations require full payment as a guarantee and to assure consideration of booth location preference. No assignment will be made or confirmed until full payment is made. After June 1 booth assignments are made at the discretion of the WMA.

**RULES & REGULATIONS** The following shall be enforced throughout the term of the Exhibit Hall:

- All booths must be open and staffed during Exhibit Hall hours, except with prior arrangement with the WMA staff. Each exhibitor must register and **at all times wear an official exhibitor's badge** to gain entrance to the exhibit hall and to all conference programs and events. Badges are non-transferable and cannot be exchanged among representatives. Each booth reservation includes two representatives. Additional representatives must pay the regular delegate registration fee.
- The WMA reserves the right to modify Exhibit Hall hours and events set forth in this document if necessary to meet program and conference needs.
- Exhibits **must not project beyond the 8'h x 10'w x 8'd booth** or obstruct the view of other exhibitors. The noise level from any product demonstrations or sound systems must be kept to a minimum and not interfere with other exhibits.
- Exhibitors may not assign, sublet, or apportion all or any part of the space allotted to him/her without the express permission of WMA.
- Exhibit booths may not be dismantled or packed before the closing of the Exhibit Hall.

**SECURITY** The Exhibit Hall space will be reasonably secured Wednesday and Thursday at closing until opening the next morning. However, exhibitors are solely responsible for the safety and protection of booth contents and should use reasonable caution in leaving valuables unattended.

**SPECIAL EVENTS** Up to two non-transferable tickets for the Wednesday Evening Event will be offered only to identified booth representatives. RSVP on the registration form by June 1.

**Registration** for all other events and meals should be indicated on the second page of the registration form, page 11. There is no on-site registration for special events and meals.

**LIABILITY** Neither the Western Museums Association, nor the Oakland Marriott City Center, nor any museum or other organization hosting events at this meeting, nor any officer or staff member of the aforementioned organizations will be liable for damage or loss due to fire, accident, theft, or any other causes. The exhibitor assumes full responsibility and liability for all injury to any persons or property in any way connected with the exhibitor's display or caused by the exhibitor.

**SHIPPING BOXES TO THE CONFERENCE** WMA has contracted with **Western Event Service, 2077 Edison Avenue, San Leandro, CA 94577, (510) 430-0510** as the exclusive provider of all services related to the exhibit hall. In order to fulfill our obligation, WMA staff or other representatives will not accept exhibitor shipments of boxes or other materials at the conference location. All boxes/crates must be sent directly to Western Event Service by prior arrangement. All other shipments are at the exhibitor's risk. Please note that WMA staff also will reject (i.e., return) any exhibitor or delegate shipments sent to The Oakland Marriott City Center c/o WMA or any WMA staff member.

# Quick Reference – Dates & Addresses

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## **Important Dates:**

Early Bird Discounts	Full payment must be received by June 1
Sponsorship Full Benefits	Full payment must be received by June 1
Priority Placement in Exhibit Hall	Full payment must be received by June 1
Ad placement (final program)	Receipt of payment and final copy by July 15
Registration Bag Literature	Receipt of material by October 1
Auction Item Donation	Send form to WMA by September 15 Ship item no arrive no later than October 8

## **Mailing Addresses:**

All forms and payments should be mailed to: Elida Zelaya, Programs & Membership Director, Western Museums Association, P.O. Box 8367, Emeryville, CA 94662; elida@westmuse.org; (510) 665-0700.

**Booth Material:** please review policy on the bottom of page 13

Ship all material for paid/assigned booth to: Western Event Service, 2077 Edison Avenue, San Leandro, CA 94577, (510) 430-0510 and they will deliver to your assigned booth by 12:00 pm on Wednesday, October 11. Do not ship to WMA address. Shipping to yourself at the hotel is at your own risk, WMA will not receive/handle these packages, nor will be responsible for any related hotel handling charges for these direct shipments.

**Registration Bag Material:** please review page 8 for payment information

Ship boxed material to: Elida Zelaya, Programs & Membership Director, Western Museums Association, 2960 San Pablo Avenue, Berkeley, CA 94702 to arrive no later than October 1.

**Auction Items:** please review page 12 for payment information

Ship item to: Elida Zelaya, Programs & Membership Director, Western Museums Association, 2960 San Pablo Avenue, Berkeley, CA 94702 to arrive no later than October 8. May also be hand-carried to the meeting for drop off October 11.