

Exhibitor Affiliate Handbook



This handbook is for MSA **Exhibitor Affiliate** members.

Inside you'll find a detailed description of member benefits, how to use them and who to ask for at MSA!



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Quick Reference - MSA Contacts

MSA Web Site: www.MuseumStoreAssociation.org

- Content: [Kathy Cisar](#) (303) 504-9223 x19
- Job Source: [Sybil Faurer](#) (303) 504-9223 x11
- Museum Store Marketplace: [Donna Carrington](#) (972) 402-7745
- ShopTalk: [Kathy Cisar](#) (303) 504-9223 x19
- Technical issues: [Karen Davisson](#) (303) 504-9223 x13
- User name and password: [Karen Davisson](#) (303) 504-9223 x13

Membership & General Information

- Application status: [Claire Lemaster](#) (303) 504-9223 x18
- Inquiries about joining MSA: [Claire Lemaster](#) (303) 504-9223 x18
- MSA Chapters: [Claire Lemaster](#) (303) 504-9223 x18
- Mailing lists: [Elena Hawkins](#) (800) 899-4420 x325
- Member information changes: [Adriana Herald](#) (303) 504-9223 x10
- Membership issues: [Claire Lemaster](#) (303) 504-9223 x18
- Usage of MSA Trademark: [Kathy Cisar](#) (303) 504-9223 x19



Quick Reference - MSA Contacts

MSA Retail Conference & Expo

- Expo: [Jennifer Anderson](#) (303) 504-9223 x20
- Program Book & Expo Guide: [Lisa House](#) (503) 726-4984
- Programming: [Kathy Kriner](#) (303) 504-9223 x16
- Registration information: [Adriana Herald](#) (303) 504-9223 x10
- Sponsorships: [Kathy Kriner](#) (303) 504-9223 x16

Publications

- Ad materials: [Cindy Pike](#) (503) 520-1955 x154
- Ad sales: [Lisa House](#) (503) 726-4984
- Culture & Commerce News Brief: [Kathy Cisar](#) (303) 504-9223 x19
- *Museum Store magazine*: [Tina Eichner](#) (303) 504-9223 x14
- New product announcements: [Kathy Cisar](#) (303) 504-9223 x19
- *Product News* special magazine section: [Lisa House](#) (503) 726-4984
- Publications orders: [Sybil Faurer](#) (303) 504-9223 x11



2010 Calendar

January – March

- 2010 membership year begins
- Applications for Sam Greenberg Scholarships due
- Chapter elections
- Spring issue *Museum Store* magazine
- Early registration for Conferences closes
- Buyer's Choice deadline

July – September

- Directory update e-mail
- 2011 booth sales open
- 2010 Directory & Buyers Guide
- Fall issue *Museum Store* magazine
- Booth sales open
- Pre-sale booth balances due

April – June

- 55th MSA Retail Conference & Expo
- Conference highlights available online
- Summer issue *Museum Store* magazine
- Call for Presentations for 2011 Conference

October – December

- 2011 membership renewal campaign begins
- Conference registration opens
- Board of directors election
- Winter issue *Museum Store* magazine



Overview of MSA Web Site

FEATURES

- **Museum Store Marketplace** is the online source for buyers to find your products:
<http://www.museumstoremarketplace.com/>
- **ShopTalk** is MSA's e-mail discussion forum. To subscribe, just log in to the MSA Web site, go to the ShopTalk page under the "For Members" heading and subscribe.
- Check out **helpful tips and articles** on our Web site!
<http://www.museumstoreassociation.org/pubs/pubs.cfm>
- Use the **online member directory** to look for colleagues and clients:
<http://www.museumstoreassociation.org/mbrDir/MbrDir.cfm>
- **Find information about exhibiting in MSA's annual Expo.** Meet hundreds of qualified sales prospects:
<http://www.museumstoreassociation.org/ConfExpo/expo.cfm>



An Overview of the MSA Web Site

LOG IN

To access the members-only sections of the site go to www.MuseumStoreAssociation.org and click on the white Login Now link in the upper right hand corner of the home page. Enter the exact same e-mail address you gave us on your membership application; your temporary password is "museum" (all lowercase).

Museum Store Association - Windows Internet Explorer

http://museumstoreassociation.org/

File Edit View Favorites Tools Help

Home | Suggested Sites | Free Hotmail | Web Slice Gallery

Gmail - Inbox - thelemasters... | Museum Store Association

Home | RSS | Print | Page | Search | Tools

MUSEUMSTORE
MUSEUM STORE ASSOCIATION

HOME FOR EVERYONE FOR MEMBERS FOR VENDORS

OUR PURPOSE
To advance the success of cultural commerce and of the professionals engaged in it.

JOIN MSA TODAY!
Join our community of museum retail professionals
Reach museum store buyers as a vendor/supplier
Support the industry through corporate sponsorship
MORE >>

MSA PUBLICATIONS
MSA's Museum Store Magazine
MORE >>

Exhibit at the MSA Expo in Austin, TX!
Reserve your booth today!
MSA 2010
MORE >>

Need further tech help? Contact [Karen Davisson](#), Network Systems Administrator



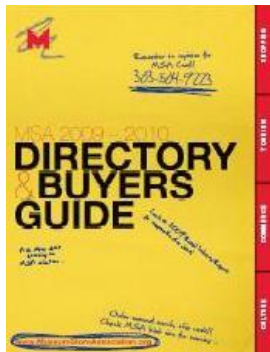
Increase Visibility With MSA

Online Directory – The searchable online directory gives members full access to every Exhibitor Affiliate’s full contact information and a link to your Web site, if applicable. **FREE with membership!**

<http://www.museumstoreassociation.org/MbrDir/MbrDir.cfm>

Museum Store Marketplace

Museum Store Marketplace – You automatically receive a complimentary listing with address and phone number. Your record has the red “M” attached indicating your MSA current membership status. **FREE with membership!** Enhanced listing available for purchase. <http://www.museumstoremarketplace.com/>



Directory & Buyers Guide – Our annual printed buyers guide and member directory gives store managers access to all Exhibitor Affiliate member listings including your product categories – a quick reference when buyers are unable to get online. **FREE with membership!**



Museum Store Marketplace

Develop an Online Presence

Museum Store Marketplace Listing Options:

- **Free Complimentary Listing** is automatically provided upon joining! This includes your company name, address, phone number and single product classification. Indexing of your home page happens automatically.
- **Extended listings** are available for purchase and include your company's logo, full contact information, company description and direct links to your company Web site. Every page of your Web site is indexed to improve search results.

Used by thousands of your buyers to find products

- More than 9,500 unique visitors
- More than 1,000 new visitors per month

For more information or to purchase an extended listing, contact
Donna Carrington, MultiView (972) 402-7745 or dcarrington@multiview.com.



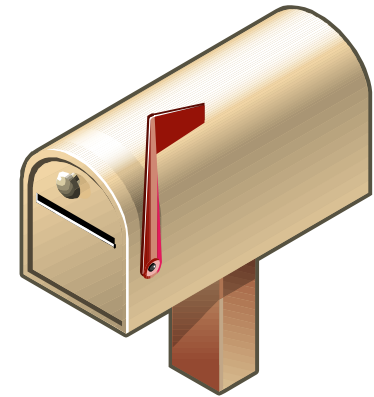
MSA Mailing List Rentals

Reach Members Directly

Reach our entire member base, prospects or both with your direct mail campaign.

List Options:

- » State, SCF
- » By museum type
- » By member type
- » Key code
- » Nth select



Pricing: https://www.mgilists.com/datacards/MSA_335.pdf

For more information or to purchase a list, contact Elena Hawkins, Marketing General Incorporated (800) 899-4420 x325 or EHawkins@MGILists.com.



Advertising With MSA

Advertising discounts as an MSA member save you hundreds of dollars while reaching thousands of buyers!

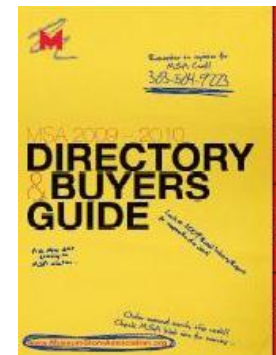
Museum Store magazine

Directory & Buyers Guide

MSA Program Book & Expo Guide

Check out MSA's Media Kit for more information:

<http://www.museumstoreassociation.org/pubs/forms/2010MediaKit.pdf>



Ready to advertise? Contact Lisa House Skies America (503) 726-4984 or lisah@skies.com.



55th MSA Retail Conference & Expo

April 17- 19, 2010

Austin, TX

The MSA Expo is the only place where I find products that truly fit the mission of my store ... the vendors at the Expo have the success of my business in mind and have a keen understanding that our stores are special and not typical retail stores.

- Amy Razor, Amon Carter Museum



Attendees of the 2009 MSA Conference & Expo learned, networked and shopped in Phoenix! ©2009 MSA.

We really enjoy exhibiting at the MSA Expo each year – it's a great show! It's an awesome experience for us to see our existing clients each year. Each museum buyer is so unique to their region and shop; it's great to gain feedback from all of them.

- Jamie Daniels, Portland Press Inc.



55th MSA Retail Conference & Expo

April 17- 19, 2010

Austin, TX

➤ **Reserve booth space!**

http://www.museumstoreassociation.org/ConfExpo/Reserve_Booth_Space_10.cfm

➤ **Sponsorships** - Maximize your exposure to this elite audience through a sponsorship and leave an impression on your customers.

http://www.museumstoreassociation.org/ConfExpo/Sponsorship_10.cfm

➤ **Schedule-at-a-glance:**

<http://www.museumstoreassociation.org/ConfExpo/sch.cfm>

➤ **Buyer's Choice Awards** - This FREE marketing opportunity will drive traffic to your booth. Enter your most unique product into the competition and provide your organization with additional exposure!

<http://www.museumstoreassociation.org/ConfExpo/ExpoPlanner10.cfm>

➤ **Show Specials** - Give MSA buyers an incentive to attend the Expo and seek you out - offer great deals!

http://www.museumstoreassociation.org/ConfExpo/forms/show_specials_form_10.cfm



Exhibitor Affiliate Specific Communications

How to do business with a museum

- Tip: Stores that have made renovations within the past five years have shown a slightly greater tendency to demonstrate sales growth.
- Tip: Best months to contact museums
 - Art Museums: Summer Months
 - Nature Centers and Botanical Gardens: Winter Months
 - Historic Sites, Children's Museums, Zoos: Winter Months
- Tip: Learn what engagements museum clients are holding and highlight related merchandise. On average museums see a significant percentage of their gross sales from special events.

Semi-annual Exhibitor Affiliate newsletter

Not only are you subscribed to the weekly *Culture & Commerce News Brief* but you will also be receiving the semi-annual vendor-only based newsletter. Look for this newsletter to give tips, industry trends, helpful articles and MSA news.



Networking With Members



ShopTalk gives you access to the experiences and product needs of your fellow members! To subscribe:

- Login to the MSA Web site.
- Go to the ShopTalk page under the “For Vendors” heading.
- Subscribe.
- You will begin receiving ShopTalk communications in your e-mail box.
- To start a conversation send your question to shoptalk@msashoptalk.org.
- To participate in a conversation simply reply to the e-mail message thread.



Networking With Members

Facebook and LinkedIn are used to spread MSA news and information, share interesting industry insights, engage members in discussions, share photos of member activities and much more!

Facebook is a great way to find friends!



- Join Facebook - <http://www.facebook.com>
- Use the search bar to look up Museum Store Association
- Become a fan by clicking on the “Become a Fan” link by the MSA name.

LinkedIn can connect you with your colleagues!



- Join LinkedIn - <http://www.linkedin.com>
- Search “groups” for Museum Store Association
- Send a request to be added



Save Money With MSA Member Discount Programs

Shipping Discounts With PartnerShip

- **FedEx Small Package Program**

- 29% savings on air shipments.
- Up to 20% per package on ground shipments!

- **UPS Freight, Con-Way, & Yellow Transportation Freight/LTL**

- Minimum of 66% off inbound and outbound shipping.
- Save the most on shipments of 250 pounds and over.
- Discounts available on interstate and intrastate shipments and direct cross border shipments to/from Canada.

Want more information? Contact [PartnerShip](https://www.partner-ship.com) (800) 599-2902





Save Money With MSA Member Discount Programs

Credit Card Processing Discounts with Renaissance

1. Discount rates beyond what an individual company could negotiate
2. No annual membership fees or long-term contract requirements (\$75+ savings)
3. Low charge back fee (\$15 per item) and low returned item fee (\$10 per item)
4. And savings on
 - **Program Membership Fees**
 - **Statements Fees**
 - **Terminal Programming Fees**



Discount Credit Card
Processing Program

Save money with MSA rates.

Want a service comparison? Contact [Howard Fromm](#) (877) 233-4554



We hope this handbook helps you make the most of your MSA membership. Please save a copy of this to your files and reference it any time you need MSA information, links or contact names.

Thank you for supporting MSA and its mission to advance the success of cultural commerce and the professionals engaged in it.