MUSEUM STORE ASSOCIATION
2019-2020 SPONSORSHIP & SUPPORT OPPORTUNITIES
The Museum Store Association is a community of nonprofit retail professionals dedicated to extending the visitors’ experience beyond their institutions and into their communities. MSA’s institution members actively seek partnerships with vendors to ensure their stores are offering the most innovative products to further their institutions’ mission and vision.

Increase your brand visibility throughout the course of the year with our new advertising, partnership, and sponsorship packages. We are now offering bundling of our top tier opportunities: MSA FORWARD and Museum Store Sunday. In addition and for the first time, advertising in the MSA News Brief is available. Any combination of these three opportunities earns you a 10% discount.

**MSA FORWARD 2020**
Connect directly with an audience of 400 dedicated buyers who will be in Cleveland, Ohio, April 23-27, 2020 to connect, learn, and do business. No other conference and expo features this type of highly-qualified museum store buyer participation.

**MUSEUM STORE SUNDAY 2019**
This partnership opportunity extends your reach beyond the MSA community to an audience of more than 1,200 museum stores located in the 50 US states, the District of Columbia, 17 countries on four continents – with new stores being added daily. Your support signals your dedication to the nonprofit retail industry and your desire to help stores achieve the missions of the institutions they support.

**NEW OPPORTUNITY - MSA NEWS BRIEF**
Advertise in our twice per month e-newsletter, and reach the inboxes of our entire membership including 800 professionals representing more than 600 distinct nonprofit retail stores in eight countries.

With so many great options, we understand it can be hard to choose, so we’ve made it a bit easier – any combination of News Brief advertising, Museum Store Sunday partnership, or MSA FORWARD sponsorship will result in you receiving a 10% discount off your total investment! We will be happy to work with you to create a custom package that can keep your company and products front and center with museum store buyers throughout the year.
Museum Store Association

For more information on exhibiting or sponsorship opportunities, please contact sales@museumstoreassociation.org.

Broadcast your messaging to the MSA audience by advertising in MSA’s e-newsletter, MSA News Brief. Delivered twice per month to an average audience of 1,243 recipients per issue with an average open rate of 38.3 percent, MSA News Brief is the perfect opportunity to highlight your branding in front of an audience of highly engaged non-profit retail professionals!

We offer two ad placements per issue, an upper ad (AD1) and a lower ad (AD2).*

**COST:**

- **AD1:** $750 per month*
- **AD2:** $500 per month*
- **AD1 & AD2:** $1,100 per month*

*10% is not in addition to the 10% received from bundling News Brief, Museum Store Sunday, and MSA FORWARD opportunity.

**SPECIFICATIONS:**

- AD1 and AD2 each measure as 120x350 pixels
- Ads must be a .jpg or .png

*Each month includes two issues, subject to availability*
Join MSA in celebrating Museum Store Sunday, our signature annual international event and consumer shopping campaign that directly supports arts and cultural institutions around the world. Museum Store Sunday is the global annual day to Be a Patron and shop conscientiously to support museum stores and their missions.

On Sunday, December 1, 2019, over 1,200 museums, representing all 50 states, the District of Columbia, and 17 countries across the globe will participate in Museum Store Sunday to offer patrons an inspired shopping experience inside museums and cultural institutions. Highlight your brand to the thousands of participating museum stores across the globe through one of our sponsorship packages!

INSTITUTIONS PARTICIPATING IN MUSEUM STORE SUNDAY 2018 SAW THE FOLLOWING YEAR OVER YEAR GROWTH COMPARED TO THE SUNDAY AFTER THANKSGIVING 2017:

- In store average: gross sales increased by 47%; net sales by 42%
- Web sales average: gross sales increased by 126%; net sales by 79%
- Museum visitors increased by 11%
- Store visitors increased by 35%
- Transactions increased by 21%
MUSEUM STORE SUNDAY PARTNERSHIP OPPORTUNITIES

Platinum Partner - $10,000

Be recognized as a 2019 Museum Store Sunday Platinum Partner and receive the following benefits:

- Eight (8) email banner ads to be included in communication sent to MSA members about Museum Store Sunday
  - Exact dates of emails to be determined by MSA and sponsor based on availability
  - Additional banner ads may be purchased for $750/each
- Four (4) sponsor spotlight articles in email communication
  - Exact dates of emails to be determined by MSA and sponsor based on availability
  - Additional sponsor spotlights may be purchased for $500/each
- One (1) Museum Store Sunday blog post
  - Content is subject to the approval of the Museum Store Sunday Executive Committee
- Listing in Museum Store Specials, an opportunity for vendor partners to offer special discounts to participating Museum Store Sunday institutions. The specials are listed in the Museum Store Sunday toolkit, which is provided exclusively to participants.
- Four (4) social media mentions on Museum Store Sunday outlets
- Recognition as a 2019 Museum Store Sunday Platinum Partner on the Museum Store Sunday webpage with hyperlinked logo
- Onsite recognition at MSA FORWARD 2020
- 10% discount off total investment when purchased in conjunction with MSA FORWARD sponsorship or MSA News Brief Ad

Gold Partner - $5,000

Be recognized as a 2019 Museum Store Sunday Gold Partner and receive the following benefits:

- Four (4) email banner ads to be included in communication sent to MSA members about Museum Store Sunday
  - Exact dates of emails to be determined by MSA and sponsor based on availability
  - Additional banner ads may be purchased for $750/each
- Two (2) sponsor spotlight articles in email communication
  - Exact dates of email to be determined by MSA and sponsor based on availability
  - Additional sponsor spotlights may be purchased for $500/each
- Listing in Museum Store Specials, an opportunity for vendor partners to offer special discounts to participating Museum Store Sunday institutions. The specials are listed in the Museum Store Sunday toolkit, which is provided exclusively to participants.
- Two (2) social media mentions on Museum Store Sunday outlets
- Recognition as a 2019 Museum Store Sunday Gold Partner on the Museum Store Sunday webpage with hyperlinked logo
- Onsite recognition at MSA FORWARD 2020
- 10% discount off total investment when purchased in conjunction with MSA FORWARD sponsorship or MSA News Brief Ad

For more information on exhibiting or sponsorship opportunities, please contact sales@museumstoreassociation.org.
MUSEUM STORE SUNDAY PARTNERSHIP OPPORTUNITIES

Silver Partner - $2,500
Be recognized as a 2019 Museum Store Sunday Silver Partner and receive the following benefits:

- Two (2) email banner ads to be included in communication sent to MSA members about Museum Store Sunday
  - Exact dates of email to be determined by MSA and sponsor based on availability
  - Additional banner ads may be purchased for $750/each
- One (1) sponsor spotlight article in email communication
  - Exact dates of email to be determined by MSA and sponsor based on availability
  - Additional sponsor spotlight article may be purchased for $500/each
- Listing in Museum Store Specials, an opportunity for vendor partners to offer special discounts to participating Museum Store Sunday institutions. The specials are listed in the Museum Store Sunday toolkit, which is provided exclusively to participants.
- One (1) social media mention on Museum Store Sunday outlets
- Recognition as a 2019 Museum Store Sunday Silver Partner on the Museum Store Sunday webpage with hyperlinked logo

Bronze Partner - $1,000
Be recognized as a 2019 Museum Store Sunday Bronze Partner and receive the following benefits:

- One (1) email banner ads to be included in communication sent to MSA members about Museum Store Sunday
  - Exact dates of email to be determined by MSA and sponsor based on availability
- Listing in Museum Store Specials, an opportunity for vendor partners to offer special discounts to participating Museum Store Sunday institutions. The specials are listed in the Museum Store Sunday toolkit, which is provided exclusively to participants.
- One (1) social media mention on Museum Store Sunday outlets
- Recognition as a 2019 Museum Store Sunday Bronze Partner on the Museum Store Sunday webpage with hyperlinked company name
- Onsite recognition at MSA FORWARD 2020
- 10% discount off total investment when purchased in conjunction with MSA FORWARD sponsorship or MSA News Brief Ad

Contributing Partner - $500
Be recognized as a 2019 Museum Store Sunday Contributing Partner and receive the following:

- Listing in Museum Store Specials, an opportunity for vendor partners to offer special discounts to participating Museum Store Sunday institutions. The specials are listed in the Museum Store Sunday toolkit, which is provided exclusively to participants.
- One (1) social media mention on Museum Store Sunday outlets
- Recognition as a 2019 Museum Store Sunday Contributing Partner on the Museum Store Sunday webpage
- Onsite recognition at MSA FORWARD 2020
- 10% discount off total investment when purchased in conjunction with MSA FORWARD sponsorship or MSA News Brief Ad
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MAKE CONNECTIONS AND BUILD RELATIONSHIPS

GROW YOUR PROFESSIONAL NETWORK THROUGH FACE-TO-FACE INTERACTIONS WITH PROSPECTIVE AND CURRENT CUSTOMERS

The MSA FORWARD Retail Conference & Expo provides a networking experience and opportunities to connect with buyers who represent one-of-a-kind museum stores. Dedicated networking breaks and meals, interactive educational sessions, and encounters around the Expo Hall will give you the opportunity to meet buyers in person, shake their hands, and build meaningful relationships.

WHO WILL BE THERE:

- Store Buyers and Managers
- Retail Operations Personnel
- Product Developers
- Merchandising Directors
- Museum Retail Staff & Directors

WHAT DO YOU HAVE TO GAIN AT THE EXPO?

You will learn the latest industry trends in an environment designed specifically for you to grow your relationship with your current clients and build new connections that will make 2020 your most profitable year yet!

- 63% of attendees come to the Expo with a specific buying purpose
- 77% of attendees are looking for custom products
- 83% of attendees are either the sole purchase decision maker, or a decision influencer at their store
- 66% of attendees are looking to meet new vendors
- 90% of attendees say new products are important to their MSA FORWARD buying objectives

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WHAT MSA FORWARD ATTENDEES ARE SAYING

STATISTICS:

- 81% of exhibitors left with at least 6 quality leads
- 68% of exhibitors had 6+ orders during the expo
- 76% of attendees placed 2 or more purchases
- 86% of attendees spent $1000 or more
- 75% of attendees plan to make a purchase before the year ends with a new vendor they met during expo

TOP 10 PRODUCT TYPES ATTENDEES ARE LOOKING FOR:

1. Custom Products
2. Jewelry
3. Books & Related
4. Games & Toys
5. Made in America
6. Education Products
7. Souvenirs & Promotional
8. Independent Artist
9. Apparel
10. Paper Products

*Above data and statements are based on 2019 survey results.

“The MSA Conference benefits outweigh the cost and this year was awesome. As a veteran in my field of work, I still find new ideas and meet new people to build my network.”

- Barbara Lenhardt, General Manager, Deputy Chief of Retail, National Gallery of Art

“MSA FORWARD is essential for any non-profit retail professional and the businesses that provide goods and services to the MSA community. This annual event is THE PLACE to connect, learn and do business during a jam-packed five days!”

- Stuart Hata, Director of Retail Operations, Fine Arts Museums of San Francisco

“This was my first MSA FORWARD event as a new vendor. I felt so welcomed by both buyers and other vendors at this event. We also are a nonprofit organization, unique for a vendor. It was so refreshing to meet buyers who could understand and appreciate that. They were interested in my product and our story and I felt welcome!”

- Richard Sullivan, Business Development Manager, Chicago Lighthouse

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VENDOR OPTIONS

**Exhibit Options:**
- **SOLD OUT** 5’x10’ Booth: $1,995
- **SOLD OUT** 5’x15’ Booth: $2,850
- **SOLD OUT** 5’x20’ Booth: $3,675
- **SOLD OUT** 10’x10’ Booth: $3,675
- **SOLD OUT** 10’x10’ Premium Booth: $4,200
- **SOLD OUT** 5’x30’ Booth: $5,100

**Exhibit Options Include:**
- One (1) full conference registration for staff
- One additional registration for booths larger than 50 sq ft
- One (1) six foot draped table, 2 chairs
- ID sign
- Company profile listing in the expo app
- Recognition in the program book & expo guide
- Listing on the event website linked to company URL
- Pre- and post- expo attendee list
- Exhibitor ribbons for staff

Additional full conference registrations for booth staff are $135/each

Each vendor is required to be a member of MSA in good standing to exhibit

For more information on exhibiting or sponsorship opportunities, please contact sales@museumstoreassociation.org.

Museum store buyers and managers are constantly trying to stay ahead of the competitive landscape by offering the most innovative products and services that relate to their institutions’ collections and exhibitions. MSA FORWARD is your opportunity to make sure they know about your products!

Over 300 attendees with decision making power will be attending the conference and expo during this five-day event. Maximize this opportunity by enhancing your brand awareness with our creative packages of booth space and sponsorships.
SPONSORSHIPS LEVELS

POSITION YOUR COMPANY AS AN INDUSTRY THOUGHT LEADER BY ALIGNING YOURSELF WITH MSA FORWARD

MSA offers a wide variety of custom sponsorship opportunities designed to maximize your brand’s exposure over the five-day conference. Customizable packages will allow your company to increase its brand awareness with creative options no matter your budget!

Pick and choose sponsorships to maximize your brand’s exposure at MSA FORWARD. Your total spend on sponsorships will determine your sponsorship level.

Save 10% off of your total investment by combining a MSA FORWARD Sponsorship with a Museum Store Sunday Sponsorship and/or News Brief Advertising. Combining sponsorships allows you to interact with MSA’s highly engaged audience year-round!
Networking Gala and Silent Auction

**Sponsorship:** $10,000 (2 Available)

One of MSA FORWARD’s main attractions, this event brings together all attendees in one place to celebrate the hard work and excellence of the industry. This sponsorship will grant partial creative control of the event to the sponsoring company, allowing them to distribute table gifts, additional promotional materials, a visual presentation, specialty cocktails, or an exciting prize giveaway.

**Sponsorship includes:**
- Three (3) company representative full conference registrations
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff
- Onstage recognition of the sponsorship including call-up to stage of sponsor’s representatives
- Sponsor acknowledgement signs on tables at the event, including sponsor name and product image

Escalator Cling Sponsorship

**Sponsorship:** $8000 (Exclusive)

Place your branding on one of the most prominent places at MSA FORWARD, the escalators leading to the Expo Hall. Promoting your company in this high traffic area will ensure all MSA attendees are exposed to your branding every time they enter or leave the Expo Hall.

**Sponsorship includes:**
- Two (2) company representative full conference registrations
- Company profile listed in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff
**SPONSORSHIP OPPORTUNITIES**

**MSA Membership Meeting and Lunch**

**Sponsorship:** $7,500 (Exclusive)

This sponsorship provides your company with the opportunity to boost your exposure and affiliate your brand with MSA’s membership meeting. This lunch is the perfect chance to network with attendees.

**Sponsorship includes:**
- Two (2) company representative full conference registrations
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff
- Opportunity to introduce the speaker or a 1–2 minute introduction of the entire event
- Opportunity to showcase product and leave a note card with product information as centerpieces of the lunch tables

**Sunday Expo Hall Lunch**

**Sponsorship:** $7,500 (Co-sponsor option available)

Hosted in the Expo Hall, this sponsorship opportunity will not only build your brand, but also build energy and momentum for vendors and attendees during the final day of the Expo Hall. This lunch is a casual meal and you can label each box with your company branding and one promotional insert.

**Sponsorship includes:**
- Two (2) company representative full conference registrations
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff
- Opportunity to showcase products on the lunch buffet

**Keynote Speaker**

**Sponsorship:** $5,000  *Only 1 Left!*

Gain the attention of attendees before, during, and after one of our two keynote presentations. Keynote presentations stand alone on the conference schedule, meaning you have uninterrupted access to a captive audience. This sponsorship opportunity offers your company great exposure and includes a table area near the entrance/exit allowing you to display promotional materials/giveaways.

**Sponsorship includes:**
- Two (2) company representative full conference registrations
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff
- Opportunity to present a 1–2 minute introduction for the keynote speakers

For more information on exhibiting or sponsorship opportunities, please contact sales@museumstoreassociation.org.
**Mobile App Title Sponsor**

**Sponsorship:** $5,000 (Exclusive)

Gain valuable exposure for your brand as the exclusive sponsor of the MSA FORWARD app. The MSA FORWARD app is downloaded by attendees and exhibitors to find the agenda, session and speaker descriptions, and all other vital info about the conference!

**Sponsorship includes:**
- Two (2) company representative full conference registration
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff

**Conference Badge Holder**

**Sponsorship:** $4,000 (Exclusive)

By sponsoring the conference badge holders, you will be ensuring that every attendee is wearing your branding throughout the entirety of MSA FORWARD! From the moment they check in at registration the attendees will be fully aware of what your company brings to the table.

**Sponsorship includes:**
- One (1) company representative full conference registration
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff

**Gala Photo Booth**

**Sponsorship:** $3,500 (Exclusive)

Sponsor a photo booth during our MSA FORWARD Gala to help attendees create fun photos to remember their time at MSA FORWARD. Sponsor logo will be included on each picture taken, and you will have the ability to link the photo booth feed to the conference social media page, or your own social channels. This sponsorship includes your company logo and information on the printed copy of the photos.

**Sponsorship includes:**
- One (1) company representative full conference registration
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff
- Ability to include a digital frame or envelope as an insert

**SOLD Registration Area / Information Table Sponsor**

**Sponsorship:** $3,000 (Exclusive)

Sponsor the registration area, where every attendee must go to collect their badge and find information about the conference. Your logo will be featured prominently around the entire registration area, and you will have the ability to give away free promotional items.

**Sponsorship Includes:**
- One (1) company representative full conference registration
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff
- Opportunity to showcase products on the registration desk during open registration hours

For more information on exhibiting or sponsorship opportunities, please contact sales@museumstoreassociation.org.
SPONSORSHIP OPPORTUNITIES

Coffee Break Sponsorship

**Sponsorship:** $2,500 (3 Available)

You can sponsor the Coffee Station exclusively or with partners and host a mobile coffee station in the Buyer Vendor Hub. This is an efficient way for any company that produces stock and custom coffee mugs to distribute branded giveaways and drive traffic to their booth. Sponsored slots will be indicated on the Conference Schedule.

**Sponsorship Includes:**
- One (1) company representative full conference registration
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff
- Opportunity to showcase products on the coffee bar during your sponsored break

Water Station Sponsorship

**Sponsorship:** $1,000 (5 Available)

Refresh attendees with water in the session rooms. This opportunity includes a sponsor logo on the cover of branded water jugs in the session rooms. The sponsor can also provide cups with the sponsor logo.

**Sponsorship Includes:**
- One (1) company representative full conference registration
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff

Learning Excursion Sponsorship

**Sponsorship:** $2,500 (8 Available)

The Learning Excursions present a unique way for attendees to explore the cultural institutions of Cleveland and learn their best practices for operating their non-profit retail stores. Make sure the attendees are exposed to your branding as they go on adventures throughout the city!

**Sponsorship Includes:**
- One (1) company representative full conference registration
- One (1) complimentary registration to that excursion
- Seat drop/flyer to all registered attendees for that excursion (on the bus)
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff

Afternoon Happy Hour

**Sponsorship:** $2,000 (2 Available)

Sponsor exclusively or team up with other companies to host an Afternoon Wine Bar Happy Hour on the expo floor! The Wine Bar will be located in Buyer Vendor Hub, and you’ll have the opportunity to showcase a product on the bar and the tables surrounding the Buyer Vendor Hub for a designated time!

**Sponsorship Includes:**
- One (1) company representative registration
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff

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SPONSORSHIP OPPORTUNITIES

Conference Swag Bag *(supplied by sponsor)*

**Sponsorship:** $1,000 (Exclusive)

By sponsoring the conference tote bag you will be ensuring that every attendee has your logo on their arm as they are perusing the expo floor. This sponsorship is a great opportunity for bag suppliers to show off their products and branding abilities. Supplied bag must be approved by MSA and include MSA branding. Sponsor will be responsible for supplying tote bag and shipping charges related to this sponsorship.

**Sponsorship Includes:**
- One (1) company representative full conference registration
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff

Conference Water Bottle *(supplied by sponsor)*

**Sponsorship:** $1,000

Supply your official branded water bottle with your logo to be distributed at the registration desk. Build up goodwill with all of the MSA FORWARD attendees by keeping them hydrated as they walk around the Expo Hall. The bottle may be customized, Sponsor will responsibility for supplying water bottle and shipping charges related to this sponsorship, and will need to be approved by MSA beforehand.

**Sponsorship Includes:**
- One (1) company representative full conference registration
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff

Continental Breakfast Sponsorships

**Sponsorship:** $1,000 (2 Available)

Help attendees start their day off right by sponsoring the most important meal of the day, breakfast. Sponsoring the continental breakfast will give attendees exposure to your branding as they enjoy their meal and network first thing in the morning.

**Sponsorship Includes:**
- One (1) company representative full conference registration
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff
- Opportunity to showcase products on the breakfast buffet

Snack Breaks

**Sponsorship:** $1,000 (3 Available)

Sponsor the snack breaks hosted in the Buyer Vendor Hub and ensure all the MSA FORWARD attendees see your branding as they refuel with snacks during dedicated networking breaks.

**Sponsorship Includes:**
- One (1) company representative full conference registration
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post- expo attendee lists
- Sponsor ribbons for staff
- Opportunity to showcase products on the snack tables during your sponsored break
SPONSORSHIP OPPORTUNITIES

Conference Notepad (supplied by sponsor)

**Sponsorship:** $1,000 (Exclusive)

Conference notepads are distributed to all attendees at registration. Imprinting your branding on the conference notepad will ensure attendees are reminded of your company long after the conference. Sponsor will be responsible for providing notepads and shipping charges related to the sponsorship. Notepads must be approved by MSA and include MSA branding, and sponsors will be required to provide notepads for all attendees.

**Sponsorship Includes:**
- One (1) company representative full conference registration
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post-expo attendee lists
- Sponsor ribbons for staff

Conference Pen (supplied by sponsor)

**Sponsorship:** $500 (Exclusive)

Imprint your logo onto pens distributed to all attendees at MSA FORWARD. The attendees will be reminded of your branding every time they use these pens, even after the conference has ended. Sponsor will be responsible for providing pens and shipping charges related to the sponsorship.

**Sponsorship Includes:**
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post-expo attendee lists
- Sponsor ribbons for staff

Conference Charging Station

**Sponsorship:** $1,000 (4 Available)

Build goodwill with the attendees by providing them with a place to charge their electrical devices. Placed strategically throughout the Expo Hall, this is a great opportunity to maximize your exposure. Locations will be indicated on the Expo Floorplan.

**Sponsorship Includes:**
- One (1) company representative full conference registration
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post-expo attendee lists
- Sponsor ribbons for staff

Adult Mannequin Presentation

**Sponsorship:** $500 (6 Available)

An excellent opportunity for jewelers, accessory designers, and apparel companies to show off their products, these mannequin presentations will be strategically placed on the floor to maximize exposure of your products. Mannequins will be provided (or you can bring your own); mannequins will need MSA approval prior to placement in Expo. Locations will be indicated on the Expo Floorplan.

*Non-Exhibiting vendors are responsible for bringing any items to MSA FORWARD*

**Sponsorship Includes:**
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post-expo attendee lists
- Sponsor ribbons for staff

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SPONSORSHIP OPPORTUNITIES

Child Mannequin Presentation
**Sponsorship:** $500 (4 Available)

Apparel, toys, pajamas, etc., this is an excellent opportunity to show your wares. Mannequin presentations will be strategically placed throughout the floor to maximize exposure of your products. Mannequins will be provided (or you can bring your own); mannequins will need MSA approval prior to placement in Expo. Locations will be indicated on the Expo Floorplan.

*Non-Exhibiting vendors are responsible for bringing any items to MSA FORWARD*

**Sponsorship Includes:**
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post-expo attendee lists
- Sponsor ribbons for staff

Chapter Meeting Snacks
**Sponsorship:** $500 + cost of snacks (8 Available)

Choose this sponsorship to expose your brand to a specific geographical region through MSA Chapter Meetings. With this sponsorship you will supply the food and beverage for a regional chapter of MSA. Sponsors will choose the food and beverage from the facility’s offerings, and requests for specific chapters will be honored on a ‘first come first served’ basis. Sponsor will be responsible for food & beverage charges related to this sponsorship.

**Sponsorship Includes:**
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post-expo attendee lists
- Sponsor ribbons for staff

Educational Breakout Sessions
**Sponsorship:** $500 (16 Available)

Position your company as a thought leader in the industry or certain topic by sponsoring one of the Educational Breakout Sessions where attendees will learn the latest trends in museum store management.

**Sponsorship Includes:**
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post-expo attendee lists
- Sponsor ribbons for your staff

**SOLD Conference Pin** *(supplied by sponsor)*

**Sponsorship:** $500 (Exclusive)

Become the exclusive MSA FORWARD conference pin sponsor to help attendees remember their experience in Cleveland and add to their MSA FORWARD collection. Each attendee will receive the MSA pin at registration with their materials. Pins must be approved by MSA and include MSA branding. Sponsor will responsible for supplying conference pin and shipping charges related to this sponsorship.

**Sponsorship Includes:**
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors
- Pre- and post-expo attendee lists
- Sponsor ribbons for your staff

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*Expo Floor Raffle

**Sponsorship:** $250 (20 Available)

Become a sponsor of one of the most exciting parts of MSA FORWARD by sponsoring the show floor raffle. Show your creativity and market your goods to the show floor with any prize you would like to distribute. Prizes will be distributed from each sponsor’s booth every hour of the expo. (Note: $250 does not include the actual prize to be raffled).

**Includes:**
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide
- Logo presence on dedicated web page acknowledging sponsors

*Passport Feature

**Sponsorship:** $200 (20 Available)

Become an expo passport participant to drive traffic to your booth! This opportunity allows you to showcase a fun fact or question about your company. Every buyer has the opportunity to participate. They will receive a card in their welcome packet that shows all of the participating vendors. The buyers then visit the sponsors’ booths to get their card stamped. Completed cards are put into a drawing to win exciting prizes. Sponsors should all come with custom stamps prepared.

**Includes:**
- Signage
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide

*Tote Bag Insert (supplied by sponsor)

**Sponsorship:** $200 (20 Available)

Each attendee, both buyer and supplier, receives a tote bag when they pick up their show badge and other materials. This opportunity allows you to make sure that they take home something from your company. Size/weight/volume restrictions apply. Sponsor will be responsible for providing, printing, and shipping insert.

Product Gallery Display

**Sponsorship:** $200 (30 Available), $200/exhibitors, $500/non-exhibitors*

Give attendees the opportunity to see your products first. Stand out from the crowd by placing items in our display along side our registration area for the duration of the conference. The slots will be sold on a first-come, first-served basis.

*Non-Exhibiting vendors are responsible for bringing any items to MSA FORWARD

**Includes:**
- Signage
- Company profile listing in the MSA FORWARD app
- Recognition in the program book & expo guide

Networking Gala and Silent Auction Drink Tickets

**Sponsorship:** $150 for 10 tickets (50 Available)

This is the perfect opportunity to build goodwill with your prospects. Buy drinks for you and your colleagues with these tickets that will be used at the Networking Event & Silent Auction on Saturday night. Minimum of 10 tickets per advance purchase.

ADDITIONAL MARKETING OPPORTUNITIES

*COMPANY MUST BE AN EXHIBITOR TO TAKE ADVANTAGE

For more information on exhibiting or sponsorship opportunities, please contact sales@museumstoreassociation.org.