



Exhibitor & Sponsor Prospectus

MCN 2011 – 39th Annual Conference

Making Museums Work, Together:

Innovation, Agility, and Collaboration

Atlanta, Georgia, November 16-19, 2011

March 2011

Dear Colleagues:

On behalf of the Board of Directors and membership of the Museum Computer Network (MCN), I am pleased to present the exhibitor and sponsor prospectus for our 39th annual conference, to be held November 16th through the 19th of 2011. MCN 2011 will take place in Atlanta, Georgia, at the Hyatt Regency Atlanta On Peachtree Street. More than 300 cultural heritage technology professionals are expected to attend the conference, where they will share challenges, explore emerging technologies, and network to ensure that their institutions are informed about the latest in technologies and technology services for the cultural heritage sector.

Being an exhibitor, sponsor, or both at MCN 2011 will enable you to reach top technology decision-makers from museums and cultural sites throughout the United States, Canada, and beyond, and it will offer many other benefits. This prospectus outlines your opportunities for supporting MCN through sponsorships and for exhibiting your products to our members at MCN 2011. In addition to the direct benefits of expanding your clientele in the cultural heritage community, exhibiting your products and services to MCN attendees can lead to wider public visibility in high-profile museum projects. After you've had the opportunity to see the value of this conference and its potential for connecting you to organizations with both the interest and the capacity to purchase your products or services, we're sure you will want to become part of MCN 2011.

To learn more about these valuable opportunities, please contact the MCN Conference Coordinator, Susan Rawlyk, (888-211-1477), conference@mcn.edu) or Rich Cherry, Chair of Vendor and Marketing Relations, MCN 2011 (619-819-8331), rcherry@bpoc.org).

We look forward to seeing you in Atlanta!

Douglas Hegley,
President,
Museum Computer Network (www.mcn.edu)

Who Should Participate

The Museum Computer Network's 39th Annual Conference and Exhibit Hall offers great exposure for any company whose goods and/or services facilitate the diverse functions of a 21st-century museum. From financial and business operations to new media and digital asset management, museums are constantly adding new technologies to their programs. Sponsors and exhibitors are encouraged to show established products, new releases, and products still being developed. MCN's diverse membership of technology professionals provides an audience responsive to products of every price, scale, and level of sophistication.

MCN conferences attract museum information professionals who make decisions regarding the purchase and use of technology at their respective institutions. MCN's members know that the Exhibit Hall at our annual conference is the place to see the latest in software and technology that would be of direct benefit to museums, libraries, and cultural heritage institutions.

Why This Conference?

The Museum Computer Network, a nonprofit organization of more than 350 professionals representing over 250 organizations worldwide, is dedicated to supporting the mission of museums through the use of technology. Established in 1967, MCN has led museums through the amazing technological advances of the past 44 years, serving as a professional organization and venue for exploring emerging technologies. MCN's membership represents museum information professionals from cultural institutions throughout the world—ranging from small historical societies to the National Gallery of Art and The Metropolitan Museum of Art.

About Our Venue

Hyatt Regency Atlanta
265 Peachtree Street NE,
Atlanta, Georgia, USA 30303
Tel: +1 404 577 1234
Fax: +1 404 588 4137

Nestled in the heart of downtown on historic Peachtree Street, Hyatt Regency Atlanta offers an indoor connection to the Peachtree Center Station of the MARTA public rail system and is just 15 minutes from Hartsfield Atlanta International Airport. Stroll to Georgia World Congress, the Inforum or the adjoining Peachtree Center.

<http://www.atlantaregency.hyatt.com/hyatt/hotels/events/meetings/index.jsp>

Special conference guest-room rates will apply; please register as an MCN Conference exhibitor.

Sponsorship Opportunities

In addition to named sponsor benefits below, each sponsor receives the following:

- Prominent placement of your logo with website link on the main web page for the conference.
- Recognition in all conference communications including written and printed communication distributed to conference delegates and exhibitors.
- A complete list of registered conference attendees for follow-up and important sales leads.
- Space to display your signage (4' x 8' or smaller).

SPONSORSHIP LEVELS:

PRESENTING SPONSOR (Exclusive)

\$15,000

- Prominent placement of your logo with link for one year on the MCN website's home page
- Full-page ad in Online Conference Program
- Complimentary Exhibit Space
- Two complimentary Conference Registrations

SUPPORTING SPONSOR (Exclusive)

\$7,500

- Two complimentary Conference Registrations
- Complimentary Exhibit Space
- Full-page ad in Online Conference Program

RECEPTION SPONSOR (2)

\$5,000

- Opportunity to provide opening remarks for reception
- Prominent signage at Reception
- Complimentary Exhibit Space
- Half-page ad in Online Conference Program
- Two complimentary Conference Registrations

JAMES BLACKABY KEYNOTE SPONSOR (Exclusive)

\$2,500

- Recognition during introductory remarks
- Half-page ad in Online Conference Program
- One complimentary conference registration

- E-MAIL CENTER SPONSOR (Exclusive) \$2,500**
 - Company website featured on the homepage of E-Mail Center computers
 - One complimentary Conference Registration

- NEWCOMERS' BREAKFAST SPONSOR (Exclusive) \$2,500**
 - Opportunity to provide opening remarks at Breakfast
 - Prominent signage at the event
 - One complimentary Conference Registration

- SCHOLARSHIP SPONSOR \$1,000**
 - Named Scholarship for MCN 2011

- GENERAL SPONSOR \$1,250**
 - One complimentary Conference Registration

- COFFEE BREAK SPONSOR \$750**
 - Prominent signage during the sponsored break

- CONFERENCE SESSIONS AND WORKSHOPS \$500**
 - Prominent signage during the session or workshop

Advertising in Conference Program

Advertising in the Conference Program is an effective and economical way to reach attendees both during and after the conference. The Program will be available on MCN's website and distributed to all conference attendees.

Advertising rates are as follow:	<u>Exhibitors*</u>	<u>Non-Exhibitors</u>
Quarter-page Ad	\$200	\$250
Half-page Ad	\$300	\$500
Full-page Ad	\$500	\$700
Inside Front/Back Cover	\$800	\$1000

* A further discount of \$25.00 is available to Exhibitor Members

Questions about Sponsor or Advertiser Benefits?

We are committed to helping you reach your audience and would be pleased to explore other marketing and recognition opportunities with you. Questions regarding our sponsorship program can be directed to:

Conference Coordinator Susan Rawlyk conference@mcn.edu (403) 541-1111 (888) 211-1477	or	Rich Cherry Chair of Vendor & Marketing Relations rcherry@bpoc.org (619)-819-8331
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Exhibitor Information

The Main Exhibit Hall is located adjacent to the conference meeting rooms. Final Exhibit Hall hours with break times and a map of the exhibit hall will be included in your Exhibitor Service Kit.

Set Up	Wednesday, Nov 16th	10:00 a.m. – 4:00 p.m.
Set Up	Thursday, Nov 17th	10:00 a.m. – 12:00 p.m.
Opening Lunch	Thursday, Nov 17th	12:00 p.m. – 1:30 p.m.
Exhibit Hall Open	Thursday, Nov 17th	1:30 p.m. – 6:00 p.m.
Exhibit Hall Open	Friday, Nov 18th	10:00 a.m. – 5:00 p.m.
Exhibit Hall Reception	Friday, Nov 18th	5:00 p.m. – 7:00 p.m.

	<u>Member</u>	<u>Non-Member</u>
Space for 8'w x 10'd x 10'h self-contained display	\$875	\$1,000
Table Top Display (6' x 3' skirted table)	\$700	\$875

Note: MCN Corporate Membership is \$300 annually.

Space rental fees include

- one (1) 6' draped table and two chairs,
- two complimentary registrations (not including special events with fees),
- company identification signage,
- listing in the Conference Program,
- and inclusion in the on-site Exhibitor Guide.

Not included but available from the hotel:

- electrical service
- telephone/data/wireless services
- audiovisual
- other special needs
- pipe and drape

These services are the financial and logistical responsibility of the Exhibitor. These services may be requested through the Conference Hotel. All necessary forms will be included in the Exhibitor Service Kit, which will be forwarded to you with your confirmation. For information on pricing of these services prior to receipt of your confirmation, please contact our Convention Services Manager, Caroline Klisanich directly at:

Hyatt Regency Atlanta
265 Peachtree St, NE
Atlanta, GA 30303
Direct Line: 404-460-6517
Email: caroline.klisanich@hyatt.com

Exhibitor Registration

Company name:

Contact name: _____

Title: _____

Address: _____

City/State/Zip: _____

Telephone: _____

Fax: _____

Email: _____

Website: _____

Type of space required: Self Contained Display Table Top

Total number of spaces required: _____ (Booth Space) _____ (Table Top)

Names of representatives:

1) _____

2) _____

Additional personnel (\$300 per person):

3) _____

4) _____

Company signage should read (one line only):

Please attach a description (100 words or fewer) of your product or company for inclusion in the on-site directory.

Payment

A \$50 discount will apply to all payments received prior to August 15, 2011.

1. Exhibit Space

	Members	Non-Members
Space for 8' (w) x 8' (d) x 10' (h) self-contained display	_____ @\$875	_____ @\$1,000
Table-top display (6' x 3' skirted table)	_____ @\$700	_____ @\$875
Each additional table	_____ @\$350	_____ @\$500
Additional personnel	_____ @\$300	_____ @\$300
Other literature display	_____ @\$100	_____ N/A
 Subtotal for Exhibit Space	 \$ _____	 \$ _____

2. Sponsorship & Program Advertising

	Description	Amount
Sponsorship Level	_____	\$ _____
Program Advertising Size	_____	\$ _____
Subtotal for Program Advertising and Sponsorship	_____	\$ _____

3. TOTAL (Exhibit Space, Sponsorship, Program Advertising): \$ _____

All fees are in US dollars.

Terms of Contract

a) Location Assignments

Booth assignments will be made in the order in which complete Exhibitor Registrations are received by MCN. To be complete, an Exhibitor Reservation Form, together with required payment, must be received. Every effort will be made to place exhibitors in their preferred positions. Exhibitors will be advised of their booth location and will be forwarded an Exhibitor Service Kit promptly on receipt of reservations.

b) Space Rental

Exhibit Space is 8' (w) x 8' (d) x 10' (h).

When the exhibitor plans to install a completely constructed display, no part of the display shall project so as to obstruct the view of adjacent displays. Booth side dividers of a height in excess of 36" must not extend further than three feet from the back wall and may not exceed 10' in height. Exhibitors also have the option to rent table-top display space consisting of one 6' x 3' skirted table, two chairs, and a waste receptacle. Exhibitors choosing the table-top display must confine their display to the table top.

Audiovisual equipment must not be played at a level that would interfere with adjacent exhibitors. Information on arrangements for telephone connections and special requirements will be included with the Exhibitor's Service Kit and payment for same will be the sole responsibility of the exhibitor.

Exhibitors must provide their own electrical and computer equipment, if required; information on electrical and computer equipment rental will also be contained in the Exhibitor's Service Kit.

c) Payment and Cancellation

Full payment is required for reservations. Deadline for reservations is September 30, 2011. Cancellations must be made in writing and prior to this date to qualify for a refund, less a \$75 processing fee. No requests for refunds will be processed on cancellations received after September 30, 2011.

d) Use of Space

No exhibitor shall permit any other corporation or its firms or representatives to use the space allotted to the signer of the contract, nor shall he/she display articles not manufactured or normally sold by him/her. Requests for co-participation by any other corporation or its firms or representatives in space assigned to the original applicant must first be made in writing to MCN. If permission is granted by MCN, there will be an additional charge of \$300 for each additional participant from the same company. Exhibitors may not sublet booths or assign this lease in whole or part without the prior consent of MCN.

e) Security and Insurance

The organizers will take responsible care to ensure security in the Exhibit Hall. The organizers will not be liable for damage or loss to exhibitor's property, nor shall they be liable for any injury that may occur in the exhibit areas. The Exhibitor assumes entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitors' displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless the hotel agents and employees from any and all such losses, damages, and claims. Exhibitors are responsible for obtaining the insurance required to participate.

f) Limitation of Liability

The Exhibitor shall indemnify the organizers against all claims, demands, actions, expenses, damages, penalties, or proceedings arising out of or in any way connected with the Exhibitor's occupancy and use of the exhibitor premises or any part thereof. Exhibitors will be required to pay the cost of making good any damage to floors, wall structures, and accessories.

g) Protection of Exhibit Hall Facility

Nothing shall be posted or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the Conference Hotel without permission from the proper building authority and MCN.

h) Installation and Dismantling

Packing, unpacking, and assembly by exhibitors will be done only in the designated areas and in conformity with the directions issued by the Exhibit Coordinator, the hotel, or their assignees. A specific requirement as to the time for installation and dismantling of exhibits is supplied elsewhere in this document and shall be binding. All displays must be in place and set up by the time of the official opening of the Exhibit Hall. Space not occupied or set up by one hour prior to that time may be reassigned for other purposes.

i) Shipping

All confirmed Exhibitors will receive an Exhibitor Service Kit containing shipping information and literature on rates for additional services and supplies. The Exhibit Coordinator will be on-site throughout the Conference to assist Exhibitors and to facilitate service requests. Questions should be referred to MCN Conference Coordinator, at conference@mcn.edu

j) Listing of Exhibitors in the Conference Program

Exhibitors will be listed in the final Online Conference Program. Exhibitors should supply a brief (100 words or fewer) description of their products and/or services to be featured in the on-site Exhibitor Guide. This description must accompany payment. Descriptions will not be accepted after September 30, 2011. Exhibitors who do not provide a description will be listed in the Final Program and on-site Exhibitor Guide by name only.

k) Distribution of Printed Materials

Neither Exhibitors nor non-Exhibitors shall distribute to the Conference attendees printed matter, samples, souvenirs and the like, except from within the rented spaces. Any other type of distribution of such matter elsewhere must be approved by MCN prior to the Conference.

l) Restrictions on Location of Exhibitors and Solicitation

Commercial interests are not permitted to conduct or solicit business in the Exhibit Hall unless they have purchased exhibit space. Exhibitors are not permitted to exhibit products and services to the full conference except in the Exhibit Hall. Exhibitors may privately demonstrate products to individuals in locations other than in the Exhibit Hall area.

m) Default Occupancy

An Exhibitor failing to equip contracted space is not relieved of the obligation of paying for such space at the full rental price. MCN shall have the right to use, as it sees fit, any such booth unoccupied by one hour prior to the Exhibit Hall Opening.

n) Agreement to Conditions

Each Exhibitor agrees for himself/herself and his/her employees to abide by the conditions set forth in the Terms of Contract. It is understood and agreed that the sole control of the Exhibit Hall rests with MCN.

o) Amendments

MCN shall have sole authority to interpret and enforce all rules and regulations contained herein and to make any amendments thereto, and to make such further rules and regulations as shall be necessary for the orderly conduct of the Exhibit Hall.

Terms and Agreement

Exhibiting company assumes completed responsibility and liability for all loss, damage or destruction of the property of the exhibit, its guests, and property of the Hyatt Regency Atlanta used by the Exhibitor or brought upon the hotel premises on its behalf. Exhibitor also assumes full responsibility and liability for injury to any or all persons or property in any way connected with the exhibitor's display caused by the exhibitor's negligence. Exhibitor indemnifies and agrees to hold harmless MCN and the Hyatt Regency Atlanta and the legal entities which own, lease, and/or operate the hotel, and their members, officers, directors, and employees against any and all liability whatsoever arising from any/all damage to property or personal injury caused by exhibitor or his/her agents, representatives, employees, and other persons so identified. In addition, Exhibitor acknowledges that MCN and the Hyatt Regency Atlanta do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor. Exhibitor also acknowledges having read and understood the terms and conditions previously outlined in this document.

Authorized Signature: _____ Date: _____

Title: _____

Method of Payment: Check (payable to MCN)
 Visa
 MasterCard

Credit Card #: _____

Exp. Date: _____

Name (as it appears on card): _____

Signature (required): _____

Mail or FAX completed & signed application (pages 7-11) with payment to:

Museum Computer Network
6 Crowfoot Circle NW, Suite 200
Calgary, AB T3G 2T3
Tel: (403) 541-0911 Fax: (403) 541-0915

conference@mcn.edu

Payment should be provided in US dollars. Fees are listed in US dollars.