



# ONTARIO MUSEUM ASSOCIATION 2016 CONFERENCE EXHIBITOR & SPONSORSHIP OPPORTUNITIES



OMA 2016  
CONFERENCE  
LOCATION

Advertise | Exhibit | Network | Participate | Sponsor

Limited Space  
Available!

November 2-4, 2016  
Mississauga, Ontario

# Towards the Future: Diversity & Inclusion



This year in the Region of Peel, Ontario Museums will *Look Ahead* to a successful future – one in which Ontario’s museums have achieved their full potential as organizations that enrich people’s lives and help build vibrant and engaged communities. The 2016 conference will focus on the theme of **Towards the Future: Diversity and Inclusion**.

Museums must be more than responsive. Museums need greater quality and depth of two-way engagement with people — our visitors, stakeholders and communities — when considering the types of experiences we provide. Our sector will work towards a future where museums have achieved success by fully embracing the reciprocal nature of these relationships.

The overall theme of **Towards the Future: Diversity and Inclusion** will be captured using the sub-themes of **Vibrant & Vital Museums**, **Relevant & Meaningful Collections**, **Strong & Successful Sector**, and **Effective & Collaborative Workforce** to further elaborate on how museums are positioning themselves for the future.



## EXPO & Sponsorship Opportunities

This year’s conference will be hosted in the diverse city of Mississauga at Novotel Toronto Mississauga Centre! A short 15 minute drive from Toronto’s Pearson International Airport and with Square One shopping and business at your door, Novotel Toronto Mississauga Centre hotel will be an exciting and accessible venue.

The EXPO this year will consist of an exclusive group of exhibitors with limited space for 20 high quality booths. **Our EXPO sells out annually; do not hesitate to get your booth!**

The OMA Conference gives your company museum sector exposure:

- More than **300+ expected delegates** representing museum sector **decision makers**;
- **8’ x 8’ exhibitor booths** (to be confirmed);
- 15 weeks of conference e-communications sent to over **1,200 members and stakeholders**;
- Your **logo** featured before, during and after the conference on the OMA website, conference signage and projected on pre-session slides, in the conference program, and in all e-communications with high open rates!

Sponsoring and exhibiting at *the only conference dedicated to Ontario Museums* gives you the exclusive opportunity to showcase your products while showing your commitment to the museum sector.

**Let’s talk and find a package that works for you! We’re open to your creative sponsorship ideas and will be happy to customize a package for your business or you as an individual.**

# Information at a Glance

The opportunity is here to exhibit and sponsor at the Ontario Museum Association Annual Conference! We've worked hard to ensure your booth and organization will receive maximum exposure to over 300 expected delegates. This year's conference is one of the most exclusive conferences with only 20 exhibitor booths available, don't miss out! Make 2016 the year to Advertise, Exhibit, Network, Participate, and Sponsor at the OMA Conference!

**When:** Wednesday, November 2 - Friday, November 4, 2016 (*Exhibiting 3rd & 4th*)

**Where:** Novotel Toronto Mississauga Centre  
3670 Hurontario Street, Mississauga, Ontario L5B 1P3

**Booth fees:** Members: \$1250.00 | Non-Members: \$1650.00  
*Many sponsorship packages available for maximum exposure and value.*

**Details:**

- 20 Exhibitor spaces;
- 8' x 8' exhibitor booths, including 6' table (to be confirmed);
- Networking Breaks with drinks+food to include exhibitor interaction;
- Wireless internet service available at the hotel.



## Secure Your Spot!



Full payment must be made by September 1, 2016 . Upon signing 50% due to secure your exhibitor booth. Payment can be made by cheque (payable to the Ontario Museum Association), VISA or MasterCard. **Registration forms must be completed and returned to the OMA to secure your spot.**

**We're here to answer your questions!**

**Joshua Lichty**

OMA Conference EXPO & Sponsorship

50 Baldwin Street, Toronto, ON M5T 1L4

[partners@museumsontario.ca](mailto:partners@museumsontario.ca) | 416-348-8672 | 1-800-662-8672


November 2-4, 2016 | Mississauga, Ontario




# EXPO & Sponsorship Opportunities

OPPORTUNITY	RATE	BOOTH*	REGISTRATION(S)	EVENT	LOGO**	PROGRAM ADVERTISING
PLATINUM	<b>\$7500</b>	YES	3 FULL 3 ONE-DAY	AWARDS BANQUET PRESIDENTS RECEPTION	YES	1 PAGE
GOLD	<b>\$6000</b>	YES	2 FULL 2 ONE-DAY	KEYNOTE SPEAKER	YES	1/2 PAGE
SILVER	<b>\$3500</b>	YES	1 FULL 2 ONE-DAY	BREAKFAST OR LUNCH	YES	1/4 PAGE
BRONZE	<b>\$2000</b>	YES		NETWORK BREAK	YES	
SUPPORTOR	<b>\$1000</b>			SEE ADDITIONAL OPPORTUNITIES	YES	
CONTRIBUTOR	<b>\$500</b>				YES	
CONFERENCE EXPO ONLY						
SINGLE BOOTH (MEMBER)	<b>\$1250</b>	YES	FULL CONFERENCE		YES	
SINGLE BOOTH (NON-MEMBER)	<b>\$1650</b>	YES	FULL CONFERENCE		YES	
Exhibitors and Sponsors will be listed in pre/post-eCommunications, in the 2015-16 Annual Report, and will receive a delegates list.						

## Not an OMA Member? Join today and Save!

OMA Membership Rates:	1) Corporate:	\$300.00 (+hst)	
	2) Individual Consultant:	\$125.00 (+hst)	
	3) Institutional:	(contact OMA)	

Additional Services:	1) Meals (per person, 2-day only):	\$220.00 (+hst)	
	2) Additional Registration:	\$395.00 (+hst)	

\* Booth includes: ONE (1) FULL Conference registration; ONE (1) 8' x 8' space (tbc) in the exhibitors area; ONE (1) 6' table.

\*\* Logo placement includes: OMA website with linking image; applicable conference signage; projected during pre-session slides; conference program

# Additional Opportunities

SPONSORSHIP	RATE	DESCRIPTION	DATE
STUDY TOUR	\$1,000	Insert added to study tour material; Distribution of any in-kind materials donated; Logo at event and on all event materials.	WEDNESDAY (ALL DAY)
TRANSPORTATION	\$1,000	Signage with logo on bus windows and interior; Insert added to study tour materials; Supporter sponsorship level and benefits.	WEDNESDAY (EVENTS)
LANYARD	\$1,000	Full conference advertising on every delegate; Supporter sponsorship level and benefits.	FULL CONFERENCE
OPENING RECEPTION <i>OFF SITE</i>	<b>SOLD</b>	Signage with logo at event - Peel Art Gallery, Museum and Archive; Verbal acknowledgement and thank-you at event; Supporter sponsorship level and benefits.	WEDNESDAY EVENING
TRIVIA NIGHT	\$1,000	Signage with logo at event (pub food & bar); Verbal acknowledgement and thank-you at event; Supporter sponsorship level and benefits.	THURSDAY EVENING
BREAKFAST / LUNCH	See Silver Sponsorship	Signage with logo at event; Table top advertising / brochures; Only available with Silver level sponsorship.	THURSDAY FIRDAY
NETWORK BREAK	See Bronze Sponsorship	Signage with logo at event; Table top advertising / brochures; Only available with Bronze level sponsorship	THURSDAY FRIDAY
OTHER OPPORTUNITIES			
DELEGATE BAG INSERT	\$250	Insert with a maximum of letter size (8.5' x 11")	Due: July 30, 2016
DELEGATE BAG PENS	\$500	Your pens included in all delegate bags	Due: July 30, 2016
DELEGATE BAG LOGO	\$750	Your logo on the side of all delegate bags	Due: July 30, 2016
PROGRAM ADVERTISING	Varies	Full Page: \$500   1/2 Page: \$300 / 1/4 Page: \$200	Due: July 1, 2016

SPONSOR A STUDENT INITIATIVE

Full Conference Price: \$180.00 (+hst)



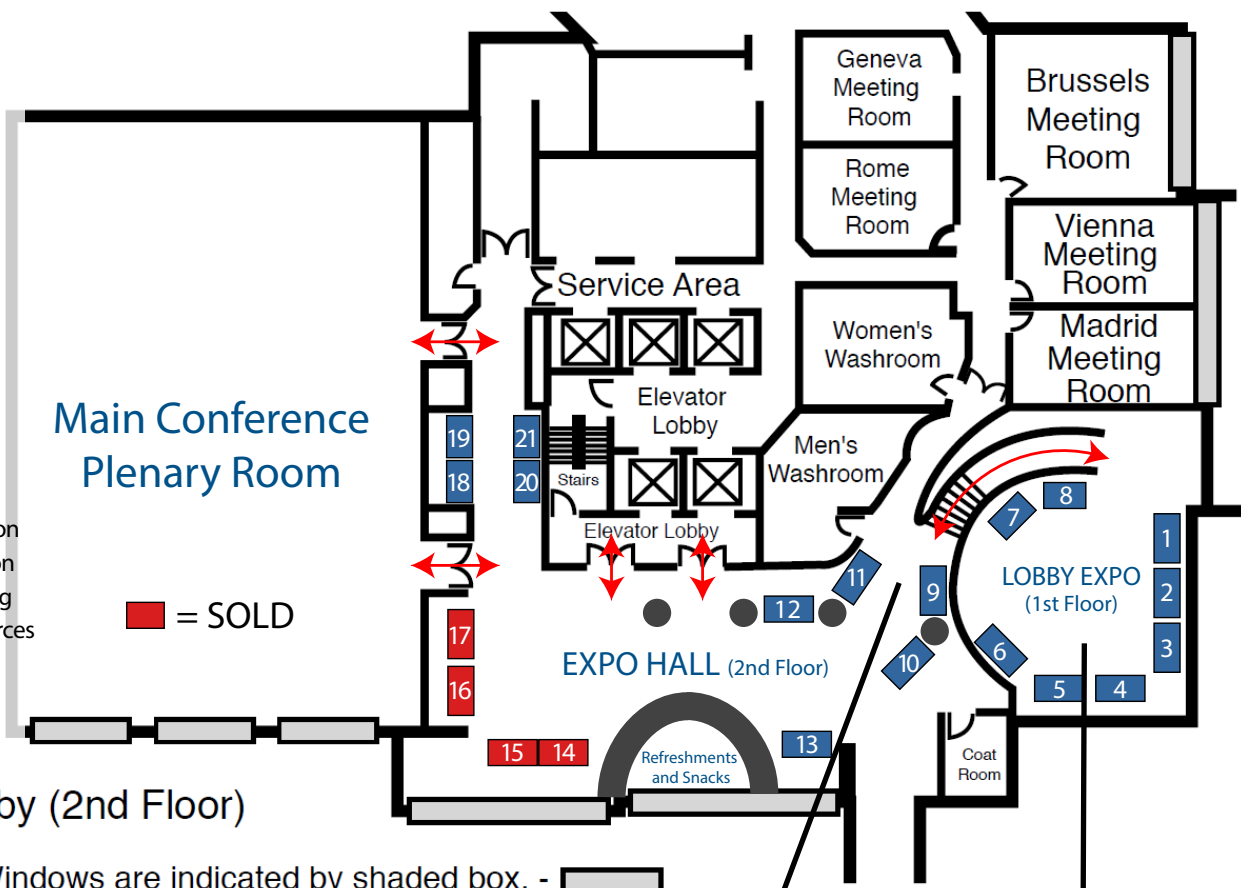
Many students are unable to attend the OMA Conference because of the financial commitment of their education. Attending conference is an important networking and professional development opportunity for emerging museum professionals to grow as strong contributing members of Ontario's museum community. This year the OMA is running a **Sponsor a Student Initiative** to help send more students to the only conference dedicated to Ontario's museums.

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# Floor Plan

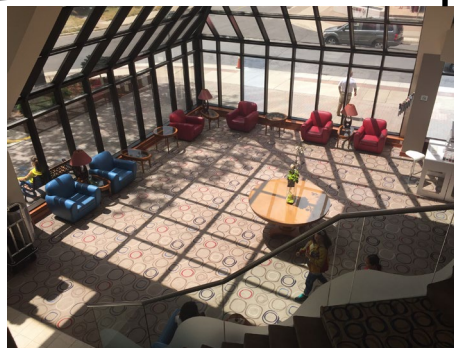
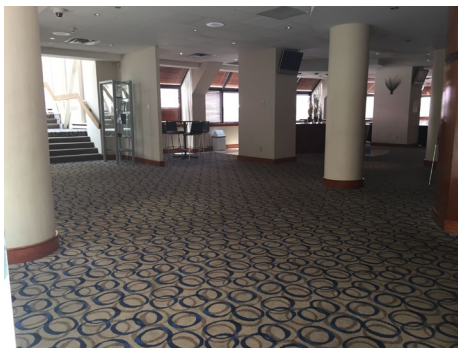
## Exhibitors

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14 - TOTAL Transportation
- 15 - TOTAL Transportation
- 16 - Andornot Consulting
- 17 - Lord Cultural Resources
- 18
- 19
- 20



## Upper Lobby (2nd Floor)

Windows are indicated by shaded box. -



Please note this floor plan is subject to change. The OMA always strives towards to best possible experience for our exhibitors, in doing so we continue to work with Novotel Mississauga to ensure the best possible layout for the EXPO.

## We're here to answer your questions!

**Joshua Lichty**

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# Registration & Payment Form

OMA Member #: \_\_\_\_\_ Support Level & Rate (see chart): \_\_\_\_\_

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

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

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

Support level / EXPO rate \$ \_\_\_\_\_

Additional fees (*meals / sponsorships*) + \$ \_\_\_\_\_

Membership (*for non-members only*) + \$ \_\_\_\_\_

Sponsor a student at conference (\$180.00) + \$ \_\_\_\_\_

SUB-TOTAL = \$ \_\_\_\_\_

HST (13%) x 0.13 \$ \_\_\_\_\_

TOTAL = \$ \_\_\_\_\_



Cheque OR Credit card:  VISA  MasterCard

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Three Digit Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Cancellation Policy: There is a 50% hold-back policy if exhibition space that has been assigned and confirmed is cancelled. You may notify the cancellation in writing to the Ontario Museum Association. No refunds will be issued for cancellations received after September 1, 2016 or for conference "no-shows" because of financial commitments made by the OMA.

Liability and Indemnification: Exhibitors who desire insurance on their exhibits must do this at their own expense. The exhibitor agrees to indemnify and hold harmless the Ontario Museum Association and its employees, volunteers, agents, and Novotel Toronto Mississauga Centre against loss, theft, liability, damage, and expense of any nature. Including attorney's fees, caused by the exhibit of the exhibitor's actions, including installations, removal, maintenance, occupancy or use of the exhibitions premises, or part thereof.

- 1) Email to: [partners@museumsonario.ca](mailto:partners@museumsonario.ca)
- 2) Fax to: Ontario Museum Association at 416-348-0438
- 3) Mail to: Ontario Museum Association, 50 Baldwin Street, Toronto, ON M5T 1L4

LOGO SUBMISSION: To appear on the brochure, and/or website, please submit your logo in high-resolution (EPS format preferred) to [partners@museumsonario.ca](mailto:partners@museumsonario.ca) by July 15, 2016

\*Conference program is subject to change, which could affect Exhibitor's schedule. Hours are based on previous years.

# Individual Registration Form

FIRST COME, FIRST SERVED!

-- Only if different from Payment Form --

Company Name (to appear in program): \_\_\_\_\_

EXPO Contact: \_\_\_\_\_ Title: \_\_\_\_\_

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

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

## Attendees

Name (to appear on nametag)	Email	Job Title (to appear on nametag)	Attending*
1.			
2.			
3.			
4.			
5.			

\*Attending Codes: (1) Full Conference; (2) One-Day Only (specify); (3) Awards Reception; (4) Opening Reception; (5) Study Tour.

Please note: ONE (1) FULL Conference Registration (Awards + Opening) is included in your EXPO Registration

### EXPO Dates and Times\* (TBC):

Thursday, November 3 - 7:30 AM to 6:00 PM | Friday, November 4 - 8:00 AM to 2:00PM

\*Set-up (TBC): Wed, Nov 2 - 4:00 PM to 7:00 PM AND Thurs, Nov 3 - 6:30 AM to 7:30 AM

\*Take-down (TBC): Friday, November 4 - 3:00 PM to 5:00 PM

1) Email to: [partners@museumsontario.ca](mailto:partners@museumsontario.ca)

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# EXPO Passport Program

*A great opportunity to get delegates to your booth and promote your institution, organization, or company!*

## Step 1: Choose a prize to donate to the winning participant.

1) Prize Name: \_\_\_\_\_

Description of Prize: \_\_\_\_\_

2) Prize Name: \_\_\_\_\_

Description of Prize: \_\_\_\_\_

### Suggested Prizes:

- Gift shop items: jewellery, clothing, prints, stationary, toys and games, books, etc.;
- Tickets to special events (eg: "Behind the Scenes Tour");
- Free consultation/service or research time;
- Weekend packages including hotel & tickets/admission;
- Membership or season passes.

## Step 2: Provide two (fun or informative) questions delegates will be given to ask your booth.

Question 1: \_\_\_\_\_

Question 2: \_\_\_\_\_

## Step 3: Provide contact and other relevant information.

Business/Organization: \_\_\_\_\_

Passport Program Contact Person: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Prize Delivery:  I will be shipping the prize(s) prior to Conference (address TBC).

I will bring the prize(s) with me to Conference.

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*Please note only those who donate a prize for the draw will be included in the passport program*

Please complete this form by October 2, 2016 and return by  
Email to: Joshua Lichy, Ontario Museum Association at [partners@museumsontario.ca](mailto:partners@museumsontario.ca)  
Fax to: ATTN: Joshua Lichy, Passport Program at 416-348-0438