



## Exhibitor & Sponsor Prospectus

**MCN 2013 – 41st Annual Conference**

***Re:Making the Museum***

Montreal, Quebec, November 20-23, 2013

April 2013

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 41th annual conference, to be held November 20–23, 2013. MCN 2013 will take place in Montréal, Québec, Canada, at the Hyatt Regency Montréal. More than 350 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.

This prospectus outlines your opportunities for supporting MCN through sponsorships and for exhibiting your products to our members at MCN 2013. Being an exhibitor, sponsor, or both at MCN 2013 will enable you to reach top technology decision-makers from museums and cultural sites throughout the United States, Canada, and beyond. 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 2013.

To learn more about these valuable opportunities, please contact the MCN Conference Manager, Susan Rawlyk, (888-211-1477, extension 709) or ([conference@mcn.edu](mailto:conference@mcn.edu)) or Leo Ballate, Chair of Vendor and Sponsorships Relations, MCN 2013 (415-357-4145), ([lballate@sfmoma.org](mailto:lballate@sfmoma.org)).

We look forward to seeing you in Montréal!

Allegra Burnette  
President  
Museum Computer Network  
([www.mcn.edu](http://www.mcn.edu))

## **Who Should Participate**

The Museum Computer Network's 41st Annual Conference offers great exposure for any company whose goods and/or services facilitate the diverse functions of a 21<sup>st</sup>-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 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 46 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 large international museums.

## **About Our Venue**

Hyatt Regency Montréal  
1255 Jeanne-Mance Street,  
Montréal, Québec H5B 1E5  
Telephone: 514-841-2052 Fax: 514-841-2036

Located in downtown Montreal, the Hotel offers direct underground access to historic Old Montréal, as well as Chinatown, Place des Arts (Performing Arts Centre) and the Metro transport system.

<http://montreal.hyatt.com/hyatt/hotels-montreal/index.jsp?language=en>

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

## **SPONSORSHIP OPPORTUNITIES**

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In addition to category specific Sponsor benefits below, each Sponsor receives:

- ✓ Logo placement (with website link) on the MCN main conference Web page
- ✓ One year MCN membership
- ✓ Recognition with logo in onsite signage
- ✓ Recognition in the Conference Printed Program
- ✓ List of registered attendees for follow up and sales leads

### **CONFERENCE TITLE SPONSOR (Exclusive)**

**\$25,000**

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- ✓ Opportunity to address all conference attendees at Opening Plenary Session
- ✓ Company logo on all printed conference materials (including delegate accreditation and lanyards)
- ✓ Company logo displayed in any live streamed or taped sessions
- ✓ First right of refusal for sponsorship of future conferences
- ✓ Full-page, 4 color advertisement in Printed Conference Program (outside back cover)
- ✓ Complimentary Exhibit Space and first choice of location in Exhibit Hall
- ✓ Three (3) complimentary Conference Registrations, in addition to the two registrations included as an Exhibitor.
- ✓ Opportunity to include product brochure in conference bags

## **SUPPORTING SPONSORSHIP OPPORTUNITIES**

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### **MCN IGNITE RECEPTION SPONSOR (300+ Attendees)**

**\$15,000**

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- ✓ Opportunity to provide opening remarks at Conference Welcome Reception
- ✓ Prominent signage with logo at Reception
- ✓ Complimentary Exhibit Space
- ✓ Full page black and white advertisement in Printed Conference Program
- ✓ Two (2) complimentary Conference Registrations, in addition to the registrations included as an Exhibitor.
- ✓ Opportunity to include product brochure in conference bags
- ✓ Sponsorship includes food at event as well as two beverages per attendee

**AUDIO-VISUAL SPONSOR****\$15,000**

- ✓ Verbal recognition by Session Moderators at the start of each session
- ✓ Complimentary Exhibit Space
- ✓ Full page black and white advertisement in Printed Conference Program
- ✓ Two (2) Conference Registrations, in addition to the registrations included as an Exhibitor.
- ✓ Opportunity to include product brochure in conference bags

**OFF-SITE RECEPTION SPONSOR (300+ Attendees)****\$8,000**

- ✓ Opportunity to provide opening remarks at the Off-Site Reception
- ✓ Prominent signage with logo at Reception
- ✓ Complimentary Exhibit Space
- ✓ Full page black and white advertisement in Printed Conference Program
- ✓ One (1) complimentary Conference Registration, in addition to the registrations included as an Exhibitor.
- ✓ Opportunity to include product brochure in conference bags
- ✓ Sponsorship includes food at event as well as one beverage per attendee

**EXHIBIT HALL OPENING RECEPTION/LUNCHEON SPONSOR (350+ Attendees)****\$7,500**

- ✓ Opportunity to provide opening remarks at Exhibit Hall Opening Reception
- ✓ Prominent signage with logo at Reception
- ✓ Complimentary Exhibit Space
- ✓ Full page black and white advertisement in Printed Conference Program
- ✓ One (1) complimentary Conference Registration, in addition to the registrations included as an Exhibitor.
- ✓ Opportunity to include product brochure in conference bags

**EXHIBIT HALL CLOSING RECEPTION SPONSOR (300+ Attendees)****\$6,000**

- ✓ Opportunity to provide opening remarks at the Exhibit Hall Closing Reception
- ✓ Prominent signage with logo at Reception
- ✓ Complimentary Exhibit Space
- ✓ Full page black and white advertisement in Printed Conference Program
- ✓ Opportunity to include product brochure in conference bags
- ✓ Sponsorship includes food at event as well as two drinks per attendee

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**JAMES BLACKABY KEYNOTE SPONSOR** **\$2,500**

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- ✓ Recognition during introductory remarks at Keynote Address
- ✓ Half-page ad in Printed Conference Program
- ✓ One (1) complimentary Conference Registration

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**E-MAIL CENTER SPONSOR** **\$2,500**

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- ✓ Company website featured on the homepage of E-Mail Center computers
- ✓ Half-page ad in Printed Conference Program
- ✓ One (1) complimentary Conference Registration

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**FIRST TIME ATTENDEES BREAKFAST SPONSOR** **\$2,500**

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- ✓ Opportunity to provide opening remarks at Breakfast
- ✓ Prominent signage with logo at the event
- ✓ Half-page ad in Printed Conference Program
- ✓ One (1) complimentary Conference Registration

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**COFFEE BREAK SPONSOR (6 OPPORTUNITIES)** **\$1,000**

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- ✓ Prominent signage with logo during the sponsored break
- ✓ Verbal recognition during Coffee Break

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**SCHOLARSHIP SPONSOR** **\$1,000**

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- ✓ Named Scholarship for MCN 2013

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**CONFERENCE SESSIONS OR WORKSHOPS** **\$500**

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- ✓ Prominent signage with logo during the session or workshop
- ✓ Recognition by moderator at start of session

## ADVERTISING IN CONFERENCE PROGRAM

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Advertising in the Conference Program is an effective and cost-effective 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	\$250	\$300
Half-page Ad	\$500	\$650
Full-page Ad	\$750	\$1,000
Inside Front/Back Cover	\$1,000	\$1,250

### 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:

Susan Rawlyk  
MCN Conference Manager

or

Leo Ballate  
MCN Board Member  
Chair of Vendor & Sponsorships Relations

[conference@mcn.edu](mailto:conference@mcn.edu)

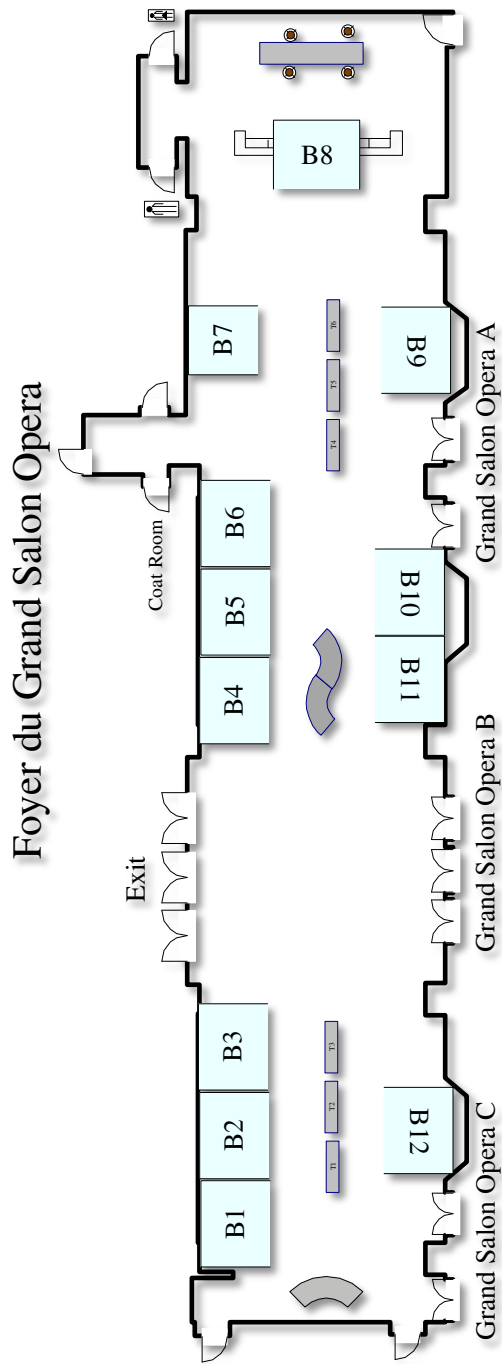
[lballate@sfmoma.org](mailto:lballate@sfmoma.org)

(888) 211-1477 Ext. 709

(415) 357-4145

Fax: (403) 288-8382

Hyatt Regency Montreal Exhibitors Hall Floor Map.



## Exhibitor Information

We are very pleased with the location of this year's Exhibit Hall (which will be locked and secured during off-hours). The MCN Vendor Hall is located in a main foyer centrally integrated into the traffic flow to and from all sessions and will be the social hub of the Conference. Final Exhibit Hall hours with break times and confirmation of your designated exhibit space will be included in your Exhibitor Service Kit.

Set Up	Thursday, November 21st	8:00 a.m. – 11:30 a.m.
Exhibit Hall Opening Reception	Thursday, November 21st	12:00 p.m. – 1:30 p.m.
Exhibit Hall Closed	Thursday, November 21st	2:00 p.m. – 3:00 p.m.
Exhibit Hall Open	Thursday, November 21st	3:00 p.m. – 5:30 p.m.
Exhibit Hall Open	Friday, November 22nd	10:30 a.m. – 1:30 p.m.
Exhibit Hall Closed	Friday, November 22nd	1:30 p.m. – 3:00 p.m.
Exhibit Hall Open	Friday, November 22nd	3:00 p.m. – 6:30 p.m.
Exhibit Hall Closing Reception	Friday, November 22nd	5:00 p.m. – 6:30 p.m.
Exhibit Hall Tear Down	Friday, November 22nd	6:30 p.m. – 7:30 p.m.

	<u>Member</u>	<u>Non-Member</u>
Space for 10'w x 10'd x 9'h self-contained display	\$900	\$1,100
Table Top Display* (6' x 3' skirted table)	\$750	\$900

Note: MCN Corporate Membership is \$400 annually.

**\*Companies purchasing a tabletop display will not be permitted to use any signage or banners that exceed the height of the display table.**

### Space rental fees include

- One (1) 6' draped table, two chairs, and a wastebasket
- Two complimentary registrations (not including special events with fees)
- Company identification signage
- Listing in the Conference Program
- Inclusion in the on-site Exhibitor Guide

### Not included but available from the hotel:

- Electrical service
- Telephone/data/wireless services
- Audiovisual equipment and/or support
- Pipe/drape and/or other special needs

These services are the financial and logistical responsibility of the Exhibitor and may be requested through the Conference Hotel. All necessary forms and information 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 Susan Rawlyk, MCN Conference Manager.

**MCN CONFERENCE Exhibitor Registration**

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Title: \_\_\_\_\_

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

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

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

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

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

Type of space required:      Self Contained               Display Tabletop

Total number of spaces required: \_\_\_\_\_ (Booth Space)    \_\_\_\_\_ (Tabletop)

Names of representatives:

1) \_\_\_\_\_

2) \_\_\_\_\_

Additional personnel (\$300 per person):

3) \_\_\_\_\_

4) \_\_\_\_\_

Company signage should read (one line only):

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## Payment

A \$50 discount will apply to all payments received prior to August 15, 2013.

<b>1. Exhibit Space</b>	Members	Non-Members
Space for 10' (w) x 10' (d) x 9' (h) self-contained display	_____ @\$900	_____ @\$1,100
Table-top display (6' x 3' skirted table)	_____ @\$750	_____ @\$900
Each additional table (table top displays only)	_____ @\$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.**

Preferred location in Exhibit Hall (in order of preference): \_\_\_\_\_

Please indicate those companies near to which you DO NOT WANT to be: \_\_\_\_\_

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**\*\*Please include a product and/or service description (100 words or fewer) for inclusion in the on-site directory.**

## **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 10' (w) x 10' (d) x 9' (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 tabletop display space consisting of one 6' x 3' skirted table, two chairs, and a waste receptacle. **Exhibitors choosing the tabletop display must confine their display to the tabletop.**

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. 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 October 15<sup>th</sup>, 2013. 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 October 15<sup>th</sup>, 2013.

### **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 arriving 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 Manager, at [conference@mcn.edu](mailto:conference@mcn.edu)

**j) Listing of Exhibitors in the Conference Program**

Provided registration and payment is received prior to October 15, 2013, exhibitors will be listed in the final 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 should accompany payment. Descriptions will not be accepted after November 1<sup>st</sup>, 2013. 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 Montreal 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 Montreal 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 Montreal 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 9-14) with payment to:

Museum Computer Network  
Susan Rawlyk, Conference Manager  
c/o PlanIt World llc.  
1701 K. Street, NW, Ste. 650  
Washington, DC 20006  
Telephone: 1-888-211-1477, extension 709  
Fax: 403-288-8382  
Email: [conference@mcn.edu](mailto:conference@mcn.edu)

**All payment should be provided in US dollars ONLY. All fees are listed in US dollars.**