



WHERE IDEAS LIVE

**THE MUSEUM OF**  
**TOMORROW**

**AAM 2011 ANNUAL MEETING  
& MUSEUMEXPO™**

**MAY 22-25, 2011 • HOUSTON, TX**

**Museum**  **Expo™ 2011**

**INDUSTRY PROSPECTUS**  
EXHIBIT > SPONSOR > ADVERTISE

# THE MUSEUM OF TOMORROW

AAM 2011 ANNUAL MEETING & MUSEUMEXPO™ • MAY 22-25, 2011 • HOUSTON, TX

The world's largest museum event, AAM Annual Meeting & MuseumExpo™, brings together **5,000+ museum professionals** who are eager to advance their professional development and strengthen partnerships with industry suppliers.

Take advantage of this unparalleled opportunity to showcase your products and services in front of key decision makers within the museum profession.

**Exhibit space and sponsorship opportunities are limited and the show will sell out early, so book now for 2011!**

[Download Exhibit Application](#)

[View MuseumExpo™ Floor Plan](#)

## Questions?

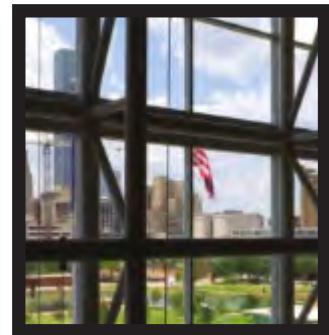
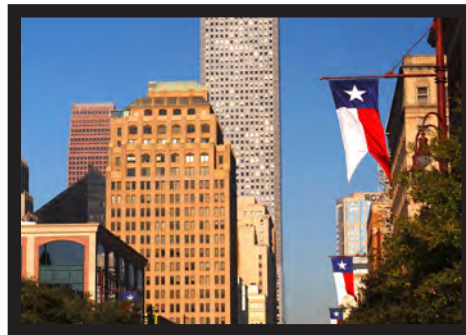
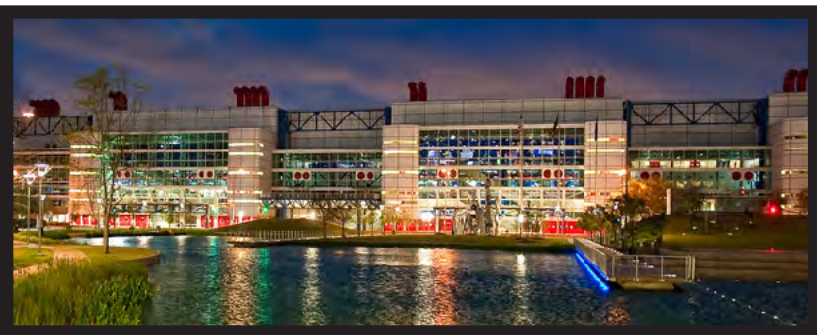
Contact The Townsend Group:

Eric Peterson

Tel: (301) 215-6710 x116

Fax: (301) 215-7704

[aam@townsend-group.com](mailto:aam@townsend-group.com)



## MuseumExpo™ Location

George R. Brown Convention Center  
1001 Avenida de las Americas  
Houston, TX 77010  
Tel: (800) 427-4697  
[www.houstonconventionctr.com](http://www.houstonconventionctr.com)

## Annual Meeting Travel & Housing

Reservation deadline: May 9, 2011

[Visit Hotel Reservation Center](#)

## Reasons to Attend MuseumExpo™:

- Interact face-to-face with museum professionals from all over the world
- Build visibility for your company in a competitive marketplace
- Expand your prospect base and strengthen existing customer relationships
- Introduce new products and services
- Generate new sales leads
- Give product demonstrations

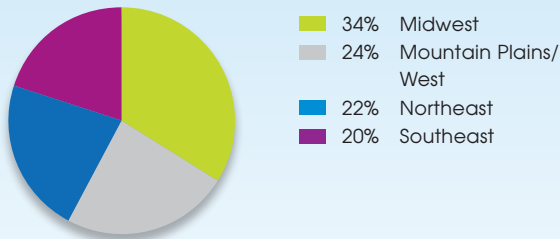
Join more than 5,000 museum professionals for three and a half days of creativity, connections and renewal. We hope to see you in Houston!

Visit [MuseumExpo.org](http://MuseumExpo.org) for more information.

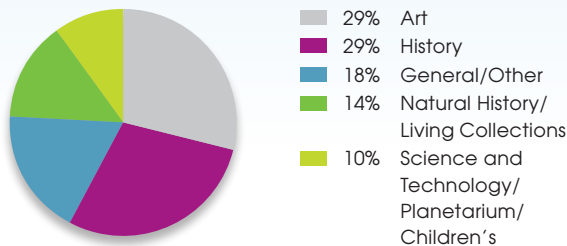


## ATTENDEE PROFILE

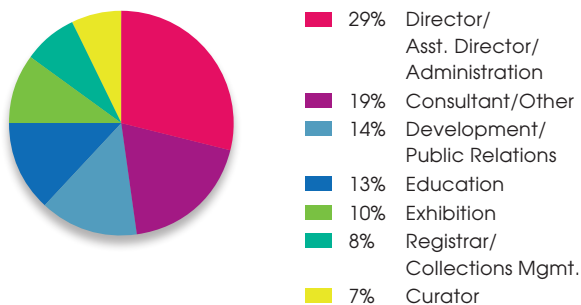
Attendees by Location



Attendees by Museum Type



Attendees by Job Function



## BEHIND THE NUMBERS

- **55** countries represented
- All **50** states represented
- **350** exhibiting companies
- **42,000** net square feet of exhibit space
- **Two-thirds** of attendees attended all four days
- **87%** stayed at least three days
- **90%** of directors/CEOs and curators/collections staff/registrar's stayed at least three days

\*Based on 2009 paid registrants. Visit [www.museumexpo.org](http://www.museumexpo.org) to view the complete annual meeting demographic analysis.

### REACH THESE IMPORTANT DECISION MAKERS!

- CEOs/Executive Directors
- Deputy/Assistant Directors
- Registrars
- Collections Managers
- Curators
- Exhibition Services
- Education and Visitor Services
- Community Development Directors
- Membership
- Marketing/Public Relations
- Conservation
- Finance/Administration
- IT/Technology/Web Management

## HOW TO EXHIBIT

1 Visit [MuseumExpo.org](http://MuseumExpo.org) to view the most up-to-date floor plan and download a booth application for space.

2 E-mail or fax your application per the form's instructions. All applications must include full payment.

## THE DETAILS

### Floor Plan

The MuseumExpo™ floor plan is subject to change. As many booths have already been reserved, please visit [MuseumExpo.org](http://MuseumExpo.org) to view the most up-to-date floor plan or call for current booth availability.

### Booth Rental Includes:

- Two complimentary full registrations per 10' x 10' booth.
- Specially reduced airfares on designated airlines.
- Free listing in the final program, which includes contact information plus a 25-word product description if received by Feb. 1, 2011. (To update or edit your description, visit [MuseumExpo.org](http://MuseumExpo.org).)
- Access to the Exhibitor Lounge with complimentary food and beverages.
- An attendee pre or post-show mailing list.
- A standard 8' high back drape and 3' high side rails.
- A 44" x 7" identification sign.
- Admission to all meeting sessions, provided there is no fee.
- Complimentary copy of the final program.
- Exhibit Hall security guards. (Not booth-specific. Companies are responsible for security of their own booth.)
- Special promotions in the exhibit hall to increase attendee traffic.

### Payment Policy

Applications require payment in full with the application. Current exhibitors can visit [MuseumExpo.org](http://MuseumExpo.org) to check booth balance or make a payment.

## BOOTH RATES

Membership Category	10' x 10'	10' x 20'	10' x 30'	20' x 20'
AAM Industry Partner*	\$2,495	\$4,422	\$6,633	\$9,072
Commercial Non-Member	\$3,024	\$5,420	\$8,064	\$11,088
AAM Non-Profit Member**	\$2,042	\$3,628	\$5,445	\$7,260
Federal Funding Agency**	\$600	---	---	---

Corner Booths add \$300 for each corner to the above rates. Corner booth will be assigned and billed if inline space is not available.

\* In order to qualify for member rates, the applicant must be an AAM Industry Partner in good standing with AAM upon receipt of application by AAM. The Industry Partner fee is \$650.

\*\* Specialized Exhibit Area (Discounts do not apply to this area.)

## EXHIBIT SCHEDULE

### EXHIBITOR MOVE-IN

**SAT**  
May 21 8 a.m.–6 p.m.

**SUN**  
May 22 8 a.m.–6 p.m.

### EXHIBIT HALL OPEN

**MON**  
May 23 12:15–5 p.m.  
12:15–2:15 p.m.  
Opening Reception  
(EXCLUSIVE TIME)

**TUE**  
May 24 10 a.m.–4 p.m.  
10:30–12:00 p.m.  
(EXCLUSIVE TIME)

**WED**  
May 25 10 a.m.–2 p.m.

### EXHIBITOR MOVE-OUT

**WED**  
May 25 2 p.m.–8 p.m.

**THU**  
May 26 8 a.m.–Noon

### PLEASE NOTE:

The AAM Annual Meeting & MuseumExpo™ schedule is subject to change.

Visit [MuseumExpo.org](http://MuseumExpo.org) for the most up-to-date information.

### Cancellation Policy

All cancellations must be requested in writing. All requests for refunds must be received by Feb. 1. Deposits are non-refundable. No refund will be given if the cancellation request is received after Feb. 1, regardless of ability to resell your assigned booth. Upon cancellation, exhibitor relinquishes all benefits.

### Informational Updates

The exhibitor services manual will be mailed in February 2011. It will include information on the George R. Brown Convention Center, as well as all necessary order forms and information on the rules and regulations regarding exhibiting. Visit [MuseumExpo.org](http://MuseumExpo.org) to find necessary order forms, logistics, updates, etc.

# SPONSORSHIP OPTIONS

**Make an impact!** Integrate advertising and sponsorship components into a total exhibition program and have more success attracting booth visitors, gathering leads and generating sales.



**PREMIER LEVEL SPONSOR:**  
**\$10,000 and above**

## **AAM Opening Night Party** **\$25,000**

AAM's opening reception has been the premiere party of the annual meeting since its recent introduction.

- Name and logo on all event-related signage, invitations and promotional materials
- Organization representative can meet and greet guests at door and network with guests during reception
- Organization can distribute giveaways

## **International Reception** **\$20,000**

If your organization's goal is to reach international attendees at the AAM Annual Meeting, exclusively sponsoring the International Attendees Reception is the way to achieve it.

- Organization name and logo on all event-related signage, invitations and promotional materials, in addition to prominently located signage at the event
- Organization representative can meet and greet guests at door and network with guests during reception
- Organization representative can make brief remarks during event
- Organization can give guests a small token or print up cocktail napkins inscribed with its name/logo

## **MuseumExpo™ Opening Reception** **\$15,000**

The MuseumExpo™ Opening Reception officially opens the Exhibit Hall. Be one of the co-sponsors of this event and take advantage of the highly visible opportunity to greet and mingle with more than 5,000 conference attendees as they are welcomed into the hall.

- Organization name and logo on all event related signage, invitations and promotional materials

## **Leadership Reception** **\$10,000**

This prestigious, invitation-only event honors the leadership of the Houston host community and AAM. Your organization will have the exclusive opportunity to meet and mingle with the AAM Board of Directors, executive directors and CEOs of TX regional museums, associations, affiliated museums and cultural associations, and members of AAM's standing professional committees.

- Organization representative can meet and greet guests at door and network
- Organization can give guests a small token
- Organization representative can address guests
- Acknowledgement at reception by AAM leadership

## **Totebags (production not included)** **\$15,000**

Your organization's name and logo can appear exclusively on the side of the official 2011 AAM Annual Meeting totebags distributed to the more than 5,000 attendees when they arrive.

## **Bookstore** **\$15,000**

Draw attention to your organization's annual meeting participation by sponsoring one of the most visited locations throughout the Annual Meeting; the AAM Bookstore.

- Organization name and logo will receive prominent recognition and signage displayed at the entrance and inside the bookstore
- Organization brochures inserted into every bookstore bag
- Organization representative can greet conference attendees who shop at the bookstore

## **International Lounge** **\$10,000**

A prime opportunity to reach out to an international audience of key decision makers from over 50 countries.

## **Badge Holders** **\$14,000**

Your organization's name and logo can appear exclusively (with AAM's logo) on the official AAM Annual Meeting name badge lanyards worn by all attendees.

## **CyberCafe** **\$15,000**

The only "hot-spot" where wireless internet service will be available. Located inside the exhibit hall this cyber café will feature free wi-fi and hand-held device charging stations. Available during exhibit hall only hours, this central location will add an additional distribution point for its sponsor.

- Organization name and logo on all area signage
- Space to leave brochures or small tokens for attendees
- Organization representative can greet and network with attendees

## **General Session** **\$25,000**

Dr. Neil Degrasse Tyson is the Frederick P. Rose Director of the Hayden Planetarium at the American Museum of Natural History. Join us at this year's general session as Tyson offers his profound insight on the frontier of all science that shapes the understanding of our place in the universe and its implications for the future. Tyson earned his BA in Physics from Harvard and a PhD in Astrophysics from Columbia and has written several books including *The Sky is Not the Limit: Adventures of an Urban Astrophysicist* and *Origins: Fourteen Billion Years of Cosmic Evolution* and spoken extensively and served as host of PBS' NOVA ScienceNOW. Book signing will immediately follow in AAM's Bookstore, located inside the Exhibit Hall.

- Organization name and logo on all event-related signage, invitations and promotional materials
- Organization representatives attend and greet the guests

## E-mail Stations

**\$10,000**

Call attention to your organization's annual meeting participation by sponsoring the AAM e-mail stations located in highly trafficked and strategic areas both inside and outside of the Exhibit Hall.

- Organization name and logo on all e-mail-related signage/headers
- Name and logo incorporated into screen savers and wallpaper of each computer terminal
- Opportunity to leave organizational literature or small token at each station

## AAM Career Cafe™

**\$10,000**

With 75 sessions, workshops, and roundtables focused on individual and institutional excellence, AAM Career Cafe™ has grown over three years to be a prime destination and value-add to the annual meeting experience for 2,000 attendees each year who have rated AAM Career Cafe™ the highest of the annual meeting overall.

- Sponsors logo/link will appear on the AAM Career Cafe™ page of the AAM website; in the AAM Career Cafe™ section and sponsor pages of the final annual meeting program; and on related onsite signage, reaching thousands of attendees
- AAM Career Cafe™ sponsorship can include any/all of the following: Resume Writing, Public Speaking and Personal Branding workshops; Organizational Skills Labs; "Blue Plate Special" sessions; Idea Lounges; Dine and Dialogue events; Mentoring Roundtables; or "A Day in the Life" Reality Roundtables

## Virtual Web-Conference

**\$10,000**

Reach enthusiastic museum professionals who can't make it to Houston through the annual meeting virtual conference. Support this "Best-Of" series to reach your market, both at the meeting and remotely — at the same time.

- Sponsor is recognized via onsite signage, logo/company acknowledgment on live Web cast, promotions and in archives — including generous placement with links back to the Web pages of your choice through this interactive software.

**PREFERRED LEVEL SPONSOR:  
FROM \$5,000 to \$10,000**

## Handouts on Demand

**\$6,500**

To be more environmentally responsible, AAM provides Annual Meeting seminar Handouts-on-Demand stations. These stations will be staged throughout the convention center outside the hall and offer a sponsor significant exposure.

- Name and logo at kiosks
- Signage recognition at kiosks
- Image can be uploaded to all terminals with organizations screen saver and/or copy

## AAM Board/Alumni Reception

**\$5,000**

Network with AAM's past and present board members. The influential members are key-decision makers and are eager to learn about the products and services that will help their museums and the industry thrive.

- Organization name and logo on all event related signage, invitations and promotional materials
- Organization representative can meet and greet at event and briefly address the guests
- Organization can distribute giveaways

## Emerging Museum Professional Reception

**\$5,000**

Talented emerging museum professionals, eager to network and learn about the products and services that will help their museums thrive.

- Organization name and logo on all event related signage, invitations and promotional materials
- Organization representative can meet and greet at event and briefly address the guests
- Organization can distribute giveaways

## Thought Leadership Speaker Series

**\$5,000**

Reach all attendees at one of the Thought Leadership sessions, where you are guaranteed a captive audience. Call to learn more about the thought leader speakers.

- Organization name and logo on all event-related signage, invitations and promotional materials
- Organization representatives attend and greet the guests

**Ken Kay:** 21st Century Learning Skills and what we will need to teach to prepare our children for the challenges of the 21st century to remain competitive and the role museums will play as active partners in education.

**Rebecca Sklott:** based on her bestselling book the "Immortal Life of Henrietta Lacks" a woman whose human cells were used without her knowledge, to solve some of the most important medical mysteries of the 21st century. Topic will deal with biomedical ethics and who owns the rights regarding human biological materials and has implications for the scientific research conducted by museums.

## Donor Breakfast

**\$5,000**

Reach AAM donors. These influential funders shape the future of museums with their valuable contributions. Like all sponsors, donors are invited to enjoy. Sponsorship of the continental breakfast event, which is open only to donors and sponsors, offers direct access to a limited but extremely important segment of the museum community.

- Organization name and logo on all event related signage, invitations and promotional materials
- Organization representatives can make welcoming remarks at event

## Exhibit Hall Aisle Signage

**\$7,500**



Draw extra attention and visibility to your booth by sponsoring every aisle. Your organization's name and booth # will be hung on a banner below each aisle sign.

## Fellowship Recipients Breakfast

**\$5,000**

This breakfast with President Ford Bell and Doug Myers, Chairman of the Board, will provide an excellent opportunity for past and present diversity, international, emerging museum professional and professional network fellowship recipients to meet and network with other fellowship recipients. As we celebrate our success in the field, partner with AAM as we move forward in fostering inclusiveness within the global museum community.

- Organization name and logo on all event related signage, invitations and promotional materials
- Organization representative can meet and greet at event and briefly address the guests
- Organization can distribute giveaways

## International Breakfast and MuseumExpo™ Preview

**\$5,000**

Meet and greet the large contingent of international attendees at a dedicated breakfast and preview of the exhibit hall. This dedicated time will allow you to briefly address and inform them of your products and/or services.

- Organization name and logo on all event related signage, invitations and promotional materials
- Organization representative can meet and greet at event and briefly address the guests
- Organization can distribute giveaways

## Pocket Program & Floor Map

**\$9,000**

The pocket program includes annual meeting session information, exhibit floor plan, schedule, room information and other details in a portable and user-friendly design. In addition to having your organization's name and logo on the program itself.

- Organization's name and/or logo prominently displayed in map copy
- Highlight organization's booth on printed floor plan to draw extra attention to booth location.

## Digital Meeting Room Signage

**\$9,000**

Digital signage is an excellent opportunity to deliver promotional messaging to attendees entering session rooms. Plasma screens staged outside each session room will post session and conference information throughout the meeting. Customize a message encouraging participants to visit your booth or website or announce a special offer.

- Copy on all digital signage
- Copy customized for each day



## ENHANCE ONSITE PRESENCE

AAM offers multiple media platforms—in print and online—to help you gain exposure and target museum professionals throughout the year. Combine these opportunities and create an integrated marketing plan for the greatest impact and return on investment.

## FINAL PROGRAM

**Circulation: 6,000**

The AAM Annual Meeting & MuseumExpo™ Final Program will serve as the primary resource for information about the exhibits, and the conference program. Distributed to every show attendee, this guide is used and re-used many times each day. Moreover, this Final Program is taken back to the office and referred to countless times after the show. Print advertisements are one of the most important ways attendees follow up with exhibitors from the show.

### Advertising Rates

Full Page	\$3,395
1/2 Horizontal	\$1,995
Covers 2 and 3	\$3,700
Cover 4	\$4,000

### Deadlines

Ad space by March 18, 2011  
Artwork due March 25, 2011

# MUSEUM®

**Circulation: 20,000**  
**Frequency: Bimonthly**

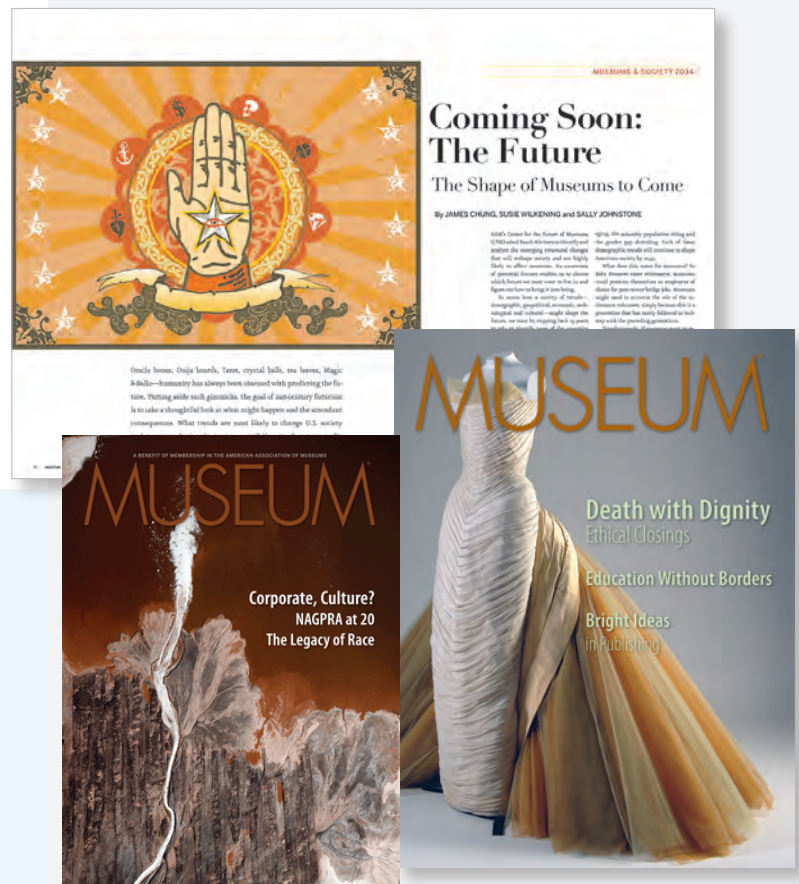
AAM publications are read by senior-level decision-makers—your target audience—from every segment of the profession. *Museum*, AAM's bimonthly magazine, addresses the issues and challenges facing museums today. Reach museum field leaders and policymakers with an advertising campaign in this award-winning, must-read publication. *Museum* is mailed to all individual and institutional members with an annual reach of more than 350,000 industry professionals.

### March/April: Annual Meeting Preview Issue

Ad space by February 1, 2011  
Artwork due February 7, 2011

### May/June: Annual Meeting Onsite Issue

Ad space by April 1, 2011  
Artwork due April 8, 2011



AMERICAN  ASSOCIATION OF MUSEUMS

Advertising, Exhibit & Sponsorship Sales  
Eric Peterson, National Sales Manager  
Tel: +1 301-215-6710 x116  
E-mail: aam@townsend-group.com

# AAM-US.ORG

**Impressions: 800,000/year**

Advertise on the AAM website to increase awareness and generate new leads. Introduce new products, engage AAM visitors, encourage action and keep customers satisfied all online.

Ads goes live on the 1st of every month. Space and materials are due on or before the 15th of every month.

## Advertising Rates

Ad Unit	1x	3x	6x	12x
Leader Board (468 x 60)	\$1,500	\$1,200	\$1,000	\$800
Vertical Banner (120 x 240)	\$1,200	\$1,050	\$900	\$750
Banner Package (both ad units)	\$2,200	\$2,000	\$1,750	\$1,250

Please submit GIF or JPEG file, 40kb max. Third party ad tags accepted.

The screenshot shows the AAM website homepage. At the top, there is a navigation bar with the AAM logo and 'AMERICAN ASSOCIATION OF MUSEUMS'. To the right, there are links for 'member center', 'LOGIN', 'EDIT ACCOUNT', and 'HELP'. A search bar is also present. Below the navigation bar is a large banner image. A callout box points to a yellow banner with the text 'International Curator • Electronic Information' and labels it '468 x 60'. On the left side, there is a 'QUICK LINKS' menu with items like 'Annual Meeting & Museum Expo™', 'Advocacy & Legislation', 'Bookstore', etc. Below the menu, there is a 'Subscribe to Museum!' section with a 'MUSEUM' magazine cover. In the main content area, there is a section for 'AAM NEWS' with a headline 'Statement Regarding National Portrait Gallery Decision'. Below that is a 'Food for Thought' section with an apple image and a link to 'All You Can Learn' Special for 2011. Further down is a section for 'Museums Advocacy Day 2011 Registration Now Open' and another for 'Register for the AAM Annual Meeting & MuseumExpo™'. On the right side, there is a 'Follow Us' section with social media icons and a vertical banner for 'ALTRU A Clear View' with a callout box labeling it '120 x 240'. At the bottom right, there is a section for 'Browse the new 2011' with a book cover image.

468 x 60

120  
x  
240

# AVISO

**Circulation: 20,000**

AAM's monthly e-newsletter, *Aviso*, reports on museums in the news, federal legislation affecting museums, upcoming seminars and workshops, federal grant deadlines, and AAM activities and services.

*Aviso* is the perfect vehicle to deliver marketplace and career development classified ads, notices and opportunities to the museum field. There are three distinct marketing options in *Aviso* to choose from:

## Text Ads

Whether it's marketplace listings promoting goods and services to the field, or career development listings focusing on professional education opportunities for museum professionals, a simple text ad can get the message out at \$1.95/word.

## Box Ads

Call-out and emphasize your classified ad to stand out above the rest, with generous space for maximum words and highlighted for extra visibility for \$300 per month

## Premiere AVISO Sponsorship

AAM offers limited premiere sponsorship options per issue, where a sponsor can drop in a display ad, tagline and/or logo with link to your website. As a premiere sponsor you are guaranteed instant visibility on opening message in first click.

\*Multiple month discount available.

## Advertising Rates

Ad Type	Rate
Classified Display Ads	\$300
Vertical Banner (120 x 240)	\$950
Leaderboard (468 x 60)	\$1,200

Classified display ads must only be submitted as JPEG or GIF format, smaller than 300kb with dimensions less than 500 x 500. Please review the AAM Policy on the back cover for production instructions and our terms and conditions.

468 x 60



120  
X  
240



500  
X  
500





# Terms & Conditions

AAM Annual Meeting & MuseumExpo™

May 22–25, 2011 • Houston, TX

## 1. MUSEUMEXPO™ 2011 TERMS OF AGREEMENT

It is understood that the following terms are accepted as part of the contract between the American Association of Museums (AAM) and the individual who has authority to act as applicant (exhibitor) and rent exhibit space at AAM's trade show, MuseumExpo™ 2011. It is agreed that the exhibitor will abide by the rules and regulations as set forth in the terms of this agreement and the MuseumExpo™ 2011 Exhibitor Service Manual, before, during, and after the annual meeting, and by other reasonable rules considered necessary by AAM and the George R. Brown Convention Center.

AAM shall have the sole authority to interpret and enforce all rules and regulations included herein, to make any amendments thereto, and to make further rules and regulations as necessary to ensure the orderly conduct of MuseumExpo™ 2011. The parties hereby agree and acknowledge that any waiver of or failure to exercise any right provided for herein shall not be deemed a waiver of any further or future right under this Agreement.

## 2. ACCEPTANCE OF EXHIBIT APPLICATIONS

The character of the exhibit is subject to the approval of the AAM MuseumExpo™ Show Manager. Only professional equipment and services related to the museum profession and industry may be displayed.

## 3. PAYMENT INFORMATION

Applications received before May 31, 2010 will receive a 5% discount. A 50% non-refundable deposit is required with this application if you contract booth space before December 4, 2010. You will be invoiced for the remaining amount. The balance is due within 30 days of receipt of invoice. After December 4, 2010, all applications must be accompanied by full payment. Companies who have not paid in full by February 1, 2011 risk forfeiting their booth space. AAM will not apply credit toward future MuseumExpo™, or Association advertising. AAM reserves the right to deny participation in MuseumExpo™ 2011 if applicant is not in good standing with AAM.

## 4. EXHIBIT BOOTH CANCELLATION, REFUND & BOOTH REDUCTION POLICY

Exhibit Booth Cancellations: must be made in writing. It is mutually agreed that by canceling exhibit booth space, the exhibitor relinquishes all benefits included with the exhibit booth space, including the complimentary registrations and access to the attendee mailing list. Exhibit Booth Refunds: Deposits are non-refundable. No refunds will be issued for cancellations received after February 1, 2011. Booth reductions can be made; however, exhibitors are responsible for 75% of their original booth fee. The difference in rates between the exhibitor's initial booth rate/downsized rate cannot be applied to any other AAM services. All booth reduction requests must be made in writing before February 1, 2011.

## 5. LOCATION OF EXHIBITS/FACILITY

MuseumExpo™ 2011 will be located in Exhibit Halls D & E of the George R. Brown Convention Center.

## 6. UNION JURISDICTIONS IN HOUSTON

To assist you in planning your participation in your Houston show, we are certain you will appreciate knowing in advance that Union labor may be required for certain aspects of your exhibit handling. To help you understand the jurisdiction the various unions have, we ask that you read the following.

a. Carpenters Local 551: Currently, we have an agreement with the Carpenters Local 551 to provide labor for display installation and dismantling. Full time employees of the exhibiting companies, however, may set their own exhibits without assistance from this local. Any local services that may be required beyond what your regular full time employees can provide, must be rendered by Local 551. Labor can be ordered in advance by filling out the Display Labor section in the Exhibitors Service Manual or on showsite at The Expo Group's Service Center.

b. Material Handling: Exhibitors may hand-carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks and other mechanical equipment, however, is not permitted. The Expo Group will control access to the loading docks in order to provide for a safe and orderly move-in/move-out.

c. Tipping: The Expo Group requests that exhibitors do not tip our employees. They are paid at an excellent wage scale denoting a professional stature, and we feel that tipping is not necessary. This applies to all The Expo Group's employees. Any request for such should be brought to the attention of a TEG representative at the TEG Service Center or correspondence may be directed to the attention of the General Manager at the local office address.

d. Safety: Standing on chairs, tables or other rental equipment is prohibited. This equipment is not engineered to support your weight. The Expo Group cannot be responsible for injuries or falls caused by the improper use of this equipment. If assistance is required in assembling your booth, please order labor on the labor order form and the necessary ladders and/or tools will be provided.

e. Note: If you encounter any difficulty with any laborer, or if you are not satisfied with the work performed, please bring this to the attention of the Project Manager at The Expo Group. Please refrain from voicing complaints directly to craft personnel. The person in charge of your exhibit should carefully inspect and sign all work order forms. If there are any questions about any bills, bring the bill to the Service Center and discuss it with the person in charge.

## 7. BOOTH EQUIPMENT AND SERVICES PROVIDED

Back and side wall draping, and one identification sign (7" high x 44" wide) will be provided by the association without cost to the exhibitor if ordered in advance. Furnishings including carpet, tables and chairs can be ordered at exhibiting company's expense. Adequate lighting will be provided in the exhibit hall; however, other services, such as compressed air and water, electricity, telephone and internet access will be provided by the George R. Brown Convention Center at an additional charge to the exhibiting company. Order forms for these services will be provided in the MuseumExpo™ Exhibitor Service Manual.

## 8. FLOOR PLAN

AAM retains the right to modify the floor plan to the extent necessary for the best interest of the AAM and the exposition. To view the most current MuseumExpo™ 2011 floor plan refer to the interactive floor plan — which can be viewed at [www.museumexpo.org](http://www.museumexpo.org).

## 9. SECURITY

Neither AAM nor the George R. Brown Convention Center will be in any way liable or responsible for the loss, theft, or disappearance of personal or commercial property from exhibitor's booth space or from the exhibit hall.

## 10. RULES AND REGULATIONS

AAM Annual Meeting & MuseumExpo™ 2011 Policy: "Vendors who sell products and/or services to the museum community are not allowed to conduct or solicit business in the George R. Brown Convention Center, unless they have purchased exhibit booth space, rented an Exhibitor Forum or sponsored an exhibit hall special event at MuseumExpo™ 2011." Violation of this policy will result in AAM's refusal to accept any and all registrations and future registrations.

a. Exhibit Booth Structure: No walls, partitions, decorations, or other obstructions may be erected that in any way interfere with the view of another exhibitor. Exhibitors who wish to use any non-standard booth equipment, signs, decorations, or arrangements of display materials that in any way conflict with the stated regulations must submit two copies of a detailed sketch or layout (including all dimensions) no later than February 1, 2011 for approval by the MuseumExpo™ Show Manager.

b. Standard Exhibit Configuration (10' x 10', 10' x 20' and 10' x 30' booths): Exhibits must not be higher

than 8' in the back and 4' on each side. Display fixtures over 4' high must be confined to the area of the exhibit booth which is within 5' of the backline. Nothing over 4' high can be within 5' of the aisle line (the front half of the booth). Hanging signage and other items from the ceiling is not permitted.

c. Island Exhibit Configurations: Island exhibits must not be higher than 16 feet (subject to Convention Center ceiling height.) Multi-story exhibits must be approved through stamp or signature of a structural engineer indicating that the structure is properly engineered for the proposed use. All island configurations and multi-story exhibits must be pre-approved by the AAM MuseumExpo™ Show Manager and the George R. Brown Convention Center.

d. Exhibit Materials: No combustible decoration, such as crepe paper, cardboard, or corrugated paper, may be used at any time. All packing containers, excelsior, and wrapping paper, which must be flameproof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other decoration must stand a flameproof test as prescribed by the fire ordinance of the City of Houston. All materials and fluids which are inflammable are to be kept in safety containers. Open flames, butane gas, acetylene, oxygen tanks, or other flammable materials are not permitted. Balloons are not permitted in the exhibit hall.

e. Exhibit Booth Staffing: AAM and MuseumExpo™ requires that each organization open its exhibit booth on time each day and that all booths be staffed throughout the day until the hall closing announcement has been made. A \$500.00 fee will be charged to exhibitors who break down prior to the official close of the show. Exhibitors who break down prior to official closing will not be permitted to exhibit at future MuseumExpo™ shows. All booth personnel must be employed / contracted with organization contracting exhibit space from AAM.

f. Soliciting/Demonstrating: Soliciting or demonstrating by an exhibitor must be confined to the exhibitor's own booth and may not interfere with neighboring booths.

g. Contests/Raffles/Giveaways: Contests, lotteries, raffles, and games of chance may be conducted only with the prior approval of the AAM MuseumExpo™ Show Manager.

h. Noise: The noise level from any demonstration or sound system should be kept to a minimum.

i. Destruction of Property: Nothing shall be posted on, tacked, nailed, screwed, taped, stapled, or otherwise attached to ceilings, columns, walls, floors, painted surfaces, or other parts of the building or furniture. No holes may be drilled, cored, or punched in the building. All property destroyed or damaged by an exhibitor must be replaced in original condition by the exhibitor at the exhibitor's expense.

j. Subletting Space: Booth share is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the space allotted to him/her. Any materials other than those manufactured or distributed by the exhibitor in the regular course of business may not be displayed by the exhibitor or be allowed by the exhibitor to be displayed by other persons or firms.

k. Decorum: AAM shall have the right to exclude or to require modification of any display or demonstration which, in its sole discretion, it considers not proper or not otherwise in keeping with the character of the MuseumExpo™ 2011. Exhibitors shall be bound by the decisions of AAM MuseumExpo™ 2011 Management in all matters related to the Expo.

## 11. CANCELLATION OR RELOCATION OF THE ANNUAL MEETING AND MUSEUMEXPO™

In the event of cancellation or relocation of the AAM Annual Meeting and MuseumExpo™ due to circumstances within the association's control, the liability of the AAM shall be limited to a refund of deposit fees paid to the AAM by the exhibitor. In the event the association has no control over the cancellation or relocation of the annual meeting and MuseumExpo™ the AAM shall have no liability of any kind for deposits or fees paid by the exhibitor.

## 12. LIABILITY AND INSURANCE

The American Association of Museums shall not be liable for loss or damage of any property of exhibitor which exhibitor may suffer during installation or removal or during the annual meeting and MuseumExpo™ itself by reason of burglary, fire, accident, or any destructive cause. Insurance, if desired, must be placed by the exhibitor.

Exhibitor shall, at its own expense, secure and maintain through the period of the annual meeting and MuseumExpo™, inclusive of move-in and move-out days, commercial liability insurance with combined single limit of at least \$1,000,000.00 each occurrence for bodily injury and property damage. Such insurance shall name the following: American Association of Museums, the George R. Brown Convention Center, and the City of Houston, and their respective members, officers, agents, and employees. At least 60 days prior to the move-in date, exhibitor shall provide the American Association of Museums with Certificate of Insurance as evidence of coverage.

Indemnification and Waiver: To the extent permitted by law, Exhibitor agrees to indemnify, hold harmless and defend the American Association of Museums, the George R. Brown Convention Center, and the City of Houston, and their respective members, officers, directors, agents, and employees ("Indemnitees") from and against all liabilities, damages, actions, losses, claims and expenses (inclusive of attorney's fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any act, omission, negligence, fault or violation of law or ordinance by the Exhibitor or its employees, agents, contractors, patrons, or invitees.

AAM shall not be liable for any failure to deliver space to an exhibitor or for the loss of allotted space of an exhibitor, who has contracted for exhibit space, if non-delivery is due to destruction of or damage to the building or the exhibit area by fire, or act of God, acts of public enemy, strikes, the authority of the law, or any cause beyond its control.

## 13. RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY

AAM reserves the right to remove from the exposition hall premises any or all of the property of the exhibitor should the AAM Annual Meeting and MuseumExpo™ be canceled or relocated or should the exhibitor violate any of the conditions of the exhibitor's agreement. This right may be exercised without prior notice or hearing.

## 14. PATENT, COPYRIGHT, OR TRADE SECRET

The exhibitor agrees to hold AAM, their officers, directors, employees and agents, harmless from all loss, cost claims, causes or action, obligations, suits, damages, liability expenses, and costs including attorney's fees arising from our or out of any violation or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees of any patent copyright, or trade secret rights or privileges.

## 15. MUSIC LICENSE & OTHER INTELLECTUAL PROPERTY

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted material in exhibit booths or displays. No exhibitor will be permitted to play, broadcast, or perform music or display any other copyrighted material, such as photographs or other artistic works, without first presenting to show management satisfactory proof that the exhibitor has, or does not need, a license to use such music or copyrighted material.

The exhibitor agrees to hold the AAM, their officers, directors, employees and agents, harmless from all loss, cost claims, causes or action, obligations, suits, damages, liability expenses, and costs including attorney's fees arising from our or out of any violation or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees of any patent copyright, or trade secret rights or privileges.