



**SPONSORSHIP & EXHIBITOR
PROSPECTUS**

VSA

Visitor Studies Association

*Ways Of
Knowing*

**32nd Annual
Visitor
Studies
Association
Conference**



July 10-13, 2019
Detroit, Michigan

Join VSA in **Detroit**

For the 32nd year, museum professionals are convening to pose intriguing questions, explore diverse opinions, and debate compelling issues at the annual **Visitor Studies Association Conference**, paving the way towards building and strengthening learning opportunities for visitors.

Did you know?

The Visitor Studies Association believes informal learning occurs throughout life. We encourage civic engagement to support an informal citizenry, and ultimately, societal progress. **VSA members aspire to create experiences that change lives.**

VSA is a **global network of professionals dedicated to understanding and enhancing learning experiences in informal settings**, wherever they may occur-in museums, zoos, parks, visitor centers, historic sites, and the natural world-through research, evaluation and dialogue. VSA's membership and governance encompass those who design, develop, facilitate, and study those learning experiences.

2018 Attendee Job Function

66% Conducts Research & Evaluation

20% Uses Research & Evaluation

10% Other (*including students*)

5% Funding Organization

4% Chief Executive

2% Policy-Making Entity

The 2019 Visitor Studies Conference will focus on how visitor studies users and practitioners are challenged to respond to a rapidly changing world in order to maintain a current understanding of visitors and their needs, as well as the field of visitor studies itself.

Ways of Knowing

The informal learning field has long grappled with questions like “how do we remain relevant to our communities?” and “what is our value to society?” However, the geopolitical, social, and environmental events of the last several years have made these questions particularly urgent ones, and we are beginning to see more and more institutions actively reckoning with the need to respond. As many organizations turn inward and seek to protect their interests, we are reminded that places of informal learning are perceived as offering more trustworthy information than most other entities, particularly in a climate of uncertainty and polarization.

This year’s conference invites our respective memberships to work together to answer critical questions about how, across a range of accountabilities and circumstances, we can fulfill our institutional missions with renewed perspective, rigor, and courage: How are informal learning institutions uniquely positioned to leverage public trust, and what responsibilities come with that role? Plan to be a part of this dynamic conversation and show your support of the visitor studies industry.



Conference attendees will participate in sessions and workshops on new methods for better understanding visitors and adapting for greater community value; how the field can act as an advocate for marginalized audiences; the potential for leading change through visitor studies; and how to leverage and share data sets expand practice. Conference events and built-in breaks allow conversation to continue beyond the meeting spaces.

Attendees have a professional interest in products and services related to **research, evaluation, education, and communications** as well as a personal interest in **arts, science** and a variety of **cultural experiences** to help them enjoy their time in Boston.

VSA offers both sponsorship and advertising opportunities, as well as exhibit space at the conference. Please see pages four(4) and five(5) for standard sponsorship and advertising opportunities. We also offer customized sponsorship packages.

*Please contact **VSA** for more information on sponsorship options to meet your needs.
visitorstudies@visitorstudies.org or (303)500-5026*

SPONSOR VISITOR STUDIES

Premier Conference Sponsor \$15,000

- Brief Speaking Opportunity during Opening Session
- Five (5) complimentary registrations
- Ten (10) complimentary event tickets
- Complimentary exhibitor booth space
- Full-page ad in the final program
- Complimentary tote bag insert
- Up to 2 featured articles (50-100 words plus photo) in conference e-blasts
- One (1) banner ad on conference website
- Logo placement on conference signage
- Recognition in all conference promotions

Featured Conference Sponsor \$10,000

- Brief speaking opportunity during Closing Session
- Three (3) complimentary registrations
- Six (6) complimentary event tickets
- Complimentary exhibitor booth space
- Half-page ad in the final program
- Complimentary tote bag insert
- Logo placement on event signage
- Recognition in sponsored event promotions

Collaborating Conference Sponsor \$6,250

- Two (2) complimentary registrations
- Four (4) complimentary event tickets
- Quarter-page ad in the final program
- Complimentary tote bag insert
- Logo placement on program signage
- Recognition in sponsored activity promotions



SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

Be a part of the energy and excitement that is the visitor studies association conference. Whether you want to reach everyone at the conference, reach a specific audience, or have more specific goals, VSA provides maximum flexibility for your message.

The Main Event <i>Includes time on the main stage and one conference registration</i>	
Keynote Session <i>(up to two sponsors)</i>	\$5,000
Plenary Session	\$4,000
Closing Brunch	\$3,000
Maximum Reach <i>(includes one free conference registration)</i>	
VSA Poster Session	\$2,500
Coffee Breaks	\$2,000
Afternoon Refreshment	\$2000
Targeted Reach <i>(includes one free conference registration)</i>	
Evening Museum Event	\$5,000
April Award Celebration	\$4,000
Wine and Work Workshops	\$2,500
Conference Workshops	\$2,500
Focused Interest Group Lunch	\$2,000
Exhibit Opportunities <i>(includes one free conference registration)</i>	
Early Exhibit Registration <i>(by April 1)</i>	\$850
Standard Exhibit Registration <i>(after April 1)</i>	\$1,000
Branding Opportunities <i>(Company logo will be displayed on promotional opportunities)</i>	
Conference Tote Bags	\$3,250
Conference Lanyards	\$2,000
Conference Notebooks	\$1,500
Conference Pens	\$1,000

Sponsorship packages include recognition in the printed program. Packages may also include advertising and other opportunities. Have a sponsorship idea that is not represented here? Contact VSA, and we will work with you to create your own unique sponsorship opportunity. Visitorstudies@visitorstudies.org or (303)500-5026

Contact VSA today
to get started on your
sponsorship!

ADVERTISE AT VSA

The conference program is an effective promotional tool to increase awareness for your business, enterprise, or product. The program is distributed to all registered attendees.

Conference Advertising

Back cover (7" x 10")	\$1,000
Inside front cover (7" x 10")	\$750
Inside back cover (7" x 10")	\$750
Full page ad (7" x 10")	\$500
1/2 page ad (7" x 4.5")	\$350
1/4 page ad (3.25" x 4.5")	\$250

Print Advertising

Registration packet insert	\$300
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IMPORTANT DATES

Tables to exhibit / sell products payment accepted through:	Early Registration April 1, 2019	by June 1, 2019
Conference Program advertisements: camera-ready art, and payment accepted through:	June 15, 2019	
Sponsorships: camera-ready logo (if applicable) and payment accepted through:	June 15, 2019	
Registration packet inserts and payment accepted through:	June 15, 2019	



VSA SUPPORT FORM

Contact Name:	
Company/Institution/Organization <i>(if applicable)</i> :	
Mailing Address:	City, State & Zip:
Email Address:	Telephone:

CHECK ALL THAT APPLY:

<input checked="" type="checkbox"/>	CATEGORY	AMOUNT	AMOUNT
SPONSORSHIP & ADVERTISING OPTIONS			
<input type="checkbox"/>	Premier Conference Sponsor	\$15,000	
<input type="checkbox"/>	Featured Conference Sponsor	\$10,000	
<input type="checkbox"/>	Collaborating Conference Sponsor	\$6,250	
<input type="checkbox"/>	Keynote Session	\$2,500	
<input type="checkbox"/>	Plenary Session	\$4,000	
<input type="checkbox"/>	Closing Brunch	\$3,000	
<input type="checkbox"/>	VSA Poster Session	\$2,500	
<input type="checkbox"/>	Coffee Break	\$2,000	
<input type="checkbox"/>	Afternoon Refreshment	\$2,000	
<input type="checkbox"/>	Evening Museum Event	\$5,000	
<input type="checkbox"/>	April Award Celebration	\$4,000	
<input type="checkbox"/>	Wine and Work Workshops	\$2,500	
<input type="checkbox"/>	Conference Workshops	\$2,500	
<input type="checkbox"/>	Focused Interest Group Lunch	\$2,000	
<input type="checkbox"/>	Early Exhibit Registration	\$850	
<input type="checkbox"/>	Standard Exhibit Registration	\$1,000	
<input type="checkbox"/>	Conference Tote Bags	\$3,250	
<input type="checkbox"/>	Conference Lanyards	\$2,000	
<input type="checkbox"/>	Conference Notebooks	\$1,500	
<input type="checkbox"/>	Conference Pens	\$1,000	
<input type="checkbox"/>	Back cover (7" x 10")	\$1,000	
<input type="checkbox"/>	Inside front cover (7" x 10")	\$750	
<input type="checkbox"/>	Inside back cover (7" x 10")	\$750	
<input type="checkbox"/>	Full page ad (7" x 10")	\$500	
<input type="checkbox"/>	1/2 page ad (7" x 4.5")	\$350	
<input type="checkbox"/>	1/4 page ad (3.25" x 4.5")	\$250	
<input type="checkbox"/>	Registration packet insert	\$300	
		TOTAL	

PAYMENT OPTIONS

- Complete this form and payment online: www.visitorstudies.org
- Fax complete form to (720)496-4974
- Mail this form and a check to VSA:
Visitor Studies Association
PO Box 3948, Parker, CO 80134