

# VSA

Visitor Studies Association

## New Pathways in Visitor Studies July 18-22



PROSPECTUS

2017 Location:

The Westin Columbus

For the 30<sup>th</sup> 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.



## JOIN US IN FUELING THAT GROWTH

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

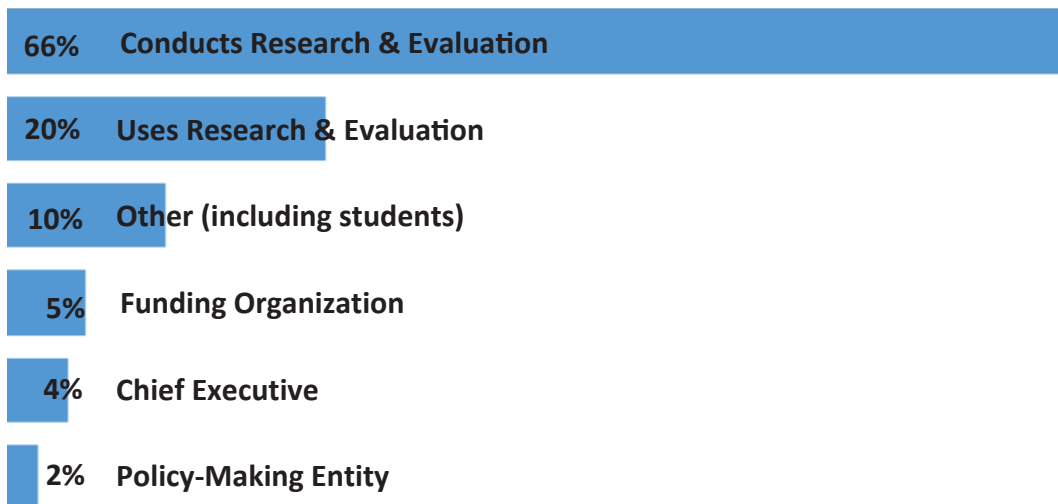
### Did you know...

The Visitor Studies Association has members in 41 states and 18 countries!

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.

### 2016 Attendee Job Function



The 2017 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.

***New Pathways in Visitor Studies*** means pursuing new pathways in response to changes in the communities we serve in the face of both demographic shifts and technological advances, as well as innovative approaches to fostering change within the field.



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 4 & 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](mailto:visitorstudies@visitorstudies.org) (303) 500-5026**

# Sponsorship Your Way at VSA!

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, Sponsorship Your Way provides maximum flexibility with your message.

The Main Event		
Includes time on the main stage and one conference registration		
July 20	<b>Keynote Session</b>	\$5,000
July 21	<b>Plenary Session</b>	\$4,000
July 22	<b>Closing Luncheon</b>	\$3,000

Maximum Reach		
Includes one free conference registration		\$2,000
July 20-22	<b>Daily Coffee Breaks and VSA Poster Session</b>	
	<b>Exhibitor Table</b>	

Targeted Reach		
Includes one free conference registration		\$1,000
July 18	<b>Wine and Work Workshops</b>	
July 19	<b>April Award Celebration</b>	
July 20	<b>Focused Interest Group Lunch</b>	
	<b>Evening Event</b>	
July 22	<b>Conference Workshops</b>	



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](mailto:visitorstudies@visitorstudies.org) or (303) 500-5026

**Attendee conveniences allow us to provide these extra pieces, thanks to you!**

Attendee Convenience		
Your logo will be printed or placed on display!		
Conference Tote Bags	\$2,000	+ cost
Conference Lanyards	\$1,000	+ cost
Conference Notebooks	\$1,000	+ cost
Conference Pens	\$500	+ cost

# 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 – Print Advertising	
Inside front cover (7" x 10")	\$750
¼ page ad (3.25" x 4.5")	\$250
½ page ad (7" x 4.5")	\$350
Full page ad (7" x 10")	\$500
Inside back cover (7" x 10")	\$750
Back cover (7" x 10")	\$1,000
Paper Advertising	
Registration packet insert	\$300

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## Important Dates

Conference Program advertisements: camera-ready art, and payment accepted through **June 5, 2017**

Sponsorships: camera-ready logo (if applicable) and payment accepted through **June 5, 2017**

Registration packet inserts and payment accepted through **July 10, 2017**

Tables to exhibit / sell products payment accepted through **July 11 2017**

# VSA Support Form

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

Check all that apply:

<input checked="" type="checkbox"/>	CATEGORY	Amount	Amount
<b>ADVERTISING OPTIONS</b>			
<input type="checkbox"/>	Back cover of Conference Program – Full-page ad	\$1,000	
<input type="checkbox"/>	Inside back cover of Conference Program – Full-page ad	\$ 750	
<input type="checkbox"/>	Inside front cover of Conference Program – Full-page ad	\$ 750	
<input type="checkbox"/>	Full page ad (7" w x 10"h)	\$ 500	
<input type="checkbox"/>	½ page ad (7"w x 4.5"h)	\$ 350	
<input type="checkbox"/>	¼ page ad (3.25"w x 4.5"h)	\$ 250	
<input type="checkbox"/>	Registration packet insert	\$ 300	
<input type="checkbox"/>	Tables to exhibit/sell products (Please contact VSA: <a href="mailto:info@visitorstudies.org">info@visitorstudies.org</a> )	TBD	
		<b>TOTAL</b>	

## PAYMENT OPTIONS

<input type="radio"/>	Complete this form and payment <b>ONLINE</b> : <a href="http://bit.ly/1UT4gzm">http://bit.ly/1UT4gzm</a>	
<input type="radio"/>	Mail this form and a check to VSA	<b>TOTAL:</b>
	Visitor Studies Association PO Box 3948 Parker, CO 80134	