



Corporate Member, Exhibitor & Advertising Information for TAM Annual Conference

March 19-20, 2014 • Greeneville, Tennessee

Hotel Deadline is March 1, 2014
Exhibitor Deadline is March 7, 2014

Conference Location:

The TAM Annual conference will take place at the Historic General Morgan Inn in beautiful Greeneville, TN. The General Morgan Inn is located at 111 North Main St. Please make your reservations early. There are a limited number of rooms and we are anticipating filling them all. Overflow rooms will be available a few miles away at an alternate hotel.

The General Morgan is offering a discounted TAM rate of **\$89** a night. This includes both King size or double rooms. All reservations must be made by **March 1, 2014** to receive this rate. To make your reservation, please call **423-787-1000** and mention that you are a TAM conference attendee.

The General Morgan Inn is a proud member of the National Trust Historic Hotels of America, preserving and promoting signature service and the pleasures of travel. The General Morgan Inn has welcomed guests since 1884, but our history reaches back to earlier times in East Tennessee. Find out about our experiences with wagon trails, Civil War soldiers, the Gilded Age, and the come-back of small town America.

Exhibit Hall Schedule:

Wednesday, March 19

Exhibitor Set-Up	8:00 am—Noon
Exhibit Hall Opens	1:00 pm—4:00 pm

Thursday, March 20

Exhibit Hall Open	8:30 am—11:30 am
Silent Auction Open	8:30 am—11:30 am
Mid-Morning Coffee Break with TAM members	
Hall Closed for Lunch	11:30 am—1 pm
Exhibit Hall Open	1 pm —4:00 pm

Friday, March 21

Exhibit Hall Open	8:00 am—Noon
Conference Brunch	11 :00 am— Noon
Exhibit hall Break-Down	Noon — 2 p.m.

Exhibiting at TAM's Annual Conference:

Booth Information:

Booth Size: 8' x 7'

Also includes:

- Draped 6' table
- Signage
- Electricity
- Internet Access

Exhibit Fees Include:

- Pre-registration mailing list
- Print & Web recognition

Fees for Exhibiting at TAM Annual Conference

New! This year the TAM Board of Directors has created Corporate Membership categories, which offer a large menu, benefits to businesses that want join TAM at one of these levels:

Corporate Supporter - \$100

Subscription period: 1 year

No recurring payments

- Access to the "Members Only" portion of the TAM's website
- Receipt of TAM newsletter and all other organization communications
- Listing in the Membership Directory as Corporate Member
- 10% discount on Exhibitors Fees at TAM Annual Conference
- Discount on Advertising Fees in TAM Annual Conference Program
- Eligibility (with TAM Board approval) of offering special advertising, Email offers and company promotions to TAM members
- Eligibility to speak or sit on a panel at the TAM Annual Conference
- Listing on TAM's website as a museum resource
- Receive discounts on individual registration, fees for workshops, annual conference and other programs and to be invited to members-only events

Corporate Contributor - \$250

Subscription period: 1 year

No recurring payments

- All of the Level 1 benefits, plus:
- 20% discount on Exhibitors Fees at TAM Annual Conference

- Receipt of TAM mailing list in label form
- Recognition of company news in TAM newsletter
- Quarter page ad in conference program

Corporate Patron - \$500

Subscription period: 1 year

No recurring payments

- All of Level 1 & 2 benefits, plus:
- Half-page ad in TAM Annual Conference program
- Exhibit table plus 1 attendee at the annual conference
- Recognition as Conference Sponsor in TAM's newsletter, on the website, on signage and other promotional conference opportunities
- Complimentary inclusion of promotional material in TAM Annual Conference registration packets

Corporate - Ambassador - \$1,000

Subscription period: 1 year

No recurring payments

- All benefits of Levels 1-3, plus:
- Full-page ad in conference program
- Exhibit table plus 2 attendees

Corporate - Leader - \$2,000 +

Subscription period: 1 year

No recurring payments

- All benefits of Levels 1-4, plus:
- Prominently placed full-page ad in conference program
- Exhibit table plus 4 attendees

Exhibitor Fees for Non-Members:

\$425 for table only (tables must be manned, but this does include conference meals)

\$560 for table and one person's meals

\$695 for table and 2 people's meals

Exhibit assignments will be made on a first-come, first-served basis. As space is limited, you are encouraged to register early. Every effort will be made to assure you the booth location of your choice: however it is TAM's policy to avoid placing competitors in near proximity whenever possible, so early selection is critical.

Corporate Members are encouraged to join online at tnmuseums.org. Checks for membership fees can be mailed to the TAM address that is listed at the end of this document. A Registration Form MUST also be filled out so that TAM knows who is attending the conference. The form can be faxed to: 615-741-7231, attn: Mary Skinner

Non-members who wish to exhibit need to send in the Registration Form and mail to TAM address (listed on last page) with payment. For advanced notification the form can be faxed to: 615-741-7231, attn: Mary Skinner

Shipping:

Please note: The hotel does not have much storage area, but if you do need to ship your items, contact Debbie Shaw, TAM Coordinator, at 615-495-3354 or email tnmuseums@gmail.com and she will help with arrangements.

Advertising Opportunities

Whether or not you exhibit, an ad in the conference program is an excellent way to make sure that conference participants return to their institutions with information on your products and services. Exhibitors receive a discount on advertising in the conference program. Also, brochure distribution in conference packets is available.

Ad Specifications with Exhibitor Rates:

- Quarter page ad \$100
- Half page ad - \$150
- Full page ad - \$200
- Back Cover ad - \$250
- To put a company handout in the TAM Annual Conference Tote bag - \$100

****Non-TAM members or Exhibitor - add \$50 per rate.***

Deadline for electronic art files for the ads is February 28, 2014

For more information on becoming a corporate member, exhibitor or for advertising opportunities, contact Mary Skinner at:
mary.skinner@tn.gov or 615-253-0103.

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Tennessee Association of Museums

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