



# GAME CHANGER

CANADIAN MUSEUMS ASSOCIATION  
**NATIONAL CONFERENCE 2017**  
APRIL 4–7, 2017 | **OTTAWA**

## CHANGING THE GAME

Museums are key architects of Canadian heritage and culture! What would Canada's museums and galleries look like if we defied conventional wisdom, took greater risks in how we deliver, facilitate and select cultural stories, programming and content, and really changed our game?

Ottawa 2017 will be a dialogue of just that and what museums could look like in the future. Imagine that future when:

- people embrace the power of what museums offer;
- museums are empowered to be proactive;
- the world is your community and the community is your world;
- you are not limited by your bricks and mortar; and
- you have the resources to make things happen.

In April 2017, we'll come together in the nation's capital, Ottawa, to share ideas, voice suggestions and formulate strategies of what we as museum professionals can do to change the game. Please join us.

**In 2017, let's change the game!**

**DELEGATE PROFILE:** More than 500 decision makers who are directly involved with Canada's cultural institutes are expected to participate. These will include, Executive Directors, Chief Financial Officers, Curators, Educators, Interpreters and Senior Managers, as well as Board Members.

**SESSIONS:** Plenaries, breakouts, workshops and study tours will explore a variety of topics, many related to the conference theme — **game changer**.

## LOOKING FOR EXHIBITOR AND SPONSORSHIP OPPORTUNITIES?

Check out the exhibitor and sponsorship options outlined, beginning on page 2. If you'd like to propose a sponsorship opportunity you don't see listed here, feel free to contact us. We'd be delighted to discuss your company's individual needs and customize sponsorship that's right for you.

**Change the Game — at CMA 2017**

### FOR MORE INFORMATION, CONTACT:

Sue-Ann Ramsden  
Director, Museum Enterprises  
Canadian Museums Association  
sramsd@museums.ca

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## CMA EXPO 2017

**Don't miss the opportunity to exhibit or sponsor at the conference and connect with museum professionals in 2017!**

Complete logistical information will be sent in January 2017.

**Dates:** Wednesday, April 5 – Friday, April 7, 2017

**Location:** The Westin Ottawa

**Booth Size:** Approx 8' x 10', includes table & chairs, pipe & drape

**Booth Fees:**

- **Single Booth:** \$1,995 + 13% HST  
One booth representative — includes one ticket to the Reception with the Exhibitors, breakfasts and lunches on two days and networking breaks. You must purchase tickets for the other evening events.
- **Double Booth:** \$3,400 + 13% HST  
Two booth representatives — includes two ticket to the Reception with the Exhibitors, breakfasts and lunches on two days and networking breaks. You must purchase tickets for the other evening events.

**Payment Policy:** 50% upon signing; balance by February 1, 2017. All fees are in Canadian funds.

**Payment Options:** VISA, MasterCard, Cheque. Please make cheques payable to the Canadian Museums Association.

**Cancellation:** Notification of cancellation and requests for refunds must be submitted in writing to:  
Sue-Ann Ramsden, Canadian Museums Association  
PO Box 487, Niagara-on-the-Lake, ON L0S 1J0  
Email: sramsden@museums.ca

Deposits are non-refundable. No refunds will be issued for cancellations received after February 1, 2017 or for conference "no-shows".

## RESERVE YOUR SPACE TODAY!

**How to Book:**

1. Complete the attached Exhibitor Confirmation Form or download a copy from our website, [www.museums.ca/Services/Conferences](http://www.museums.ca/Services/Conferences).
2. Return your signed application form and payment to:  
Sue-Ann Ramsden  
Canadian Museums Association  
PO Box 487, Niagara-on-the-Lake, ON L0S 1J0  
289-868-8961

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Director, Museum Enterprises  
Canadian Museums Association  
[sramsden@museums.ca](mailto:sramsden@museums.ca)

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## SPONSORSHIP OPPORTUNITIES 2017

Opportunity	Price	Booth at Expo	Event Tickets	Promotional Material in Delegate Bags	Logo Recognition	Ad in Muse
Expo Exhibitor (single booth)	\$1995	✓		✓		
Expo Exhibitor (double booth)	\$3400	✓✓		✓		
Delegate Kit Insertion	\$300			✓		
Business Card in Final Program	\$250					

Keynote Sponsors	<b>SOLD</b>		✓	✓	✓	
Closing Banquet	<b>SOLD</b>		2 tickets	✓	✓	1/2 Page
Reception with Exhibitors	\$3000		✓	✓	✓	
Delegate Bags	\$2000		✓	✓	✓	
Ice Cream Break	<b>SOLD</b>		✓	✓	✓	
Delegate Luncheons (2 opportunities)	\$3000 each		✓	✓	✓	
Delegate Breakfast (2 opportunities)	\$2000 each		✓	✓	✓	
Name Badges/ Lanyards	<b>SOLD</b>		✓		✓	
Networking Refreshment Breaks	\$1000 each		✓	✓	✓	

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## EXHIBITOR FORM

### YES! My firm would like to:

- Reserve a single booth at the 2017 CMA Conference at a cost of \$1,995 + 13% HST Preferred Booth #: \_\_\_\_\_
- Reserve a double booth at the 2017 CMA Conference at a cost of \$3,400 + 13% HST Preferred Booth #'s: \_\_\_\_\_
- Unable to exhibit — participate in the Delegate Kit Insertion Program at a cost of \$300 + 13% HST
- Place a business card size ad(s) in the CMA 2017 Conference Final Program for \$250 each + 13% HST
- Advertise in Muse — please contact us for details

Organization: \_\_\_\_\_

Name of Contact: \_\_\_\_\_

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

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

City: \_\_\_\_\_

Prov./State: \_\_\_\_\_ Postal/ZipCode \_\_\_\_\_

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Method and Terms of Payment

**Expo/Sponsorship:** 50% upon signing; balance by February 1, 2017

**Delegate Kit Insertion and Business Card ad:** Payment in full (and ad artwork) by March 15, 2017

**Muse:** Please contact us

- VISA     MasterCard
- Cheque — payable to: Canadian Museums Association    Purchase Order # (if required): \_\_\_\_\_

Total Amount (including taxes) \_\_\_\_\_

Credit Card N°: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

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## SPONSORSHIP FORM

Please submit your completed form to Sue-Ann prior to noon on Thursday.

### YES! My firm would like to:

Be a sponsor of the 2017 CMA Conference — see price chart on page 4

**We would like to sponsor:** \_\_\_\_\_ Cost: \_\_\_\_\_

Place a business card size ad(s) in the CMA 2017 Conference Final Program for \$250 each + 13% HST

Advertise in Muse — please contact us for details

Organization: \_\_\_\_\_

Name of Contact: \_\_\_\_\_

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

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

City: \_\_\_\_\_

Prov./State: \_\_\_\_\_ Postal/ZipCode \_\_\_\_\_

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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