



**NO MUSEUM IS AN ISLAND:  
MOBILIZING RESOURCES,  
BUILDING CAPACITY**

# VANCOUVER 2018

CANADIAN MUSEUMS ASSOCIATION NATIONAL CONFERENCE 04 • 9–12

## NO MUSEUM IS AN ISLAND

The late Stephen E. Weil has long been considered one of the museum community's most insightful (and frequently wittiest) commentators. His 1980 essay entitled *No Museum is an Island* is just as relevant if not more so today than almost 40 years ago. If Canadian museums and galleries once stood as islands, distanced from the turmoil of the world around them, the situation in which they find themselves today is very different. Many museums feel like they operate in a vacuum in a fragmented sector where it is difficult to sustain best practices. There is much reinventing and far too little sharing. Smaller museums feel distanced from larger institutions and there is no question that all museums are feeling financial pressures. While arguably there are localized successes there appears to be as many missed opportunities. It seems we are in the hands of serendipity and the chance of who is working where. It is time to change!

### IN APRIL 2018 WE'LL COME TOGETHER IN BEAUTIFUL VANCOUVER, BRITISH COLUMBIA

to address the difficult questions and challenging issues facing Canada's museums and galleries:

- Who should provide the critical resources needed for the museums of the 21<sup>st</sup> century?
- How will museums successfully mediate between their traditional missions and mandates to better serve the future while addressing the insistent demands of the present?
- How will museums strengthen their capacity without compromising their basic museum goals and objectives?
- How do we collaborate, both internally and externally, to reach our objectives?

**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 — NO MUSEUM IS AN ISLAND: MOBILIZING RESOURCES, BUILDING CAPACITY.

## 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.

**Don't be stranded alone on an island — Join us at CMA 2018!**

### FOR MORE INFORMATION, CONTACT:

Sue-Ann Ramsden ▲ Director, Museum Enterprises ▲ Canadian Museums Association ▲ [sramsd@museums.ca](mailto:sramsd@museums.ca)

## CMA EXPO 2018

Don't miss the opportunity to exhibit or sponsor at the conference and connect with museum professionals in 2018!

Complete logistical information will be sent in January 2018.

**Dates:** Wednesday, April 11 – Friday, April 13, 2018

**Location:** Sheraton Vancouver Wall Centre

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

**Booth Fees:**

- **Single Booth:** \$1,795 + 5% GST  
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 + 5% GST  
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, 2018. 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](mailto:sramsden@museums.ca)

Deposits are non-refundable. No refunds will be issued for cancellations received after February 1, 2018 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

### FOR MORE INFORMATION, CONTACT:

Sue-Ann Ramsden ▲ Director, Museum Enterprises ▲ Canadian Museums Association ▲ [sramsden@museums.ca](mailto:sramsden@museums.ca)

## SPONSORSHIP OPPORTUNITIES 2018

Opportunity	Price	Booth at Expo	Event Tickets	Promotional Material in Delegate Bags	Logo Recognition	Ad in Muse
Keynote Sponsors*	variable		✓	✓	✓	
Closing Gala*	variable		2 tickets	✓	✓	1/2 Page
Conference App Sponsor	\$5000		✓	✓	✓	
Delegate Bags	\$3000		✓	✓	✓	
Reception with Exhibitors	\$3000		✓	✓	✓	
Ice Cream Break	<b>SOLD</b>			✓	✓	
Hotel Key Card	<b>SOLD</b>			✓	on product	
Water Bottle	<b>SOLD</b>			✓	on product	
Name Badges/Lanyards	\$1500			✓	on product	
Phone Charging Station	\$1500			✓	on product	
Floor Decal	\$1000				on product	

\*Multiple opportunities are available for the Keynotes and Closing Gala.

### DO YOU HAVE A SPONSORSHIP IDEA YOU WOULD LIKE TO PROPOSE?

Contact Sue-Ann at [sramsd@museums.ca](mailto:sramsd@museums.ca)

### FOR MORE INFORMATION, CONTACT:

Sue-Ann Ramsden ▲ Director, Museum Enterprises ▲ Canadian Museums Association ▲ [sramsd@museums.ca](mailto:sramsd@museums.ca)

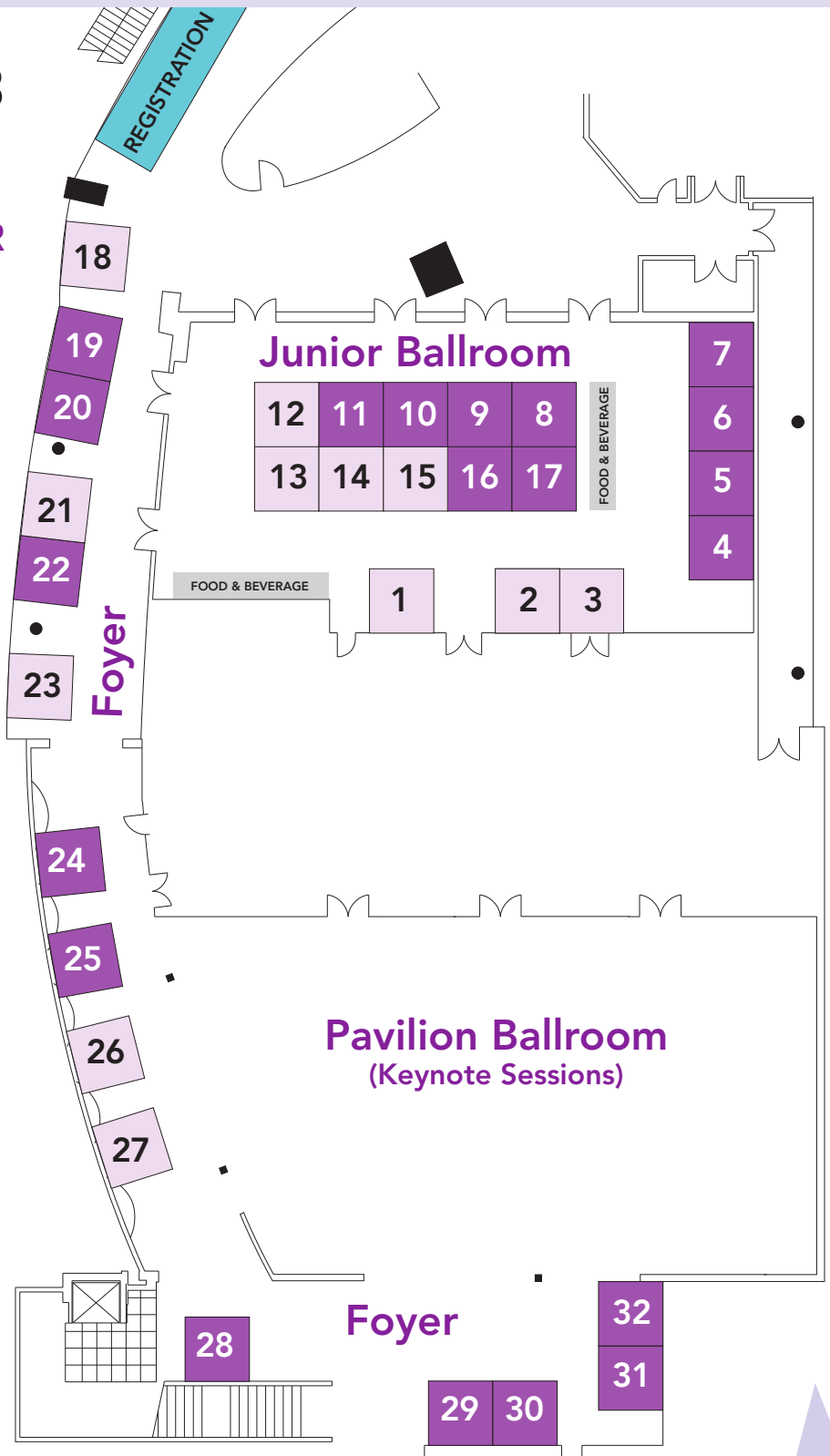
## CMA EXPO 2018 FLOOR PLAN

### SHERATON VANCOUVER WALL CENTRE

 Sold  Available

#### EXHIBITORS

- 1.....Royal British Columbia Museum
- 2.....Armstrong Fine Art Services
- 3.....Denbigh Fine Art Services
- 12-13 ....PACART
- 14.....EOS Lightmedia Corporation
- 15.....MRA Mobile Experiential
- 18.....Arts Consulting Group
- 21.....Zone Display Cases
- 23.....Kidoons
- 26-27 ....Total Fine Arts



#### FOR MORE INFORMATION, CONTACT:

Sue-Ann Ramsden ▲ Director, Museum Enterprises ▲ Canadian Museums Association ▲ [sramsdn@museums.ca](mailto:sramsdn@museums.ca)

## EXHIBITOR FORM

### YES! My firm would like to:

- Reserve a single booth at the 2018 CMA Conference at a cost of \$1,795 + 5% GST Preferred Booth #: \_\_\_\_\_
- Reserve a double booth at the 2018 CMA Conference at a cost of \$3,400 + 5% GST Preferred Booth #'s: \_\_\_\_\_
- Unable to exhibit — participate in the Delegate Kit Insertion Program at a cost of \$300 + 5% GST
- Advertise in Muse — please contact us for details

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

Website: \_\_\_\_\_

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, 2018

**Delegate Kit Insertion:** Payment in full (and ad artwork) by March 15, 2018

**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: \_\_\_\_\_

### FOR MORE INFORMATION, CONTACT:

Sue-Ann Ramsden ▲ Director, Museum Enterprises ▲ Canadian Museums Association ▲ [sramsd@museums.ca](mailto:sramsd@museums.ca)

# SPONSORSHIP FORM

## YES! My firm would like to:

Be a sponsor of the 2018 CMA Conference — see price chart on page 3

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

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

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

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

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

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

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

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

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

## Method of Payment

**Sponsorship:** 50% upon signing; balance by February 1, 2018

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: \_\_\_\_\_