Museums and the Web 2011

the international conference for culture and heritage online

April 6-9, 2011
Philadelphia, Pennsylvania, USA
http://www.archimuse.com/mw2011/

Loews Philadelphia
Philadelphia, PA, USA

Exhibit Hall Schedule

Set up
April 7, 2011
10:00 am – 4:00 pm

Hall Opening
April 7, 2011
5:30 pm

Exhibitors' Reception
April 7, 2011
5:30 pm – 8:00 pm

Hall Open
April 8, 2011
9:00 am – 5:00 pm
April 9, 2011
8:00 am – noon

Co-Chairs
David Bearman
Jennifer Trant

Produced by
Archives & Museum Informatics
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Fax: +1 416 352 6025
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www.archimuse.com

Guidelines for Advertisers

I. Conference Program Ads

Space is available in the Conference Program distributed to all registrants.
Page Size is 8 3/8" x 10 7/8" (Cover bleeds / Text no bleed), vertical orientation.
NOTE MAXIMUM SIZES BELOW.

Placement	Price	Maximum Dimensions (width x height)
Cover Pages (full digital colour: BLEED OK)		
Back Cover	$1200	8 3/8 x 10 7/8 inches
Inside Cover	$1000	8 3/8 x 10 7/8 inches
Inside Pages (black and white; +1 colour optional; NO BLEEDS)		
Full Page	$800	8.0 x 10.5 inches
Half Page	$500	8.0 x 5.175 inches
Quarter Page	$300	3.875 x 5.175 inches
inside pages add MW2011 colour		
	+$200	add the MW2011 Pantone colour (295C) to any size interior advertisement (pages are printed in black + PT 295C)

File Format

Digital copy is preferred in one of the following formats:

1. Press quality grayscale PDF (.pdf).
2. Encapsulated PostScript (.eps) including all fonts and images.
4. InDesign format, with ***all*** linked text and image files and fonts.

Name your file after your company, not the meeting
i.e. WebSpin.indd (NOT MW2011.indd).

File Submission

DEADLINE: February 28, 2011

Submit files using the on-line form linked from
http://conference.archimuse.com/mw2011/exhibit/
You will receive an emailed confirmation, listing the files submitted.
Fax a proof to +1 416 352 6025
Files received without proofs may not be reproduced as expected.

(over)

II. Your Logo on MW2011 Conference Web Site

Include your logo or other image file on your Exhibitor Page of the MW2011 Web site and on the list of Exhibitors.

Per logo: $150

File Format

Logos must be submitted as a Web-ready digital file.
Image dimensions must be a max of 500px in each direction.
Maximum file size 1MB.
Logo should be placed on a white or transparent background.
Format: GIF (.gif), JPEG (.jpg), or PNG (.png)

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III. Conference Bag Inserts

A. Include your preprinted literature in the Conference Registrants' Bags.

Per piece (maximum 8.5 x 11 inches and 2 oz.): $200

B. Include your promotional items (pens, waterbottles, etc.) in the Conference Registrants' Bags.

Per piece (up to 2 oz.): $200

Submission

DEADLINE: April 5, 2011 by 10:00 am
Materials not received by the deadline cannot be included.
NO REFUNDS ARE AVAILABLE FOR LATE MATERIALS.

Send 700 copies of each insert directly to:

Loews Philadelphia Hotel
1200 Market Street
Philadelphia, PA USA
Tel: +1 215 627 1200

Attention:
Museums and the Web 2011 (MW2011) Convention Manager: Michael Sofia

IV. Other Promotional Opportunities

Contact MW2011@archimuse.com with your idea for other promotional possibilities.