Dear Partner:

On behalf of the Board of Directors and the members of MCN, the leading professional organization for digital transformation in the cultural sector, we’re delighted to present the exhibitor and sponsor opportunities for the MCN 2015 Annual Conference, taking place in Minneapolis November 4-7, 2015.

For the past 43 years, MCN has provided a forum for leading cultural organizations to share and advance emerging technologies and trends in our industry. The MCN Annual Conference offers a unique and invaluable opportunity to connect and establish meaningful relationships with decision-makers across the cultural sector.

In recent years, the MCN Annual Conference has gained significant momentum. We’ve expanded the Conference program to include topics and conversations from other fields and sectors. MCN is growing and we want to include you in own continued growth. Last year, brands such as Google, MailChimp, Gallery Systems, Artstor, Piction Digital Image Systems among many others, participated in MCN’s Annual Conference. We are grateful for your continued support without which this event would not be possible.

We have incorporated your feedback to continue to build a valuable conference experience:

1. This year, the Exhibit Hall will have extended hours, opening from 8:00 am on Thursday November 5!
2. Breakfast, lunch, coffee breaks and an evening reception will all be served in the Exhibit Hall, so you’ll be right in the center of the action.
3. We streamlined our sponsorships, now offering two annual and exclusive opportunities to support MCN year-round, as well as two non-exclusive conference sponsorship opportunities.

I’d like to set up a brief call with our Executive Director to discuss sponsorship opportunities. Please let me know when it might be convenient for me to do so.

Thank you for your continued support and we hope you will join us in Minneapolis!

Amy Heibel and Nik Honeysett
MCN 2015 Vendors and Sponsors Committee Co-Chairs
Museum Computer Network – www.mcn.edu
Why Participate and Support MCN 2015?
The MCN Annual Conference is the place to be for leading brands interested in the cultural sector:

- The Conference attracts over 400 decision-makers from leading museums, historic sites and visitor attractions including The Metropolitan Museum of Art, The Art Institute of Chicago, MoMA, the Dallas Museum of Art, SFMOMA, the Rijksmuseum, the Cleveland Museum of Art, the National Gallery London to name a few.
- MCN is a 501(c)3 nonprofit organization and many forms of support are considered a tax deductible charitable contribution.
- The extended MCN community includes more than 2,500 professionals in the field.
- All sponsors are invited to showcase their products and services over two full days in the Exhibit Hall.

Why This Conference?
MCN is the only not-for-profit membership organization dedicated to supporting technologists that advance digital transformation in the cultural sector. Founded in 1967, MCN has led the cultural sector through close to a half-century of technological innovations. MCN 2015 is the organization's 43rd consecutive annual conference.

MCN 2015 Venue
Hyatt Regency Minneapolis
1300 Nicollet Mall
Minneapolis, MN 55403

Phone: 612-596-4650
Fax: 612-596-4659

Special Conference guest-room rates apply; please register as an MCN Conference Exhibitor.
MCN 2015 SPONSORSHIP OPPORTUNITIES

ANNUAL SPONSORSHIPS

PREMIER SPONSOR (Exclusive) $40,000
- One year MCN corporate membership.
- High visibility online and on-site brand recognition throughout the year (includes onsite signage during annual conference and all MCN Pro™ sessions throughout the year).
- Planning support and promotion of two (2) annual unique sponsor opportunities (private dinner or reception, private museum tour or event).
- Opportunity to plan a unique case study session during the Annual Conference.
- Use of MCN brand in promotional campaigns.
- Full-page ad in the Conference Program.
- Double Exhibit Booth and first choice of location in Exhibit Hall.
- Attendance for up to five (5) staff at annual Conference.
- First right of refusal for following year Premier sponsorship.
- Access to a private, bookable meeting room at the Conference hotel to meet with prospects.
- Five (5) conference registration scholarships in the sponsor’s name.
- Opening Keynote speaker made possible by Premier Sponsor.
- Email contact list of conference attendees (based on opt ins).

PLATINUM SPONSOR $35,000
- One year MCN corporate membership.
- High visibility online and on-site brand recognition throughout the year (includes onsite signage during annual conference).
- Planning support and promotion of a unique sponsor opportunity (private dinner or reception, private museum tour or event).
- Opportunity to plan a unique case study session during the Annual Conference.
- Back cover full-page ad in the Conference Program.
- Single Exhibit Booth in Exhibit Hall.
- Attendance for up to five (5) staff at annual Conference.
- Access to a private, bookable meeting room at the Conference hotel to meet with prospects.
- Three (3) conference registration scholarships in the sponsor’s name.
- Email contact list of conference attendees (based on opt ins).
CONFERECE EXCLUSIVE SPONSORSHIPS

CONFERENCE LEAD SPONSOR $30,000
- One year MCN corporate membership.
- Online and on-site brand recognition during the conference (includes name badges and lanyards).
- Opportunity to address conference attendees at Opening Plenary Session.
- Opportunity to plan a unique case study session during the Annual Conference.
- Inside front cover full-page ad in the Conference Program.
- Single Exhibit Booth and first choice of location in Exhibit Hall.
- Attendance for up to five (5) staff at annual Conference.
- Access to a private, bookable meeting room at the Conference hotel to meet with prospects.
- Two (2) conference registration scholarships in the sponsor’s name.
- Email contact list of conference attendees (based on opt ins).

MEDIA SPONSOR $25,000
- One year MCN corporate membership.
- Online and on-site brand recognition throughout the year (including logo on live streamed and taped sessions and on MCN YouTube Channel).
- Verbal recognition by chairs at the start of each session.
- Inside back cover full-page ad in the Conference Program.
- Single Exhibit Booth.
- Attendance for up to three (3) staff at annual Conference.
- Three (3) conference registration scholarships in the sponsor’s name.
- Access to a private, bookable meeting room at the Conference hotel to meet with prospects.
- Email contact list of conference attendees (based on opt ins).

IGNITE RECEPTION SPONSOR $20,000
- One year MCN corporate membership.
- Opportunity to provide opening remarks at the Ignite Reception.
- Online and on-site brand recognition during the conference.
- Full-page ad in the Conference Program.
- Single Exhibit Booth in Exhibit Hall.
- Attendance for up to three (3) staff at annual Conference.
- Access to a private, bookable meeting room at the Conference hotel to meet with prospects.
- Two (2) conference registration scholarships in the sponsor’s name.
- Email contact list of conference attendees (based on opt ins).
CONFEREE NON-EXCLUSIVE SPONSORSHIPS

SILVER SPONSOR $10,000
- One year MCN corporate membership.
- Opportunity to provide opening remarks at a single MCN Conference Event.
- Selected online and on-site brand recognition for a single MCN Conference Event.
- Full-page B&W ad in the Conference Program.
- Single Exhibit Booth in Exhibit Hall.
- Attendance for up to two (2) staff at annual Conference.
- Access to a private, bookable meeting room at the Conference hotel to meet with prospects.
- Email contact list of conference attendees (based on opt ins).

BRONZE SPONSOR $5,000
- One year MCN corporate membership.
- Selected online and on-site brand recognition as a lunch or coffee sponsor for a single MCN Conference Event.
- Half-page B&W ad in the Conference Program.
- Single Exhibit Booth in Exhibit Hall.
- Attendance for up to one (1) staff at annual Conference.
- Access to a private, bookable meeting room at the Conference hotel to meet with prospects.
- Email contact list of conference attendees (based on opt ins).

NON-PROFIT OPPORTUNITIES

If your organization is a nonprofit, contact us to inquire about opportunities to swap advertising and receive discounts on existing sponsorship packages.

CUSTOM OPPORTUNITIES

We are committed to helping you reach your audience. If you do not see an opportunity that makes sense to you, please talk to us. MCN would be pleased to explore other marketing and recognition opportunities. Feel free to address any inquiries or questions to:

For information about sponsorship opportunities for MCN 2015, please contact:

Amy Heibel
MCN Board Member
Vendors & Sponsors Committee Co-Chair
aheibel@lacma.org
(323) 857-6138

Or

Nik Honeysett
MCN Board Member
Vendors & Sponsors Committee Co-Chair
nhoneysett@bpoc.org
(619) 331-1974
CONFERENCE PROGRAM AD RATES AND SPECS

Advertising in the Conference Program is an effective and cost-effective way to reach attendees both during and after the Conference. The Program will be available on MCN’s website and distributed in person to all attendees.

Conference Program Ad Rates and Specs
The Conference Program book is 7” x 10”. Ads should be submitted to the following specifications (no bleed is required).

<table>
<thead>
<tr>
<th>Placement &amp; Specs</th>
<th>Exhibitors</th>
<th>Non-Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter-page Ad (2.875” x 4.375” portrait). Full color: CMYK.</td>
<td>$250</td>
<td>$300</td>
</tr>
<tr>
<td>Half-page Ad (6” x 4.25” landscape). Full color: CMYK.</td>
<td>$500</td>
<td>$650</td>
</tr>
<tr>
<td>Full-page Ad (6” x 9” portrait). Full color: CMYK.</td>
<td>$750</td>
<td>$1,000</td>
</tr>
<tr>
<td>Back Cover Ad (6” x 9” portrait). Full color: CMYK.</td>
<td>Available with sponsorship</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover Ad (6” x 9” portrait). Full color: CMYK.</td>
<td>Available with sponsorship</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover Ad (6” x 9” portrait). Full color: CMYK.</td>
<td>Available with sponsorship</td>
<td></td>
</tr>
</tbody>
</table>

Conference Program File Format
Please provide a digital file in one of the following formats. Do not include any Printer’s Marks such as bleed or trim marks in your file. All artwork should be saved in full color CMYK as noted above.

- Press quality (300 dpi) .jpg or .png file
- Vector file (.eps or .ai). Attach all images used. Turn all fonts to outlines.
- InDesign (.indd). Attach all images used. Turn all fonts to outlines.
- Illustrator (.ai). Attach all images used. Turn all fonts to outlines.

Name your file after your company, not the meeting i.e. Google.indd (NOT MCN2015.indd).

Logo Specs for Onsite Conference Signage
Please provide a digital file in one of the following formats. Files should be CMYK and at least 9” wide.

- Press quality (300dpi) PDF (.pdf )
- Vector file (.eps or .ai). Attach all images used. Turn all fonts to outlines.
- InDesign (.indd). Attach all images used. Turn all fonts to outlines.
- Illustrator (.ai). Attach all images used. Turn all fonts to outlines.
Exhibitor & Sponsor Opportunities
MCN 2015  |  43rd Annual Conference
The invisible architectures of connected museums
Hyatt Regency, Minneapolis  |  November 4-7, 2015

File Submission
- **DEADLINE:** October 16, 2015.
- Submit files using the attached form.
- You will receive an emailed confirmation, listing the files submitted.

Logo Specs for MCN Website
Your Exhibitor registration includes your logo on the MCN website Exhibitor page. High-level sponsorships include placement of your logo on MCN’s homepage and the Annual Conference page.

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).

File Submission
- **DEADLINE:** October 16, 2015.
- Submit files using the attached form.
- You will receive an emailed confirmation, listing the files submitted.

Conference Bag Inserts
Sponsors and Exhibitors may include printed literature and other small promotional items (pens, pads, etc.) in the MCN 2015 Conference Bags. Per piece (max 8.5 x 11 inches and 2 oz.).

**QUANTITY AND DEADLINE:** Send 400 copies of each insert or item directly to the hotel no later than Friday October 30, 2015. Materials not received by the deadline cannot be included.

Hyatt Regency Minneapolis
1300 Nicollet Mall
Minneapolis, MN 55403
Attention: Carolyn Lagermasini, MCN

For questions about Advertiser benefits, please contact:

Carolyn Lagermasini, Conference Manager
Email: conference@mcn.edu
Telephone: 1-888-211-1477, extension 802
Fax: 1-888-211-1477
EXHIBITING OPPORTUNITIES

Exhibitor Rates

<table>
<thead>
<tr>
<th>Space for 10’w x 10’d x 9’h self-contained display</th>
<th>MCN Member*</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,500</td>
<td>$2,000</td>
<td></td>
</tr>
</tbody>
</table>

*MCN Corporate Membership is $400 annually.

Booth Rental Fees include

- One (1) 6’ draped table, two chairs, and a wastebasket.
- Two (2) complimentary Conference Registrations (not including special events with fees).
- Company identification signage.
- Listing in the Conference Program.
- Inclusion in the on-site Exhibitor Guide.

Not included but available from the hotel:

- Electrical service.
- Telephone/data/wireless services.
- Audiovisual equipment and/or support.
- Pipe/drape and/or other special needs.

These services are the financial and logistical responsibility of the Exhibitor and may be requested through the Conference Hotel. All necessary forms and information will be included in the Exhibitor Service Kit, which will be forwarded to you with your confirmation. For information on pricing of these services prior to receipt of your confirmation, please contact Carolyn Lagermasini, MCN Conference Manager at: conference@mcn.edu.

Exhibit Hall Schedule

<table>
<thead>
<tr>
<th>Set Up</th>
<th>Wednesday, November 4</th>
<th>3:00 pm - 5:30 pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Hours</td>
<td>Thursday, November 5</td>
<td>8:00 am - 7:00 pm</td>
</tr>
<tr>
<td>Exhibit Hall Reception</td>
<td>Thursday, November 5</td>
<td>5:30 pm - 7:00 pm</td>
</tr>
<tr>
<td>Exhibit Hall Hours</td>
<td>Friday, November 6</td>
<td>8:00 am – 4:30 pm</td>
</tr>
<tr>
<td>Exhibit Hall Tear Down</td>
<td>Friday, November 6</td>
<td>4:30 pm – 5:30 pm</td>
</tr>
</tbody>
</table>

Final Exhibit Hall hours with break times and confirmation of your designated exhibit space will be included in your Exhibitor Service Kit.

Exhibit Hall Floor Plan forthcoming.
### MCN CONFERENCE Exhibitor Registration

<table>
<thead>
<tr>
<th>Company name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact name:</td>
</tr>
<tr>
<td>Title:</td>
</tr>
<tr>
<td>Address:</td>
</tr>
<tr>
<td>City/State/Zip:</td>
</tr>
<tr>
<td>Telephone:</td>
</tr>
<tr>
<td>Fax:</td>
</tr>
<tr>
<td>Email:</td>
</tr>
<tr>
<td>Website:</td>
</tr>
</tbody>
</table>

Total number of Booth space required: ______________

Names of representatives:

1) 

2) 

Additional personnel ($325 per person):

3) 

4) 

Company signage should read (one line only):

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
</table>

**Payment**

A $100 discount will be applied to all payments received prior to September 1, 2015.
Exhibitor & Sponsor Opportunities
MCN 2015 | 43rd Annual Conference
The invisible architectures of connected museums
Hyatt Regency, Minneapolis | November 4-7, 2015

1. Exhibit Space

<table>
<thead>
<tr>
<th>Description</th>
<th>Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space for 10’ (w) x 10’ (d) x 9’ (h) self-contained display</td>
<td>@$1,500</td>
<td>@$2,000</td>
</tr>
<tr>
<td>Additional personnel</td>
<td>@$325</td>
<td>@$325</td>
</tr>
<tr>
<td>Other - Literature display</td>
<td>@$100</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Subtotal for Exhibit Space $  

2. Sponsorship & Program Advertising

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship Level</td>
<td>$</td>
</tr>
<tr>
<td>Program Advertising Size</td>
<td>$</td>
</tr>
</tbody>
</table>

Subtotal for Program Advertising & Sponsorship $  

3. TOTAL (Exhibit Space, Sponsorship, Program Advertising): $  

All fees are in US dollars.

Preferred location in Exhibit Hall (in order of preference): _______ _______ _______
Please indicate vendors near to which you DO NOT WISH to be: __________________________

**Please include a product and/or service description (100 words or fewer) for inclusion in the on-site directory.
Exhibition Terms

a) Restrictions on Location of Exhibits and Solicitation
Exhibitors are not permitted to conduct or solicit business in the Exhibit Hall unless they have purchased exhibit space. Exhibitors are not permitted to exhibit products and services to the full Conference except in the Exhibit Hall. Exhibitors may privately demonstrate products to individuals in locations other than in the Exhibit Hall.

b) Booth Assignments
Booth assignments shall be made in the order that payment is received by MCN. To be complete, an Exhibitor Reservation Form, together with required payment, must be received. Every effort shall be made to place Exhibitors in their preferred locations. Exhibitors shall be advised of their booth location and shall be forwarded an Exhibitor Service Kit promptly on receipt of reservations. Booth assignments shall not be completed until all required rental fees have been paid. MCN reserves the right to change booth assignments at any time.

c) Space Rental and Exhibitor’s Service Kit
Exhibit Space is 10’ (w) x 10’ (d) x 9’ (h). When the Exhibitor plans to install a completely constructed display, no part of the display shall project so as to obstruct the view of adjacent displays. Booth side dividers of a height in excess of 36” must not extend further than three feet from the back wall and may not exceed 10’ in height. Audiovisual equipment must not be played at a level that would interfere with adjacent exhibitors. Information on arrangements for telephone connections and special requirements will be included with the Exhibitor’s Service Kit and payment for same shall be the sole responsibility of the Exhibitor. Exhibitors must provide their own electrical and computer equipment. Information on electrical and computer equipment rental shall also be contained in the Exhibitor’s Service Kit.

d) Payment and Cancellation
Full payment is required for reservations. Deadline for reservations is October 9, 2015. Requests for cancellation must be made in writing prior to October 9, 2015 and shall be refunded less a $75 processing fee. No refunds shall be issued on cancellations received after October 9, 2015.

e) Union Clearance & Exclusivity
In order to conform to union contract rules and regulation, Exhibitors must use qualified union personnel for the various services required for installation and dismantling of exhibits and for material handling within the Hotel and in the Exhibit Hall. Exhibitors shall be required to use the service provider designated by MCN for drayage & rigging, electrical, plumbing, and custom cleaning services. For other services, Exhibitors desiring to use contractors other than those designated must submit the necessary certificates of insurance in advance so that permission can be secured for said contractor to operate.

f) Use of Space
No Exhibitor shall permit any other corporation or its firms or representatives to use the space allotted to the signer of the contract, nor shall he/she display articles not manufactured or normally sold by him/her. Requests for co-participation by any other corporation or its firms or representatives in space assigned to the original applicant must first be made in writing to MCN. If permission is granted by MCN, there will be an additional charge of $325 for each additional participant from the same company. Exhibitors may not sublet booths or assign this lease in whole or part without the prior consent of MCN.

g) Limitation of Liability
Exhibitors shall assume entire responsibility and liability for losses, damages and claims deriving out of injury or damage to Exhibitors’ displays, equipment, and other property brought upon the premises of the Hotel and agree
to protect, defend, indemnify and save the Hotel, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by their installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents. Exhibitors shall be required to pay the cost of making good any damage to floors, wall structures, and accessories.

h) Security and Insurance
MCN shall not be liable for damage or loss to Exhibitor’s property, nor shall they be liable for any injury that may occur in the Exhibit Hall. The Exhibitor shall obtain and keep in force during the term of the installation and use of the Exhibit Hall, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Agreement, in an amount not less than $1,000,000 Combined Single Limit for personal injury and property damage.

i) Protection of Exhibit Hall
Nothing shall be posted or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the Hotel without permission from the proper building authority and MCN.

j) Installation and Dismantling
Packing, unpacking, and assembly by Exhibitors shall be done only in the designated areas and in conformity with the directions issued by MCN, the Hotel, or their assignees. A specific requirement as to the time for installation and dismantling of exhibits is supplied elsewhere in this Agreement and shall be binding. All displays must be in place and set up by the time of the official opening of the Exhibit Hall. Space not occupied or set up by one hour prior to that time may be reassigned for other purposes.

k) Shipping
All confirmed Exhibitors shall receive an Exhibitor Service Kit containing shipping information and literature on rates for additional services and supplies. MCN’s Conference Planning Manager shall be on-site throughout the Conference to assist Exhibitors and to facilitate service requests. Questions should be referred to MCN Conference Manager at conference@mcn.edu.

l) Listing of Exhibitors in the Conference Program
Provided registration and payment is received prior to October 16, 2015, Exhibitors shall be listed in the final Conference Program. Exhibitors shall supply a brief (100 words or fewer) description of their products and/or services to be featured in the on-site Exhibitor Guide. This description shall accompany payment. Descriptions shall not be accepted after October 23, 2015. Exhibitors who do not provide a description shall be listed in the Final Program and on-site Exhibitor Guide by name only.

m) Distribution of Printed Materials
Neither Exhibitors nor non-Exhibitors shall distribute to the Conference attendees printed matter, samples, souvenirs and the like, except from within the rented spaces. Any other type of distribution of such matter elsewhere must be approved by MCN prior to the Conference.

n) Default Occupancy
An Exhibitor failing to equip contracted space is not relieved of the obligation of paying for such space at the full rental price. MCN shall have the right to use, as it sees fit, any such booth unoccupied by one hour prior to the Exhibit Hall opening.
Exhibitor & Sponsor Opportunities
MCN 2015 | 43rd Annual Conference
The invisible architectures of connected museums
Hyatt Regency, Minneapolis | November 4-7, 2015

o) Amendments
MCN shall have sole authority to interpret and enforce all rules and regulations contained herein and to make any amendments thereto, and to make such further rules and regulations as shall be necessary for the orderly conduct of the Exhibit Hall.

p) Agreement to Conditions
Exhibitor acknowledges having read and understood the conditions in this document and further agrees for itself and its employees to abide by terms and conditions of this Agreement. It is understood and agreed that the sole control of the Exhibit Hall rests with MCN.

<table>
<thead>
<tr>
<th>Authorized signature:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title:</td>
</tr>
</tbody>
</table>

Method of Payment: □ Check (payable to MCN)

Credit Card Type: □ Visa □ MasterCard □ Discover

Credit Card #: 

Exp. Date: 

Name (as it appears on card): 

Signature (required): 

Mail or FAX completed & signed application (pages 9-14) with payment to:

Museum Computer Network
228 Park Ave South, #32991
New York, NY 10003
Attention: Conference Manager

Telephone: 1-888-211-1477, extension 802
Fax: 1-888-211-1477
Email: conference@mcn.edu

All payment should be provided in US dollars ONLY. All fees are listed in US dollars.