advancing
digital transformation
in museums

MCN 2020 | NOVEMBER 10–12 & 17–19 | VIRTUAL

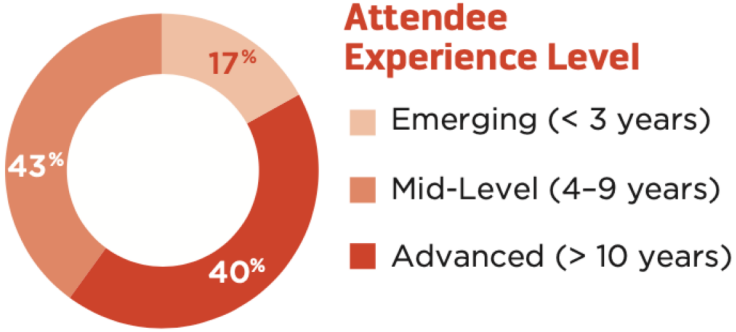
MCN 2020 VIRTUAL Sponsorship Opportunities

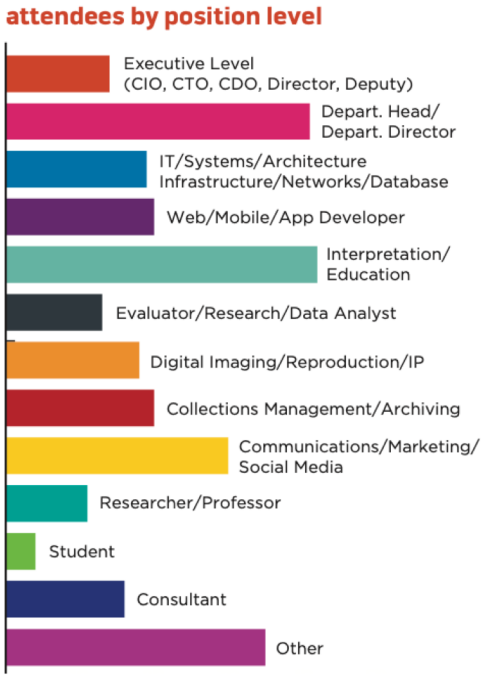
what is MCN?

MCN (Museum Computer Network) is a membership-based professional association dedicated to growing the digital capacity of museum professionals by connecting them to ideas, information, opportunities, proven practices, and each other.

Who attends MCN?

The target audience of the conference is diverse and includes a wide range of museum professionals and related service providers. On average, over 600 professionals from a cross-section of the cultural sector representing art, history, science, and academic museums. A wide range of department expertise, including strategy, IT, digital marketing, UI/UX, curatorial, CRM, DAM, and digital humanities.





Why do attendees choose MCN?

Year after year, new and returning attendees choose MCN because of its range of forward-thinking technical topics that are grounded in relevant contextual conversations and a welcoming community. This is a conference of professionals who are not afraid to present challenges, happy to celebrate one another's' successes, and generous in sharing the nuts and bolts about their projects.

Why support MCN?

By sponsoring MCN, your organization will:

- Show your alignment with the longest running musetech conference in the sector.
- Showcase your company's innovative products and services while demonstrating your commitment to the field.
- Join a network of professionals dedicated to advancing digital transformation in museums.
- Meet and interact with the wide swatch of museum professionals, consultants, agencies, and other stakeholders.
- Expand your reach with other like-minded organizations and brands who will be in attendance, sponsoring and otherwise supporting MCN 2020 VIRTUAL.
- Strengthen your existing partnerships as well as build new client during the conference
- Provide professional development and networking opportunities for your staff who will be attending the conference.

"MCN is always about the community: networking, seeing old friends, learning about new initiatives and ideas, connecting with other professionals, and possibly some future collaboration or business." - MCN 2019 Attendee

Sponsorship Opportunities

MCN relies on the generous support of sponsors to help sustain our growth and success. Past and current sponsors include Microsoft, Google, Axiell, CrowdRiff, Gallery Systems, Guru, Lucidea, Ideum, Dexibit, and dozens other businesses and organizations.

"The stimulation for networking at MCN is astounding."

2019 Sponsor

To discuss MCN 2020 sponsorship opportunities, contact:

Eric Longo, Executive Director
sponsorship@mcn.edu
888-211-1477 ext. 801

Sponsorship Opportunities

MCN 2020 VIRTUAL Accessibility Sponsor $7,500 - Exclusive

Take a stand to support accessibility resources throughout MCN 2020 VIRTUAL. Your sponsorship will support 15 hours of live CART (Communications Access Real-Time Translation) closed captioning sessions, including Ignite + Opening and Closing events + all recorded Presentation Panels.

- Sponsor shout out during conference opening and closing remarks
- Logo & recognition on opening slides on all CART supported sessions
- Brand recognition on MCN website and MCN social media channels
- Dedicated Sponsor profile on MCN 2020 VIRTUAL online Program Schedule (SCHED). Profile includes: full color logo, 'About' field, email contact, website & video stream links
- Opportunity to host 30-minute 'Sponsor Office Hours' and/or 'Sponsor Product Demo' on your Zoom channel (or other platform) between 9am-12pm ET during the conference days
- One-year MCN Corporate Partner membership* (a $500 value) + recognition as "Founding Corporate Partner"
- Email contact list of Conference attendees
- Four MCN 2020 VIRTUAL complimentary registrations

*Corporate Partner memberships will start at launch of MCN online community portal (spring 2021)

MCN 2020 VIRTUAL Ignite Sponsor
$5,000 - Exclusive

Align your brand with our signature kick off event, MCN Ignite, that showcases a series of rapid-fire talks from some of the most provocative and inspiring thinkers in the museum field.

- Opportunity to show a 20-second Sponsor video and/or welcome attendees at the start of Ignite on Tuesday November 10, 2020
- Brand recognition on MCN website and MCN social media channels
- Dedicated Sponsor profile on MCN 2020 VIRTUAL online Program Schedule (SCHED). Profile includes: full color logo, 'About' field, email contact, website & video stream links
- Opportunity to host 30-minute 'Sponsor Office Hours' and/or 'Sponsor Product Demo' on your Zoom channel (or other platform) between 9am-12pm ET during the conference days
- One-year MCN Corporate Partner membership* (a $500 value) + recognition as "Founding Corporate Partner"
- Email contact list of Conference attendees
- Four MN 2020 VIRTUAL complimentary registrations

MCN 2020 VIRTUAL SIG Meetup Sponsor
$1,200 – 5 available

Sponsor a SIG Meetup session that's aligned with your brand. Opportunity to show a 20-second Sponsor video and/or welcome attendees at the start of Ignite on Tuesday November 10, 2020.

- Opportunity to show a 20-second Sponsor video and/or to welcome participants at the start of SIG Meetup
- Dedicated Sponsor profile on MCN 2020 VIRTUAL online Program Schedule (SCHED). Profile includes: full color logo, 'About' field, email contact, website & video stream links
- Opportunity to host 30-minute 'Sponsor Office Hours' and/or 'Sponsor Product Demo' on your Zoom channel (or other platform) between 9am-12pm ET during the conference days
- One-year MCN Corporate Partner membership* (a $500 value) + recognition as "Founding Corporate Partner"
- Email contact list of Conference attendees
- Two MCN 2020 VIRTUAL complimentary registrations

*Corporate Partner memberships will start at launch of MCN online community portal (spring 2021)

Something for everyone

MCN 2020 VIRTUAL Social Event Sponsor $800 – 2 available

Support a social event during the virtual conference!

- Opportunity to welcome attendees at the start of a scheduled Social Event
- Dedicated Sponsor profile on MCN 2020 VIRTUAL online Program Schedule (SCHED). Profile includes: full color logo, 'About' field, email contact, website & video stream links
- Opportunity to host 30-minute 'Sponsor Office Hours' and/or 'Sponsor Product Demo' on your Zoom channel (or other platform) between 9am-12pm ET during the conference days
- Email contact list of Conference attendees
- One MCN 2020 VIRTUAL complimentary registration

MCN Website Ad - $500

Maximize your marketing plan by placing your banner ad on the busiest pages of MCN's website through December 2020!

- Link from the MCN's site to your own.
- Dedicated Sponsor profile on MCN 2020 VIRTUAL online Program Schedule (SCHED). Profile includes: full color logo, 'About' field, email contact, website & video stream links
- Ad Specs: 400 pixels wide x 400 pixels high, optimized for web in .jpg or .png format.

MCN 2020 VIRTUAL Online Swag Bag - $300

Be included in MCN 2020 VIRTUAL online swag bag. Promote coupon codes, discounts, codes for free books with purchase, whatever brings you value!

Sponsorship benefits

	Ignite	Accessibility	SIG Meetup	Social Event	Web Ad	Swag Bag
Brand recognition on MCN website and MCN social media channels	X	X				
Dedicated Sponsor profile on MCN 2020 VIRTUAL online Program Schedule (SCHED). Profile includes: full color logo, 'About' field, email contact, website & video stream links	X	X	X	X	X	
Sponsor shout out during conference opening and closing remarks		X				
Opportunity to show a 20-second Sponsor video and/or welcome attendees at the start of Ignite on Tuesday November 10, 2020	X					
Opportunity to show a 20-second Sponsor video and/or to welcome participants at the start of SIG Meetup			X			
Opportunity to welcome attendees at the start of a scheduled Social Event				X		
Logo & recognition on opening slides on all CART supported sessions		X				
Opportunity to host 30-minute 'Sponsor Office Hours' and/or 'Sponsor Product Demo' on your channel btw 9am-12pm ET during the conference days	X	X	X	X		
One-year MCN Corporate Partner membership + recognition as "Founding Corporate Partner"	X	X	X	X		
Email contact list of Conference attendees	X	X	X	X		
Complimentary registrations	X	X	X	X		
Web Ad					X	
Online Swag Bag						X

Have something specific in mind?

The right fit is everything. Don't mess with pre-packaged opportunities that don't necessarily meet your goals. Simply tell us what you're looking to get out of the conference, give us your budget, and we'll work with you to nail down the perfect sponsorship package.