

community partners opportunities

MCN 2021
VIRTUAL **OCTOBER + NOVEMBER 9-10**

'Well designed, strong program, impeccably executed, well done!'

MCN 2020 Attendee

To discuss MCN 2020 sponsorship opportunities, contact:

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

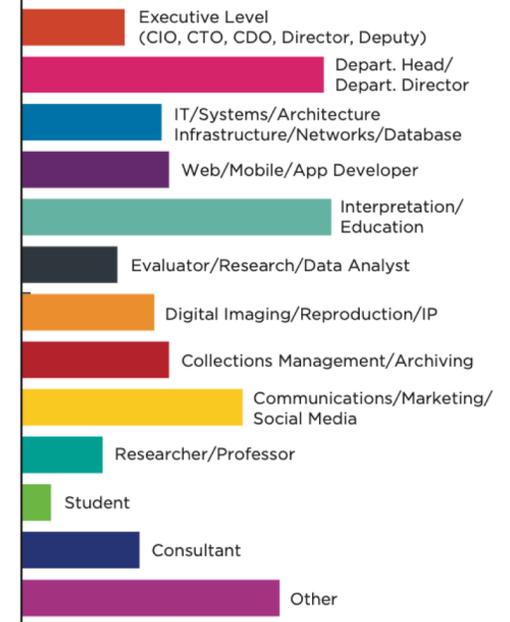
what is MCN?

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.

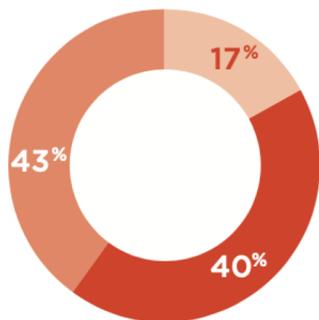
Who attends MCN?

The target audience of the conference is diverse and includes a wide range of museum professionals and related service providers. On average, over 800 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.

attendees by position level



Attendee Experience Level



- Emerging (< 3 years)
- Mid-Level (4-9 years)
- Advanced (> 10 years)

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 2021 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.

'Flawless execution. I can't emphasize this enough. Maybe it was having seen other online conferences and been able to learn from them, or just having a hell of a good team, but MCN is the best virtual conference I have attended this year.'

MCN 2020 Attendee

what's new this year?

MCN 2021 VIRTUAL will take place on Tuesdays, Wednesdays and Thursdays throughout October, and November 9 and 10 in distinct mini-events, each focusing on a specific strand or practice area with only 2 concurring tracks on the same topic at most. Each mini-event will be about 3 hours long. Networking and social events will be scheduled separately.

Follow-the-sun

We're adding a global touch to the MCN conference in the form of a "Follow-the-Sun" program composed of 4 mini-events focused on 4 regions of the world, held in their time zones.

- **Asia/Pacific** – October 6
- **Middle East/Africa** – October 13
- **Europe** – October 20
- **Latin America** – October 27

October

- **October 5** "Get Inspired" day: Welcome + Plenary Keynote + Ignite MCN
- **SIGs-led 'Lunch Bag Roundtables'** on various topics will be available throughout October
- **October 7, 12, 14, 19, 21, and 26:** dedicated tracks days
- **October 28** 'Hands On' day: Workshops + Professional Development sessions
- **Cultural-Futures Awards ceremony**

November

- **November 9** 'Big Ideas' day + Karaoke
- **November 10** 'Learnings' day: What Have We Learned Panel + Closing Keynote

support MCN 2021 VIRTUAL

MCN relies on the support of Community Partners 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.

MCN 2020 sponsors



'Really everything about MCN is better done.'
MCN 2020 Attendee

the right fit is everything: sponsorships à la carte

Rather than selecting pre-packaged opportunities that don't necessarily meet your goals, tell us what you're looking to get out of the conference, or if you have something specific in mind, give us your budget, and we'll work with you to tailor a unique sponsorship package that meets your needs. It's that simple.

Select the conference events that best match your brand

- Welcome or Closing Plenary
- Global track
- Ignite reception
- Plenary Keynotes
- Accessibility Sponsor
- Cultural Futures Case Study Award Ceremony
- Social and networking events, such as Karaoke
- And more

sponsorships benefits menu

Select benefits that best align with your strategy and help you make the most of MCN 2021.

Exclusive benefits \$10k and up

- Provide welcome remarks at the start of key events, such as the Ignite Reception, Opening Plenary, or other event
- Private virtual meetup with top-leaders and influencers in the community
- Opportunity to show a 20-second Sponsor video and/or to welcome participants at the start of sponsored session
- Sponsor shout out during conference opening and closing remarks
- Contribute a thought-leadership post for MCN Insights blog series
- Facilitate session
- Help MCN secure keynote speakers
- Sponsor a Track
- Between 8-12 complimentary registrations

Standard benefits included in all packages

- Dedicated Sponsor profile on MCN 2021 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

Non-exclusive mid-range benefits (btw \$5k-\$10k)

- Brand recognition on MCN website and MCN social media channels
- Organize a webinar or focus groups
- Publish a whitepaper on MCN's website
- Lead a Professional Development session
- Up to 5 complimentary registrations

Non-exclusive benefits under \$5k

- Brand recognition on MCN website and MCN social media channels
- Support a social event during the virtual conference
- Opportunity to welcome attendees at the start of a social event
- Up to 3 complimentary registrations