

SEMC ANNUAL
MEETING **2021**
EXHIBITORS
PARTICIPATION
GUIDE



#SEMC2021



SOUTHEASTERN
MUSEUMS
CONFERENCE

WHY PARTICIPATE?

The Southeastern Museums Conference is one of the largest and friendliest regional museum associations in the nation, representing twelve states, plus Puerto Rico and the U.S. Virgin Islands and over 1,500 museum professionals. Known for its creative programs and exciting evening events, SEMC's "all in one" registration encourages informal interaction between Resource Expo exhibitors and meeting participants. The 2021 Annual Meeting will be a hybrid event offering both in-person sessions at the **Chattanooga Convention Center** as well as a full virtual conference running simultaneously on a platform called **PheedLoop**.

SEMC's Annual Meeting and Resource Expo are perfect formats for businesses to directly reach museum decision-makers. Museum leaders in many different disciplines include directors, curators, registrars, exhibit designers and educators. Resource Expo hours and activities are scheduled to encourage maximum traffic and exposure for your products and services. The 2021 Annual Meeting will offer both an on-site Resource Expo as well as a virtual Expo Hall on PheedLoop.

Corporate Membership packages that include Annual Meeting **exhibit booths (both on-site and virtual)** and program **advertising**, plus year-round newsletter advertising and membership directory listings, provide a cost-effective way to extend your presence in SEMC throughout the entire year.

RESOURCE EXPO 2021 INFORMATION

LOCATION: Chattanooga Convention Center,

One Carter Plaza, Chattanooga, TN 37402
Please make hotel reservations at the [Chattanooga Marriott](#) (\$159) by calling 1-423-756-0002, and reference "Southeastern Museums Conference" or booking via the [SEMC Reservation link](#).

ROOM RATES:

\$159/Single Room + applicable taxes and fees

ROOM BLOCK CUTOFF DATE:

Friday, October 8, 2021

SCHEDULE:

MONDAY, OCTOBER 25

8:00 AM – 1:00 PM Exhibitor Move-In
1:00 PM Expo opens
2:15 – 2:45 PM Afternoon Iced Tea/
Cookies Break in Expo Hall
4:00 – 5:30 PM Expo Opening Reception
6:00 PM Expo closes

TUESDAY, OCTOBER 26

9:00 AM Expo opens
10:00 – 10:30 AM Coffee Break in Expo Hall
3:00 – 3:30 PM Afternoon Iced Tea/
Cookies Break in Expo Hall
4:30 – 5:30 PM Expo Closing Reception
5:30 PM Expo Hall closes &
Exhibitor Move-Out

ON-SITE BOOTH FEES:

10' × 10' booth Corporate Friend members only (\$1,200 level).

Corporate Friend/Partner members must renew by August 31, 2021, to reserve a booth for the SEMC Expo.

The booth fee includes:

- 8' skirted table, two chairs, waste basket
- Full meeting registration (in-person and/or virtual) for two representatives, including program sessions and evening events
- A complimentary booth in the Virtual Expo Hall on the PheedLoop platform
- Listing in the Annual Meeting Program Exhibitor Directory
- Attendee pre-meeting and post-meeting mailing lists
- Recognition in SEMC's newsletter

Electrical Service, extra items, and equipment are additional fees which can be ordered via the [Chattanooga Convention Center Exhibitor Services](#).

VIRTUAL BOOTH FEES (FOR NON-SEMC MEMBERS) \$300:

Businesses that are not SEMC members may also purchase a space in the Virtual Expo Hall. Our virtual platform allows you to interact with museum executives, industry thought leaders, procurement decision makers, and a host of other cultural professionals with access to features such as:

- Private portals to self-manage your profiles including: high visibility logo placement; ability to place ads on your page; links for your social media and web contacts; names, titles, and contact information of your booth personnel; and files that attendees can download with more company information.
- Ability to see who is currently visiting your booth and start a chat or one-on-one video directly from the portal.

ADVERTISING OPPORTUNITIES

ANNUAL MEETING PROGRAM

The on-site Annual Meeting Program is distributed to every attendee and carried throughout the entire meeting. Corporate Members and exhibitors receive a 10% discount on program advertising. Corporate Membership packages that include Annual Meeting exhibit booth and program advertising are also available. Advertisements will be printed in one color only. **Deadline:** Full payment and artwork must be received by **August 31, 2021**.

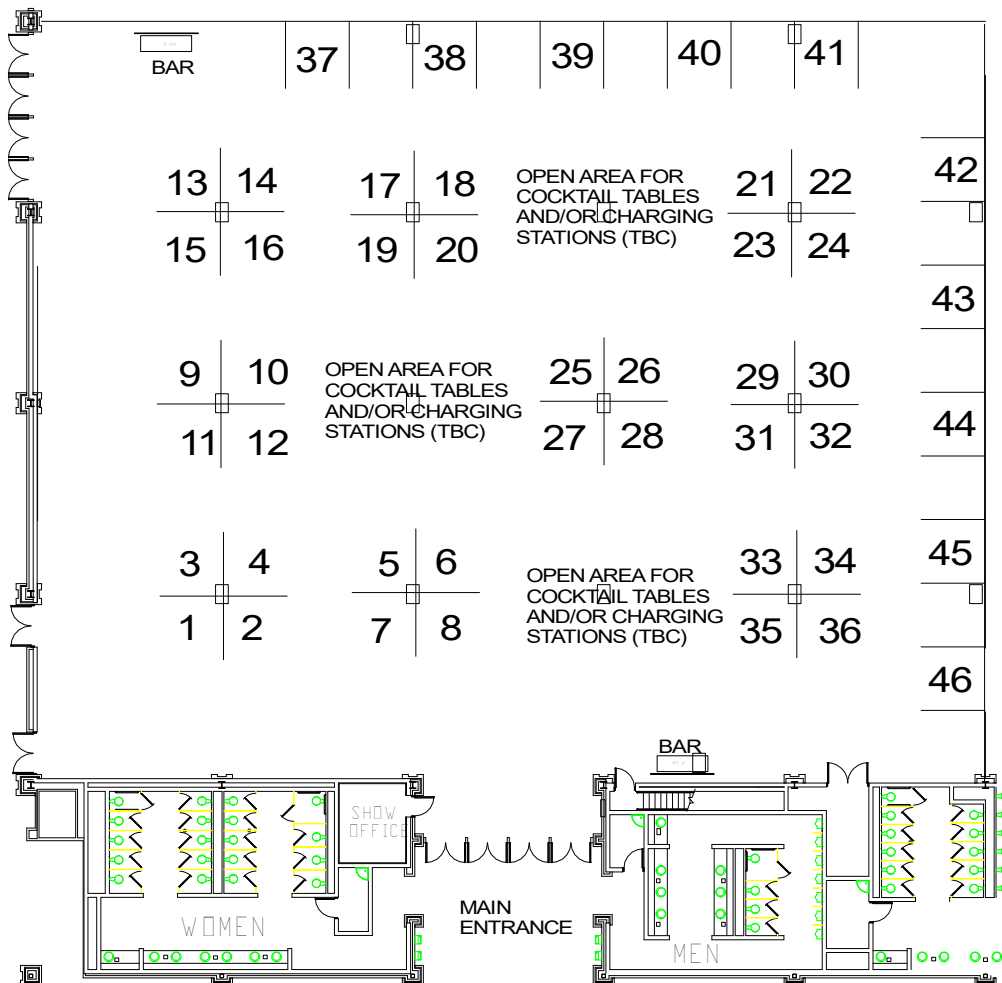
AD SIZE	FULL PRICE	MEMBER/EXHIBITOR PRICE
Quarter Page (3.5625" w. × 3.75" h.)	\$275	\$248
Half Page (7.5" w. × 5.125" h.)	\$600	\$540
Full Page (7.5" w. × 10.25" h.)	\$1,200	\$900
Cover (7.5" w. × 10.25" h.)	\$1,200	\$1,180

There are three cover options: inside front cover, inside back cover, and back cover.

TOTE BAG INSERT

This is an opportunity to insert a flyer into every attendee tote bag. We anticipate distributing approximately 300 tote bags onsite. Cost: \$300 | **DEADLINE: September 13, 2021**. Size: 8.5" w. × 11.00" h. or smaller, one insert/brochure.

SEMC (HALL C) RESOURCE EXPO



EXHIBITOR TERMS & CONDITIONS

ASSIGNMENT OF EXHIBIT SPACE

Exhibitors who pre-register for on-site booths and renew their membership will receive first choice of exhibit booths. Remaining booth assignments will be made on a first-come, first-served basis upon receipt of reservation form. Every effort will be made to honor first choice locations, but preferred sites are not guaranteed. **Please note that the 2021 Expo layout has been designed for social distancing per CDC guidelines. Booth spaces may be added as guidelines change.**

PAYMENT SCHEDULE

Final payment (membership renewal) is due on August 31. Exhibit space may be reassigned if full payment is not received by this date. Reservations received after August 31 require full payment at time of commitment. **Corporate Friend/Partner members must renew by August 31, 2021, to reserve a booth in the SEMC Expo.**

CANCELLATION

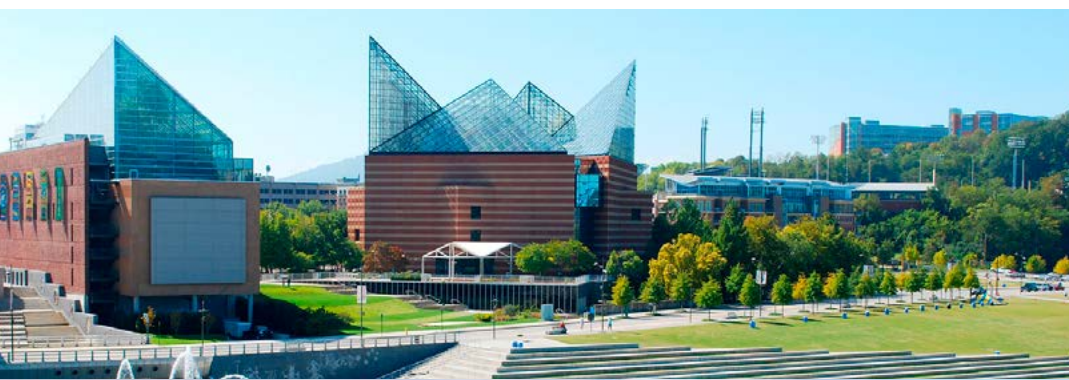
Booth cancellations and requests for refunds must be in writing. If received prior to August 31, 2021, there will be an 80% refund. Cancellations received after August 31 will not receive a refund. Corporate Friend members may exchange the booth for other benefits.

REGULATIONS

1. All booths must be open and staffed during Resource Expo hours. Each exhibitor must wear an official exhibitor's badge to gain admission to the exhibit area and to conference programs and events. Badges cannot be exchanged among representatives.
2. SEMC reserves the right to modify Resource Expo hours

and events set forth in this document if it is necessary to meet program and conference needs.

3. Exhibits must not project beyond the space allocated or obstruct the view of other exhibitors. Noise levels must not interfere with neighboring exhibits.
4. Exhibit booths **may not** be dismantled or packed before the close of the show at 5:30 pm on Tuesday, October 26, 2021.
5. Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save SEMC and the Chattanooga Convention Center, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses of damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its 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 Convention Center and its employees and agents. Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance. Insuring and specifically referring to the Contractual liability set forth in this Exhibit. In an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.
6. SEMC 2021 exhibitors should use [this link](#) to the Chattanooga Convention Center Exhibitor page for all extra services.
7. **Shipping** coordinated by Chattanooga Convention Center and allowed directly to Center 72 hours in advance. Ship: Attn. to SEMC, Hold for (your company), Chattanooga Convention Center One Carter Plaza Chestnut Street Loading Dock, Chattanooga, TN 37402
8. **Solicitation** in the Resource Expo **by non-exhibitors** is prohibited. Non-exhibitor solicitors will be asked to leave the Expo.





SEMC CORPORATE MEMBERSHIP

*Show your support, stay in touch, and increase your visibility with an annual membership.
Enhance your Annual Meeting participation with a cost-effective Corporate Membership package.*

CORPORATE FRIEND — \$1,200

- ½-page ad in the SEMC newsletter (three annual issues) with hyperlinked ads
- ¼-page ad in the Annual Meeting program
- Unlimited Access to SEMC Mailing Lists
- Booth fee (includes two registrations) at the Annual Meeting Resource Expo

CORPORATE PARTNER — \$2,100

- Full page ad in the online SEMC newsletter (three annual issues) with hyperlinked ads
- Full page ad in the annual meeting program
- Unlimited Access to SEMC Mailing Lists
- Booth fee (includes two registrations) at the Annual Meeting Resource Expo
- Co-sponsor for one annual meeting event
- Company literature inserted into attendee tote bags

ANNUAL MEETING COMMERCIAL SESSIONS

SEMC Corporate Members who are also exhibitors are invited to present a Commercial session at the Annual Meeting in the Expo. These sessions, at which the Corporate Member may be the sole presenter, are a great way for meeting participants to learn more about your products and unique expertise. Sessions and times are assigned on a first-come, first-served basis in available meeting space.



SEMC CORPORATE CONFERENCE SPONSORSHIP

Show your support, stay in touch, and increase your visibility with a conference sponsorship. SEMC is a 501(c)(3) nonprofit organization supported by membership and contributions. Sponsorship support helps make the 2021 Annual Meeting an outstanding and affordable opportunity for networking in the expanding Southeastern museums community. Sponsors will receive:

PLATINUM SPONSOR — \$10,000

Choose from the following opportunities:

An Evening Event **or** Leadership Reception & Directors' Session Track

Plus

- Exclusive Conference sponsor (a \$5,000 value)
- Annual Membership at Corporate Partner level (a \$2,100 value)
- Booth fee (includes four registrations for in-person and virtual conference) at Resource Expo (a \$1,100 value)
- Virtual exhibit space on PheedLoop
- Full-page ad in Inside SEMC publication (3 annual issues, a \$1,200 value)
- Inside front cover, inside back cover, or back of the annual meeting program (a \$1,200 value)
- Signage & recognition at annual meeting events (a \$300+ value)
- Access to SEMC Mailing Lists
- Eligible to present a Commercial session at the Annual Meeting
- Acknowledgement at the sponsored event & General Session
- Recognition in Annual Meeting program and fall issue of *Inside SEMC*
- Year-round recognition on SEMC website.
- Company literature in attendee tote bags & logo on tote bags (a \$1,000 value)

GOLD SPONSOR — \$6,000

Choose from the following opportunities:

An Evening Event **or** Leadership Reception **or** Conference Transportation

Plus

- Sponsor for Annual Meeting event (a \$3,000 value)
- Annual Membership at Corporate Friend level (a \$1,200 value)
- Booth fee (includes up to three registrations for in-person and virtual conference) at Resource Expo (a \$900 value)
- Virtual exhibit space on PheedLoop
- ½-page ad in the Inside SEMC publication (3 annual issues, a \$750 value)
- ½-page ad in the annual meeting program (a \$600 value)
- Signage & recognition at annual meeting events (a \$300+ value)
- Access to SEMC Mailing Lists
- Eligible to present a Commercial session at the Annual Meeting
- Company literature inserted into attendee tote bags (a \$300 value)
- Acknowledgement at the sponsored event & General Session
- Recognition in Annual Meeting program and fall issue of *Inside SEMC*
- Year-round recognition on SEMC website.

SILVER SPONSOR — \$3,000

Choose from the following opportunities:

The General Session/Keynote Address **or** Awards Luncheon **or** Logo on Tote Bags **or** Logo on Name Badge Lanyard **or** SEMC Council's Legacy Reception **or** Sponsor a bar at the Expo Opening or Closing Reception **or** Session Track Sponsor (Collections/Curatorial, Education, Exhibit Design, Administration, DEAI, Technology)

Plus

- Co-sponsor for an Annual Meeting event (a \$1,500 value)
- Annual Membership at Corporate Friend level (a \$1,200 value)
- Booth fee (includes two registrations for in-person and virtual conference) at Resource Expo (a \$750 value)
- Virtual exhibit space on PheedLoop
- ½-page ad in the Inside SEMC publication (3 annual issues, a \$750 value)
- ½-page ad in the annual meeting program (a \$600 value)
- Signage & recognition at annual meeting events (a \$300+ value)
- Access to SEMC Mailing Lists
- Eligible to present a Commercial session at the Annual Meeting
- Company literature inserted into attendee tote bags (a \$300 value)
- Acknowledgement at the General Session
- Recognition in Annual Meeting program and fall issue of *Inside SEMC*
- Year-round recognition on SEMC website.

BRONZE SPONSOR — \$2,000

Choose from the following opportunities:

Grand Opening Reception at Resource Expo **or** One Resource Expo Break **or** Students Work in Museums (SWIM) Virtual Session **or** Affinity Luncheons: Leadership Luncheon; Educators' Luncheon (SEMC EdCom); Curators' Luncheon (SEMC CurCom)

Plus

- Annual Membership at Corporate Friend level (a \$1,200 value)
- Booth fee (includes two registrations for in-person and virtual conference) at Resource Expo (a \$750 value)
- Virtual exhibit space on PheedLoop
- 1/2-page ad in Inside SEMC publication (3 annual issues, a \$750 value)
- ¼-page ad in the Annual Meeting program (a \$275 value)
- Signage & recognition at annual meeting events (a \$300+ value)
- Access to SEMC Mailing Lists
- Eligible to present a Commercial session at the Annual Meeting
- Acknowledgement at the General Session
- Recognition in Annual Meeting program and fall issue of *Inside SEMC*
- Year-round recognition on SEMC website.

EXHIBITOR, ADVERTISEMENT, SPONSOR, AND MEMBERSHIP FORM

SEMC 2021 ANNUAL MEETING, OCTOBER 25-27, CHATTANOOGA, TENNESSEE

Organization:
Address:
City/State/Zip:
Contact Person: Title:
Telephone: Fax:
Email: Website:

Signature:

By signing, you agree to the exhibitor terms and conditions in this brochure.

Use this contact information in the Annual Meeting program
We will submit additional contact information for the program by August 31, 2021

EXHIBIT BOOTH REQUEST

PREFERRED LOCATION: 1st choice: | 2nd choice: | 3rd choice: | 4th choice:
We do not wish to be near:

FEE: Comp (Mship package) Qty: \$

ANNUAL MEETING PROGRAM AD REQUEST (Deadline August 31, 2021)

Ad Size & Fee: \$

ANNUAL MEETING SPONSORSHIP REQUEST

Sponsorship level: Platinum (\$10,000) | Gold (\$6,000) | Silver (\$3,000) | Bronze (\$2,000) \$
Sponsorship name and level:

TOTE BAG INSERT REQUEST (Deadline September 17, 2021)

Insert fee: \$300 | Comp (as part of Corporate Sponsorship package) \$

SEMC CORPORATE MEMBERSHIP

\$1,200 Corporate Friend | \$2,100 Corporate Partner \$
Corporate Friend/Partner members must renew by August 31, 2021, to reserve a booth for SEMC Expo

GRAND TOTAL \$

Check enclosed | Charge to: VISA MasterCard American Express

Credit Card #: Expiration date:

Name on Card: Signature:

RETURN FORM TO SEMC

Mail: PO Box 550746, Atlanta GA 30355 | Email: zwillits@SEMCdirect.net | Fax: 404.814.2031
Questions? Call 404.814.2048

SEMC THANKS OUR PAST CORPORATE FRIENDS AND SPONSORS (2013–2020)

3DPtree	Conservation Center for Art & Historic Artifacts	Hecht Burdeshaw Architects	National Museum of African American History & Culture, Smithsonian Institution	Speak Creative stabaArte
1220 Exhibits, Inc.	Conservation By Design	Hillman & Carr Inc.	National Trust Insurance	StudioAmmons Inc.
22 Dragons	CoreStrategies for Nonprofits, Inc.	Historic New Orleans Collection	Native Ground Books & Music	Studio Displays Inc.
Accelerando	Cowan's Auctions	History IT	Nomad Mobile Guides	Testo Inc.
Alloy: A Division of Intermark Group	Creative Arts Unlimited	Hollinger Metal Edge	Northeast Document Conservation Center	The Charleston Mint
American Alliance of Museums	Crowley Company	HW Exhibits	Northern Light Productions	The Design Minds, Inc.
Alexander Haas	Cuberis	Impact Communications	Olympus Group	The Discovery Network
ANR Transport LLC	CultureConnect	Interactive Knowledge	OnCell	The Donning Company
Aon/Huntington T. Block Insurance Agency, Inc.	Daruma Tech	JGL Food Service Consultants	Our Fundraising Search	The Fine Arts Conservancy
Arcadia Publishing	Delta Designs, Ltd	J. M. Kelley, Ltd.	Oxford American	The Nassal Company
Armour Systems	DeWitt Stern	K Design Signs & Exhibits	PastPerfect Software, Inc.	The University of Oklahoma Extended Campus, College of Professional & Continuing Studies
Art Display Essentials, a 10-31 Company	Dietl International Services	Khayrallah Center for Lebanese Diaspora Studies	Patron Technology	Think Proxi
ArtFields	dmdg2	Leland Little Auctions	Patterson Pope, Inc.	Thrive Payments
Art Guard	Donning Company Publishers	Leslie Hindman Auctioneers	Perkins + Will	Tour Mate Systems Limited
Artemis Fine Art Services	Dorfman Museum Figures	ListenUp Audio	Plow Digital/Plow Games	Transformit
Association of Academic Museums & Galleries	DLR Group	LF Creative Group	Pook & Pook, Inc.	Transport Consultants International
Aurora Storage Products, Inc.	Duncan-Parnell	Logis-Tech	Pope Video Production	Travelers
Available Light	Encurate Mobile	Lord Aeck Sargent	Print File	U.S. Art Company, Inc.
Avante International Technology	ERCO Lighting	Lucidea	Printology Signs & Graphics	Universal Fiber Optic Lighting LLC
Atelier 4	EVENTSIGNS.BIZ	Luxam	Prism Technologies, Inc.	University of Oklahoma College of Liberal Studies
Banks Creative Studio	Exhibit Concepts, Inc.	Malone Design/Fabrication	Q Media Productions, Inc.	University Products
Belfry Historic Consultants	Explus, Inc.	Mallory Alexander International Logistics	Quatrefoil Associates	U.S. Art Company
Big River Online	Fabrication	Manask & Associates	Re:discovery Software, Inc.	USC Press
Blackbaud	FedEx Custom Critical	Masterpak	Riggs Ward Design	Viking Metal Cabinet Company
Blair, Inc.	Florida Museum of Natural History Traveling Exhibits Program	MBA Design & Displays Products	Ripley Entertainment	VIP Transport Fine Arts Services
Bonsai Fine Art	Formations, Inc.	MDL	Rising Museum Board	Willis Towers Watson
Boroughs Corporation	Four Colour Print	MediaMerge, Inc.	Shibui Design, LLC	Wingin' It Works
Bring Ring Foundation	Frina Design	Merlan Exhibits	Significant Developments	Wooten & Wooten Auctioneers & Appraisers
Brad Larson Media	Gallagher & Associates	Method-1 Interiors	Skinner, Inc.	WSP
Building Four Fabrication	Gaylord Archival	Mid-America Arts Alliance	Solid Light, Inc.	
Capitol Exhibits	UGA Press	Monadnock Media	Solomon Group	
Capitol Museum Services	Glasbau Hahn America	MTSU Public History Program	Southern Circuit Tour of Independent Filmmakers	
Case Antiques, Inc. Auctions & Appraisals	Glavé & Holmes Architecture	MSTSD Inc.	Southern Custom Exhibits	
Catalogit	Goosepen Studio & Press	MuseumRails		
Charlotte Van & Storage	Gretel	MuseumTrek by TrekSolver, Inc.		
Charlton Hall Auctions	Gropen	Music Maker Relief Foundation		
Cinebar Productions, Inc.	Gunnar USA			
Clark Patterson Lee	Haizlip Studio			
Collector Systems, LLC	Hasselblad Bron Inc.			
	HealyKohler Design			

#SEMC2021

*Your link to museum professionals
in twelve Southeastern states:*

Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Mississippi

North Carolina
South Carolina
Tennessee
Virginia
West Virginia
Puerto Rico
U.S. Virgin Islands



FOR MORE INFORMATION visit www.SEMCdirect.net,
email zwillits@SEMCdirect.net, or call **404.814.2048**.
RETURN ADDRESS: SEMC, PO Box 550746, Atlanta GA 30355-3246