VRA 2024
MINNEAPOLIS MINNESOTA

Annual Conference
October 8 – 10, 2024

SPONSOR PROSPECTUS
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Meet the artist behind the conference design

Asahi Nagata is a Japanese freelance illustrator based in Minneapolis, Minnesota, USA. With experience in vintage image restoration and a deep love for 1940s to 1960s commercial art and traditional printing, Asahi's work features vibrant bold color palettes and a retro elegance in texture.

Website: iloirro.com

WELCOME

Join the Visual Resources Association (VRA) for our Annual Conference in Minneapolis, Minnesota from October 8th–10th. This three-day event provides a dynamic forum where professionals from educational, cultural heritage, and commercial environments converge to network and address contemporary trends in the field of image and media management. As an exhibitor or program sponsor, you have an estimated audience of 100+ VRA professionals who are deeply invested in finding products and services that will make their organizations more efficient and effective. With your sponsorship, you can help create connections between projects and individuals, support the flow of ideas across communities, and encourage fresh perspectives.

2024 Conference Planning Team

Maria Nuccilli
Sr. Director for Events & Initiatives
Wayne State University

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Jr. Director for Events & Initiatives
Fashion Institute of Technology

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Officer & Conference Experience Liaison
Brown University

Emily Smith
Public Relations & Communications Officer
Oakland Museum of California

Meghan Rubenstein
VRA Technology Advisor
Colorado College

Otto Luna
Co-Chair, Education Committee
University of New Hampshire

Amy McKenna
Co-Chair, Education Committee
Williams College

Ann McShane
Conference Experience Planning Group
Emory University

Margaret McKee
Conference Experience Planning Group
The Menil Collection

Allan Kohl
Conference Experience Planning Group
Minneapolis College of Art and Design
About VRA

With over 40 years of history, VRA is a multidisciplinary organization dedicated to furthering research and education in the field of image management.

What began as an informal group of slide librarians is now an international organization comprised of digital asset managers, librarians, curators, archivists, educators, museum professionals, art historians, copyright specialists, and more.

VRA offers a forum for issues including digital preservation, cataloging and classification standards and practices, integration of technology-based instruction and research, digital humanities, intellectual property policy, visual literacy, and other topics of interest to the field. Through collaboration, partnership, outreach, and grant-making, VRA supports the primacy of visual information in documenting and understanding humanity’s shared cultural experience.

Our many contributions include the image data standard VRA Core and the data content standard Cataloging Cultural Objects, as well as the publication of the open-access journal VRA Bulletin, founded in 1974. In addition to our Annual Conference, we offer year-round professional development through our Regional Workshop Program and the annual Summer Educational Institute (SEI), a week of instruction on the stewardship of visual materials within digital collections, now in its 20th year.

We strive to create an inclusive community that values and encourages diversity in its membership and work. Our mission is not only to promote knowledge sharing, skill development, and best practices, but also to foster open, inclusive communication, to offer a supportive community, and to advocate for all people who engage in the management of images and media.

Hotel Information

All conference programming will take place at Embassy Suites in the heart of downtown Minneapolis (view map). Located in the historic Plymouth Building and directly connected to the Minneapolis Skyway System, this all-suite hotel features modern amenities alongside historic architecture.

Embassy Suites by Hilton Minneapolis Downtown
12 Sixth Street South
Minneapolis, MN 55402

Secure your reservation

Rooms will be available at a special VRA Conference rate of $179 (+taxes) per night. Be sure to make your reservation by September 6, 2024 to secure this rate (subject to availability).
Sponsorship Opportunities

Sponsorship opportunities may be purchased individually or combined to achieve your desired Sponsorship Level (Bronze, Silver, Gold, or Platinum). À la carte opportunities may be combined with your Exhibitor Package to achieve those same Sponsorship Level.

Exhibit at the Community Happy Hour

The Community Happy Hour is scheduled for Wednesday, October 9 from 4:30 – 6:00 pm with no concurrent programming.

Conference attendees will explore exhibitor tables and connect with sponsors while enjoying refreshments, networking with colleagues, engaging with experts in the field, and viewing posters.

This 90-minute event will provide space for conversations about products and projects, professional development, and opportunities to become more involved in VRA. This opportunity should not be missed as many of our attendees use this event to see what is new in the industry.

Exhibitor Packages

Exhibitor Table: $300
- One table at Community Happy Hour
- Listing in [conference program](#)
- 2 complimentary conference registrations

First-Time Exhibitor* Table: $200
- One table at Community Happy Hour
- Listing in [conference program](#)
- 2 complimentary conference registrations

*Offer available for first-time exhibitors only.

One additional table per Exhibitor may be purchased for $150. Additional tables do not include additional complimentary registrations unless Silver level sponsorship or higher is received.

Information for Sponsors and Exhibitors

**Deadlines:** Sponsorship and exhibitor registrations are first-come, first-served. The final deadline to register is September 6, 2024.

**Location Assignments:** Exhibitor assignments will be made in the order registrations are paid in full, and exhibitors will be notified of their table assignment two weeks in advance of the event. All requests will be considered but the final location of your table is at the discretion of conference planners.

**Opt-In Attendee List:** List will be sent to eligible sponsors (Silver and higher) one week prior to conference. You will receive a final list one week after conclusion of conference.

**Loss or Damage:** VRA and the meeting venue shall not be held responsible for any loss or damage to exhibitor property during the conference.

**Payment and Cancellation:** Full payment is required for sponsorships and exhibitor registrations. Cancellations made in writing prior to September 6, 2024 will receive a full refund, minus a $100 processing fee.

**Conference Code of Conduct:** VRA is committed to creating and supporting inclusive, diverse, and equitable communities to further research and education in the field of visual asset management. By participating as a sponsor or exhibitor, you must adhere to the [Conference Code of Conduct](#).

**VRA Right of Refusal:** The VRA Executive Board reserves the right and discretion to not assign exhibit space to an individual or company for any reason.
À La Carte Opportunities

**Keynote Address – $2000**  
(1 available)

A keynote speaker to address all attendees (100+ estimated). Speaker to be announced.

Logo displayed on screen at the start of the program and on conference schedule.

Acknowledgement given prior to start of address.

Sponsor-provided materials at a table in the conference room.

**Awards & Recognition Lunch – $1000**  
(1 available)

Opportunity for attendees to share a meal while recognizing this year’s award and grant recipients, and the donors that make these initiatives possible. Your sponsorship will go towards the provided lunch.

Logo displayed at event tables and on conference schedule.

**Welcome Reception – $750**  
(1 available)

An on-site social reception following the Keynote to welcome conference attendees. Your sponsorship will go toward refreshments during the session.

Logo displayed at event tables and on conference schedule.

**Coffee Breaks – $500**  
(6 available)

Each day of programming includes a morning and afternoon break for attendees. Your sponsorship will go towards refreshments.

Logo displayed at the event table and on conference schedule.

**Session – $250**  
(14 available)

Opportunity to support the sharing of knowledge on specific topics and the field in general.

Logo displayed on screen at the start of the program and on conference schedule.

Acknowledgement given prior to start of session.

**Special Interest Group / Committee Meeting – $100**  
(7 available)

Opportunity to support the SIGs and Committees that keep VRA going.

Logo displayed on screen at the start of the program and on conference schedule.

**Conference Bag Filler – $50**  
(multiple available)

Promotional material of your choice in a tote bag given to all conference attendees, featuring conference art by Minneapolis illustrator Asahi Nagata.
Levels of Distinction

Receive additional exclusive perks when your total sponsorship reaches each level.

<table>
<thead>
<tr>
<th>Additional Perks</th>
<th>Platinum $2500 or above</th>
<th>Gold $1500 - $2499</th>
<th>Silver $1000 - $1499</th>
<th>Bronze $500 - $999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Table at Community Happy Hour and 2 complimentary conference registrations</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opt-in attendee list</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>Acknowledgment during President’s addresses at conference events</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<td>Recognition in social media post prior to conference</td>
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<tr>
<td>Logo in 1 marketing email blast to entire mailing list recognizing you as Platinum Sponsor</td>
<td>✓</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Recognition on conference website and Sched sponsor directory with your support level</td>
<td>Large logo</td>
<td>Medium logo</td>
<td>Small logo</td>
<td>Name only</td>
</tr>
<tr>
<td>Recognition on signage at registration table</td>
<td>Large logo</td>
<td>Medium logo</td>
<td>Small logo</td>
<td>Small logo</td>
</tr>
<tr>
<td>Number of free items added to conference tote</td>
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<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Additional number of complimentary conference registrations</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

Reach out to Maria Nuccilli and Molly Schoen, Directors for Events & Initiatives, at initiatives@vraweb.org with any questions and to make your selections.