



Sponsorship Prospectus

The Visitor Studies Association (VSA) is today's premier professional organization supporting a global network of professionals dedicated to understanding and enhancing learning experiences in informal settings, wherever they may occur, including museums, zoos, parks, nature centers, visitor centers, historic sites, and others, through research, evaluation, and dialogue.

Our Annual Conference

July 21-23, 2026 | Kansas City, Missouri

The VSA Annual Conference convenes a vibrant community of professionals committed to understanding, engaging, and advocating for visitors in informal learning environments. Nearly 200 professionals come together for thoughtful presentations, energizing conversations, and authentic connection. Together, we explore ideas, share practices, and imagine new possibilities for the future of visitor-centered work.

2026 Theme | Expanding Your Visitor Studies Toolkit

This year's conference tackles applied methodologies and practical approaches to visitor studies in three ways:

1. **Centering visitors and communities.** A broad range of essential skills, alongside innovative new methods, allows us to better understand and advocate for our visitors and communities. Having a toolkit of field-tested practices is vital in accurately representing the experiences of those we serve.
2. **Real-world applications.** By diving deep into how visitor studies is applied in the real world, from established best practices to creative methods, attendees will have tangible takeaways that they can immediately implement at their own institutions. In recognition of the pivotal role that both the users and producers of visitor research and evaluation play, attendees will discuss applied practice, share what's working on the ground, and learn from each other's challenges.
3. **Effective communication.** Documenting and sharing findings with stakeholders, including data visualization, is a core skill. By focusing on this area, attendees can be equipped to create authentic change by confidently communicating their findings with their institutions and communities.

Conference Attendees

VSA conference attendees are a diverse and dynamic group united by a shared commitment to improving the quality of visitor experiences and engaging new audiences. What distinguishes this gathering is not only the breadth of expertise in the room, but the generosity with which knowledge, challenges, and aspirations are shared. We anticipate approximately **200 attendees** who:

- Hail from **all regions of the United States** and **countries around the world**;
- Represent a **variety of professional roles** including in-house evaluators and external consultants; academics and students; as well as program designers, exhibit developers, and museum leadership;
- **Span career stages**, from students and emerging professionals to mid- and advanced-career professionals; and
- Work in or with a **variety of informal learning contexts**, including art museums, history museums and heritage sites, science museums and centers, zoos, parks, aquaria, botanic gardens, and libraries.

Why Sponsor the VSA Annual Conference?

- **Advance the visitor studies field.** The VSA Annual Conference moves the field forward and fosters critical conversations around how visitor studies, evaluation, and research can better align with the needs and goals of informal learning organizations and the communities they are committed to reach.
- **Build a professional community.** VSA's annual conference is known for its welcoming, community-forward spirit—an environment where peers learn from one another, emerging professionals find mentors, and long-standing colleagues reconnect.
- **Gain visibility.** Sponsors will be acknowledged in multiple ways—including on the VSA website, within the conference app, during plenaries, and through email and social media—depending on the level of sponsorship.

Interested?

Reach out to visitorstudies@visitorstudies.org. We are happy to answer any questions and help you identify the right sponsorship opportunity for you.

Meet Our Attendees

This is just a sample of the 2026 VSA attendees that you might meet in **Kansas City!**



Sponsorship Levels

We offer multiple sponsorship levels to fit your budget and goals. See **page 5** for this year's **Platinum sponsorship opportunities**. To maximize visibility with the VSA community, secure your sponsorship today!

	Bronze \$500	Silver \$1,000	Gold \$2,500	Platinum \$5,000+
Plenary Remarks <i>Two-minute remarks during the opening or closing plenary</i>				X
Promotional Email <i>Dedicated email to VSA listserv and conference registrants</i>				X 1-2 emails
Attendee Contact Information <i>Receive attendee emails after the conference.</i>				X
Conference Registration <i>Full, three-day registration</i>			X 1 registration	X 2-3 registrations
Exhibit Table <i>Table to share resources throughout conference</i>			X Shared table	X Dedicated table
Social Media <i>Just over 1,000 followers on LinkedIn</i>		X 1 post	X 2 posts	X 3 posts
Plenary Session Slides <i>Recognition during both plenaries</i>	X Amongst all sponsors	X Amongst all sponsors	X Amongst all sponsors	X Dedicated slide
Conference Emails <i>All sponsors' logos appear in the footer of each email</i>	X	X	X	X
VSA Website <i>Recognition on the 2026 conference webpage</i>	X	X	X	X
Conference App <i>Recognition within the app, which is downloaded by 90% of conference attendees</i>	X	X	X	X

Platinum Sponsorship Opportunities

Gain unique visibility with conference attendees through one of the limited opportunities below.

Coffee Break | \$5,000

Coffee breaks are important points within the conference agenda for attendees to recharge and connect with each other. One of two coffee breaks remains: **Wednesday, July 22**. In addition to the Platinum sponsor benefits described on the previous page, sponsors will be recognized on dedicated signage at the food and beverage tables.

Poster Reception | \$15,000

Held the evening of **Wednesday, July 22**, the poster reception is a collegial forum for attendees to exchange knowledge through one-on-one and small-group discussion—presenting project findings or sharing early data to gather advice. It is also a key moment in the conference for networking, particularly for early-career and student attendees. Two drink tickets and heavy appetizers are provided. In addition to the Platinum sponsor benefits described on the previous page, the sponsor will be recognized on dedicated signage within the event space. *The majority of conference attendees participate in this event.*

Evening Event | \$25,000

One of the most anticipated events of the conference, the evening event offers a chance for attendees to forge deeper connections and experience a local cultural organization. This year, on **Tuesday, July 21**, the [Kemper Museum of Contemporary Art](#) opens its doors and galleries to us! Heavy appetizers are provided. In addition to the sponsorship benefits described on the previous page, the sponsor will be recognized during remarks and on dedicated signage within the event space. *The majority of conference attendees attend this event.*

Have Another Idea?

Contact us at visitorstudies@visitorstudies.org, and we will work with you to create your own unique sponsorship opportunity.