



where **TRADITION & INNOVATION** meet  
2016 SEMC October 10-12, Charlotte, NC

**REGISTRATION GUIDE**





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& **INNOVATION** meet  
2016 SEMC October 10-12, Charlotte, NC

Celebrate high-energy racing as well as cosmopolitan art, culture, and history in Charlotte, NC. Experience Charlotte's Uptown at SEMC evening events on South Tryon Street with the **Mint Museum of Art**, **Bechtler Museum of Modern Art**, **NASCAR Hall of Fame**, and **Harvey B. Gantt Center** and on North Tryon Street with **Discovery Place**, **McColl Center for Art & Innovation**, and **Levine Museum of the New South**. **Charlotte Museum of History**, **Historic Rosedale**, **Latta Plantation**, and **Carolina Raptor Center** invite explorations from the city center.

The theme of this year's annual meeting is "**Where Tradition & Innovation Meet.**" Ignite new ideas for innovative technologies, institutional identity, digital strategy, immersive experiences, transformative experiences. Measure wonder. Get energized with innovative creativity and connect with our communities. Integrate STEAM curriculum, engage new audiences and transform fundraising into philanthropy. SEMC's Program Committee invites you to meet us in Charlotte to share creative ideas and success stories, explore new directions and emerging trends in museums, and network with the most congenial and supportive group of museum professionals in the nation.

**We promise you'll be energized, enlightened, and entertained.**  
Experience the energy of uptown Charlotte.

Join us to discover **Where Tradition & Innovation Meet**  
at SEMC 2016 Annual Meeting October 10-12 in Charlotte!



# PARTICIPANTS AT THE SEMC 2016 ANNUAL MEETING IN CHARLOTTE WILL EXPERIENCE

- Over 54 sessions and workshops on transforming learning in the information age, engaging diverse communities, evolving thoughtful leaders, developing strategic partners, tagging new audiences with open access, democratizing the museum, discovering museum storage solutions, emerging museum professionals, surviving a mid-career crisis, developing STEAM programs, reimagining the traveling exhibit, overcoming disaster, fundraising super hero, taking it to the streets, using 3D printing, inspiring the creative age, measuring wonder, and igniting passion for museums
- Space for over 68 exhibitors in the Resource Expo
- Uptown evening events on South Tryon Street at Mint Museum, Bechtler Museum of Modern Art, and Harvey B. Gantt Center; and on North Tryon Street with Discovery Place, McColl Center for Art & Innovation, and Levine Museum of the New South
- Private walking tours of uptown Charlotte’s history and public art, Segway and running tours
- Keynote speaker Elizabeth Merritt, Vice President, Strategic Foresight and Founding Director, Center for the Future of Museums, American Alliance of Museums
- A pre-conference munching tour in Charlotte’s international east side and fun evening at Charlotte Museum of History
- Behind-the-Scenes tours of Mint Museum and Bechtler Museum of Modern Art, Bank of American STEM Center for Career Development, historic Rosedale, and NASCAR Hall of Fame
- A Silent Auction to raise funds for scholarships to SEMC’s 2017 Annual Meeting
- Extensive networking with your southeastern museum colleagues



## SHERATON CHARLOTTE HOTEL

*is our host hotel — in the heart of Charlotte’s vibrant uptown*

**LOCATION:** Sheraton Charlotte Hotel, 555 South McDowell Street, Charlotte, NC 28204

For reservations, call **1.800.325.3535** or go online at this link:

**[www.starwoodmeeting.com](http://www.starwoodmeeting.com).**

Reference the **“SEMC”** for the conference rate of \$146.

**ROOM RATES:** \$146/Single & Double Room + 15.25% applicable taxes

**ROOM BLOCK CUTOFF DATE:** Saturday, September 9, 2016, 5:00 pm.

**REGISTER NOW ONLINE AT [WWW.SEMCDIRECT.NET](http://WWW.SEMCDIRECT.NET) FOR EARLY DISCOUNTS:**

<b>Early Bird</b> (5/2 – 7/15)	\$250
<b>Regular</b> (7/16 – 9/26)	\$300
<b>Onsite</b> (10/10 – 10/12)	\$375
<b>NCMC</b> (5/2 – 9/26)	\$250
<b>Student</b> (5/2 – 9/26)	\$125; single day \$75; onsite \$200
<b>Single Day</b> (4/20 – 9/25)	\$150; onsite \$200
<b>Trustees Single Day</b> (5/2 – 9/26)	\$75



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## SEMC

*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](http://www.SEMCdirect.net),  
email [memberservices@SEMCdirect.net](mailto:memberservices@SEMCdirect.net), or call **404.814.2048**.  
**RETURN ADDRESS:** SEMC, PO Box 550746, Atlanta GA 30355-3246



# #SEMC2016