



#AMLE21
IMAGINE THE POSSIBILITIES

SPONSORSHIP OPPORTUNITIES



WHY PARTICIPATE?

The Association for Middle Level Education invites you to join thousands of middle grades educators by sponsoring #AMLE21, the 48th Annual Conference for Middle Level Education.

#AMLE21 is the most exclusive marketing opportunity for interacting with recommenders and decision makers in middle grades education (grades 5-9).

AMLE believes that when you participate with us, we become a team, and since you are part of our team, we want to do everything in our power to ensure your success.

That's why we're offering a limited number of sponsorship opportunities tailored to the needs of each partner.



AMLE Members are decision makers:

- 88% of attendees either make or recommend purchasing decisions
- 52.3% make purchasing decisions
- 52.2% influence purchasing decisions
- 30% of attendees are principals, assistant principals, or central office personnel
- 60.7% are teachers or curriculum professionals

BENEFITS OF SPONSORSHIP

01

A limited number of sponsorships at #AMLE21 ensures maximum visibility among attendees.

02

We're reimagining virtual conferencing and sponsorship, with promotional and authentic engagement opportunities woven into the conference experience

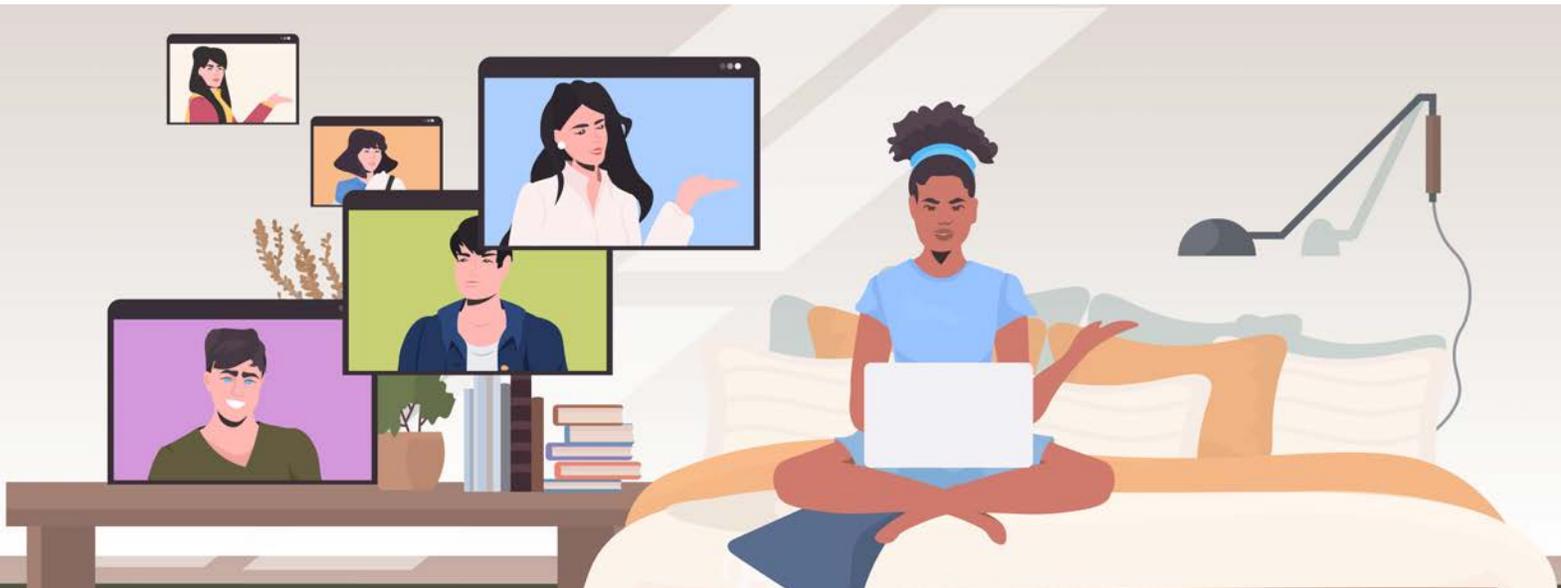
03

Based on AMLE20 metrics, we're expecting nearly 3,000 highly-engaged educators in attendance.

WHY I SPONSOR

"I have been at AMLE for the past 2 years and will continue to come back because of the positive experience, exposure, and outcome for our company. It is a very large conference ran very professionally for the educators and sponsors. The AMLE team does a great job putting together a very well-thought-out plan to allow authentic conversations and promotion."

-Kim Karr, founder #Icanhelp



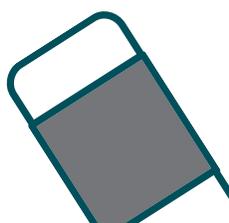
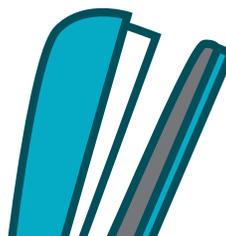
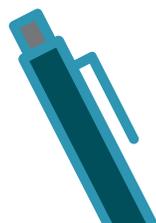
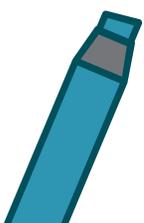
CONFERENCE SPONSORSHIP OPPORTUNITIES

We want to ensure that our partners engage in #AMLE21 in the way that best connects you with attendees. We are offering a limited number of custom sponsorships, minimum \$3,500. Together, we'll build a package that works for you and can include:

KEYNOTE SPONSORSHIP	Gain maximum visibility by sponsoring the Friday General Session Keynote where we'll play a 1-2 minute video at the outset of the session and provide your leadership with the opportunity to introduce the speaker.	\$10,000
FEATURED SPEAKER ADS	Featured sessions run in the main general session room, with only one featured session/agenda time slot. We'll play a 1-2 minute video ad at the outset of the session display your logo on the session page.	\$1,000
BADGE HOST	Sponsor one of 5 digital recognition badges attendees can earn along designated tracks. Badge hosts will have logo featured on all sessions tagged to that track & a video ad played before key badge track sessions.	\$5,000
BRAIN SPARKS	We're combatting Zoom fatigue with designated times for attendee wellness and fun activities that come with big prizes. Brain Spark sponsors can play a 1-2 minute ad during with logo displayed throughout.	\$5,000
CONCURRENT AND EXPRESS TALK SESSIONS	Breakout sessions have been limited to ensure maximum visibility of content, including adding our popular pre-recorded Express Talks to the agenda so presenters can track and interact with attendees.	\$2,500
ATTENDEE EMAIL	Option of Pre- and/or Post- Conference email blast	\$2,500

ALL SPONSORSHIPS INCLUDE:

- Choice of AMLE advertising opportunity in Focus on the Middle member newsletter or on AMLE.org
- Logo listing on conference platform, in promotional and attendee emails
- Five (5) full conference registrations
- A dedicated sponsor page within the platform where you can chat with attendees
- Pre- and post-attendee physical mailing lists



WHAT WE'RE DOING DIFFERENTLY THIS YEAR

While #AMLE20 was a success and highly reviewed by attendees, we're always raising the bar to increase attendee engagement.

Here's what's new at #AMLE21:



Responsiveness to attendee needs with pre-assessments that will drive new content and pop-up design labs to offer on-the-spot coaching on trending topics



A variety of whole-school registrations and opportunities for schools to embed the conference in the long-term PD strategy



Exciting and meaningful opportunities for middle grades students to be a part of the conference experience.



Sessions reflect e-learning best practice by maximizing interactivity, using multiple formats, bite-sized, on-demand options, and presenter training

CONTACT US

For more than 50 years, AMLE has been the premier association helping middle grades educators reach every student, grow professionally, and create great schools. Our membership is comprised of more than 35,000 principals, teachers, counselors, central office personnel, professors, community leaders, and college students.

**For more information about sponsorship opportunities contact:
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