



#AMLE22

BETTER TOGETHER

EXHIBITING & SPONSORSHIP OPPORTUNITIES



WHY PARTICIPATE?

The Association for Middle Level Education invites you to join thousands of middle grades educators by sponsoring #AMLE22, the 49th Annual Conference for Middle Level Education.

#AMLE22 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.

Our membership is excited to return to in-person conferencing, and to engage with our partners and the amazing resources you have to offer!



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



EXHIBITING AT #AMLE22

The Exhibit Hall is a hub of activity at #AMLE22, putting our partners at the center of the annual conference experience. **95% of AMLE attendees spend time in the Exhibit Hall.** Attendees are encouraged to visit the Exhibit Hall throughout the conference:

- The schedule includes dedicated Exhibit Hall time after the highly-attended General Sessions on Thursday and Friday
- Coffee and snack breaks are offered both Thursday and Friday in the Exhibit Hall.
- Lunch is served in the Exhibit Hall on Friday, November 4

EXHIBIT PRICING

IN-LINE BOOTH: \$1,500

CORNER BOOTH: \$1,750

BENEFITS:

- 10'x10' draped booth, ID sign, 6-ft. draped table and two side chairs
- Two full conference registrations
- Company listing on the conference mobile app
- Ability to purchase a lead retrieval system
- Pre- and Post- Conference attendee mailing list (physical addresses only)

RESERVE YOUR SPOT BY COMPLETING THE AMLE22 COMMITMENT FORM OR EMAILING HPOLANSKY@AMLE.ORG.



SPONSORSHIP OPPORTUNITIES AT #AMLE22

Conference sponsorship packages offer a great way to gain more exposure and generate meaningful connections with attendees.

LEADING SPONSOR \$15,000

Package includes:

- Content track sponsorship, company logo to appear with all sessions aligned with your track.
- Two concurrent breakout sessions
- One featured session sponsorship, with opportunity to speak or have video played at beginning of session
- Pre- and Post- conference email blast to attendees
- Choice of three (3) advertising opportunities in AMLE Focus on the Middle email newsletter or on AMLE.org
- Company listing and logo on conference signage and on AMLE website
- Two Exhibit Hall booths, and all of the benefits of exhibiting
- Three (3) additional full conference registrations.

PLATINUM SPONSOR \$10,000

Package includes:

- Two concurrent breakout sessions
- One featured session sponsorship, with opportunity to speak or have video played at beginning of session
- Pre- and Post- conference email blast to attendees
- Choice of three (3) advertising opportunities in AMLE Focus on the Middle email newsletter or on AMLE.org
- Company listing and logo on conference signage and on AMLE website
- One Exhibit Hall booth, and all of the benefits of exhibiting
- Three (3) additional full conference registrations.

GOLD SPONSOR \$7,500

Package includes:

- Two concurrent breakout session
- Pre- and Post- conference email blast to attendees
- Choice of two (2) advertising opportunities in AMLE Focus on the Middle email newsletter or on AMLE.org
- Company listing and logo on conference signage and on AMLE website
- One Exhibit Hall booth, and all of the benefits of exhibiting
- Three (3) additional full conference registrations.



SPONSORSHIP OPPORTUNITIES AT #AMLE22 (CONTINUED)

SILVER SPONSOR
\$5,000

Package includes:

- One concurrent breakout session
- Pre- or Post- conference email blast to attendees
- Choice of three (3) advertising opportunities in AMLE Focus on the Middle email newsletter or on AMLE.org
- Company listing and logo on conference signage and on AMLE website
- One Exhibit Hall booth, and all of the benefits of exhibiting
- Two (2) additional full conference registrations.

**SUPPORTER
SPONSOR**
\$3,500

Package includes:

- One concurrent breakout session
- Choice of one (1) advertising opportunities in AMLE Focus on the Middle email newsletter or on AMLE.org
- Company listing and logo on conference signage and on AMLE website
- One Exhibit Hall booth, and all of the benefits of exhibiting
- One (1) additional full conference registrations.

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CUSTOM SPONSORSHIP OPPORTUNITIES

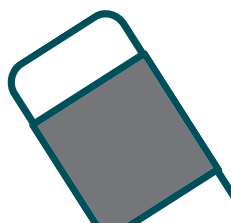
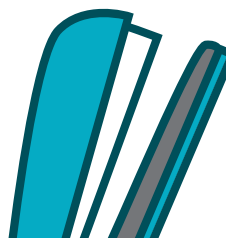
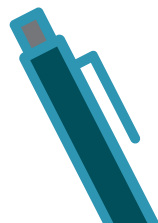
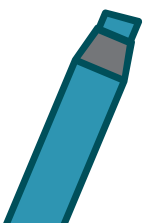
We want to ensure that our partners engage in #AMLE22 in the way that best connects you with attendees. If a pre-set package doesn't meet your needs, you can design your own custom sponsorship, minimum \$3,500, from our menu of opportunities:

FEATURED SPEAKER ADS	Featured sessions run in the main conference rooms and feature our most popular speakers. Sponsors have the opportunity to speak or have a 1-2 minute video ad at the outset of the session.	\$5,000
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
CONCURRENT BREAKOUT SESSION	60-minute session on the topic of your choosing. Breakout sessions have been limited to ensure maximum visibility of content.	\$2,500
SPEED LEARNING SESSION	15-minute session designed to maximize engagement while offering the attendee quick, tangible insights	\$1,500
ATTENDEE EMAIL	Option of Pre- and/or Post- Conference email blast sent by AMLE	\$2,000
EXHIBIT HALL BOOTH	Package a booth in the Exhibit Hall, with all of the benefits of exhibiting, with your sponsorship at a discount	\$1,000

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
- An additional full conference registration.

CREATE YOUR SPONSORSHIP BY EMAILING HPOLANSKY@AMLE.ORG.



ABOUT THE CONFERENCE



LOCATION

**Gaylord Palms Resort & Convention Center
Kissimmee, FL**

Located in beautiful Central Florida, the Gaylord Palms welcomes guests to an upscale, one-of-a-kind experience minutes away from Walt Disney World®, and other Orlando theme parks and attractions.

EXHIBIT HALL SCHEDULE

Times are subject to change.

WEDNESDAY, NOVEMBER 2

9 am - 6 pm Exhibitor Registration
& Exhibit Set Up

FRIDAY, NOVEMBER 4

9 am - 2:10 pm Exhibit Hall Open

THURSDAY, NOVEMBER 3

9 am - 12:10 pm Exhibit Hall Open

1:45 pm - 4:05 pm Exhibit Hall Open

Dedicated exhibit hall times to
be announced.



EXHIBITOR GUIDELINES

LIABILITY

The exhibitor agrees to make no claim, for any reason whatsoever, against AMLE, the Gaylord Palms or any other contractors for loss, theft, damage or destruction of goods, or for any injury to self or employees. Nor will claim be made for any damage of any nature or character, including damage by reason of failure to provide space for the exhibit, or for removal of the exhibit or for failure to hold the conference as scheduled.

UNOCCUPIED SPACE

Should any rented exhibitor space remain unoccupied on the opening day or should any space be forfeited due to failure to make payment, AMLE reserves the right to rent that space to any other exhibitor or use that space for such purposes as it may see fit without any liability on its part. This clause shall not affect the obligation of the exhibitor to pay the full amount in the space rental agreement should AMLE not resell the space. All storage and handling charges due to failure to remove exhibit materials from the display or storage area at the conclusion of the move-out period shall be the responsibility of the exhibitor. If move-in and move-out are not conducted during scheduled time, a fee may be assessed.

ACCEPTABILITY OF EXHIBITS

AMLE reserves the right to refuse to sell exhibit space to any company it deems objectionable or at cross purposes to the association's mission. Additionally, AMLE reserves the right to require exhibitors to remove promotional materials from the Exhibit Hall that are deemed objectionable.

FIRE, SAFETY AND HEALTH

The exhibitor agrees to accept full responsibility for compliance with local, city and state ordinances regarding the installation and operation of equipment. Necessary precautions will be the responsibility of the exhibitor.

DAMAGES TO PROPERTY

Exhibitors are liable for any damage caused to the building or tables or to any other exhibitor's property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building surfaces or tables.

CANCELLATIONS

Request for cancellation of space must be directed in writing to AMLE, c/o Helen Polansky, hpolansky@amle.org. Telephone cancellations will not be accepted. 50% of the booth fee and \$2,000 of the sponsorship fee is non-refundable. The remaining booth and sponsorship fees will be refunded if the request is received on or before September 30, 2022. In no case will a refund be made for a cancellation received after September 30, 2022, nor for no-shows at the event. The exhibit manager will confirm receipt of all cancellation notices. AMLE will only honor cancellation requests whose receipt has been confirmed.

GUIDELINES FOR DISPLAY RULES & REGULATIONS

A standard booth (10' x 10') will have an 8' back drape and 3' side rails. For endcaps, only the center 10' may be 8' tall. The front of a booth (5' from the aisle to the middle of a booth) may not extend any higher than 42", so as not to obscure the sight line of other exhibitors. Side rails must not exceed 36" to prevent any obstructions that would interfere with the view of the other booths. High counters must be placed at least 2' back from the booth entrance, so as not to cause aisle congestion.

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:
Helen Polansky, AMLE Partnerships Manager
hpolansky@amle.org.**

