

A graphic of a firework exploding in the sky, with several stars and streaks of light in a golden-yellow color.

**#AMLE50**

*A rich history, a bright future*

# EXHIBITING & SPONSORSHIP OPPORTUNITIES



**November 3–5, 2023**  
**National Harbor, MD**

# WHY PARTICIPATE?

#AMLE50 isn't just another conference. It's the 50th anniversary celebration of the middle school movement! The Association for Middle Level Education invites you to help us mark this momentous occasion by participating as a sponsor of #AMLE50. The AMLE Annual Conference 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.



## **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 AMLE 50th Anniversary Celebration, a centerpiece event of the conference, will take place in the Exhibit Hall
- 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.



## EXHIBIT PRICING

IN-LINE BOOTH: \$1,600

PREMIUM BOOTH: \$1,850

\*PREMIUM BOOTHS INCLUDE CORNER BOOTHS, BOOTHS DIRECTLY FACING THE AMLE BOOKSTORE AND BOOTHS IN THE FRONT, CENTER AISLE



## 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 AMLE50 COMMITMENT FORM OR EMAILING [HPOLANSKY@AMLE.ORG](mailto: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 with prominent signage near the registration area
- 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  
\$5,200**

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  
\$4,000**

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.

**RESERVE YOUR SPOT BY COMPLETING THE  
AMLE22 COMMITMENT FORM OR  
EMAILING [HPOLANSKY@AMLE.ORG](mailto:HPOLANSKY@AMLE.ORG).**

# 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 \$4,000, from our menu of opportunities:

<b>LUNCH SPONSORSHIP</b> ONLY 2 AVAILABLE	Sponsor a lunch event for up to 100 target educators. Includes all food/beverage and opportunity to present.	<b>\$15,000</b>
<b>FOCUS GROUPS</b>	Conduct a focus group with 10 target educators organized and with light refreshments provided by AMLE.	<b>\$3,500</b>
<b>FEATURED SPEAKER ROLE</b> ONLY 5 AVAILABLE	Featured sessions are designated in the conference app and run in the largest rooms. Sponsors can provide a presenter to be billed as a featured speaker or select from AMLE's invited featured speakers and provide 1-2 minutes of remarks or video ad at the outset of the session.	<b>\$5,000</b>
<b>CONCURRENT BREAKOUT SESSION</b>	60-minute session on the topic of your choosing. Breakout sessions have been limited to ensure maximum visibility of content.	<b>\$3,000</b>
<b>SPEED LEARNING SESSION</b>	15-minute session designed to maximize engagement while offering the attendee quick, tangible insights	<b>\$2,500</b>
<b>ATTENDEE EMAIL</b>	Option of Pre- and/or Post- Conference email blast sent by AMLE	<b>\$2,750</b>
<b>EXHIBIT HALL BOOTH</b>	Add an Exhibit Hall booth, with all of the benefits of exhibiting, to your sponsorship at a discount	<b>\$1,000</b>

## 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, and on conference signage
- An additional full conference registration.

CREATE YOUR SPONSORSHIP BY EMAILING [HPOLANSKY@AMLE.ORG](mailto:HPOLANSKY@AMLE.ORG).

# ABOUT THE CONFERENCE



## LOCATION

### **Gaylord National Resort & Convention Center National Harbor, Maryland**

Standing on the banks of the Potomac River, Gaylord National Resort welcomes guests to an upscale experience in the heart of National Harbor. Located minutes from Washington, D.C. and Old Town Alexandria, the resort is just steps away from the restaurants and entertainment of National Harbor including: The Capital Wheel, MGM National Harbor, and Tanger Outlets.

## EXHIBIT HALL SCHEDULE

### WEDNESDAY, NOVEMBER 1

9 am - 6 pm      Exhibitor Registration  
& Exhibit Set Up

### FRIDAY, NOVEMBER 3

9 am - 2:10 pm      Exhibit Hall Open

### THURSDAY, NOVEMBER 2

9 am - 12:10 pm      Exhibit Hall Open

1:45 pm - 3:00 pm      Exhibit Hall Open

4:00 pm - 6:00 pm      50th Anniversary Celebration

Dedicated exhibit hall times to  
be announced.

Times are subject to change.





# 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](mailto:hpolansky@amle.org).**





# 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](mailto: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.