



North Carolina Association for Middle Level Education  
42<sup>nd</sup> Annual Conference & Exhibit—March 5-7, 2017  
Greensboro, NC

Dear Education Marketer:

We are proud to announce our 42<sup>nd</sup> Annual Conference and Exhibit at the Koury Convention Center in Greensboro, NC on March 5-7, 2017. We appreciate your support, and invite you to consider exhibiting with us in 2017. To bring additional traffic to your booth, we will continue our reception in the exhibit hall on Monday morning after the general session along with our very popular Exhibit Hall Scavenger Hunt. We've also moved our collegiate pre-service teacher booths and displays into the hall to further increase traffic. Space is limited, so please submit your application early.

Our conference is recognized as one of the finest state education conferences in the nation, and thousands of participants each year can attest to the importance of our many sessions and exhibits. This conference will be an excellent opportunity for you to meet teachers, administrators, university professionals, and other educational decision-makers from across North Carolina and from other states, too. This spring, even with the continuing economic challenges, over 1200 participants from almost all of North Carolina's counties and from 16 states and provinces across the US and Canada attended our conference.

Our goal is to make our Exhibit Hall a valuable and profitable experience for you and our conference attendees while furthering the non-profit endeavors of the North Carolina Association for Middle Level Education to provide support for quality middle level education. Enclosed you will find information about our conference as well as an application and sponsorship information. Please join us for our Annual Conference March 5-7, 2017. If you have any questions, please do not hesitate to call Chip Cathy, our director of exhibits, at (828) 241-2754 or e-mail him at [vendor@ncmle.org](mailto:vendor@ncmle.org). We hope to see you in Greensboro next March!

Sincerely,

Dr. Cathy Tomon  
Executive Director

# Exhibit Information

## Times & Dates:

<b>Sunday, March 5<sup>th</sup></b>	<b>6:00 p.m.-8:00 p.m.</b>	<b>Set Up for Exhibitors</b>
<b>Monday, March 6<sup>th</sup></b>	<b>7:30 a.m.-9:00 a.m.</b>	<b>Set Up for Exhibitors</b>
	<b>9:00 a.m.-4:30 p.m.</b>	<b>Exhibit Hall Open to Conference Participants</b>
	<b>9:45 a.m.-10:30 a.m.</b>	<b>Reception in Exhibit Hall</b>
<b>Tuesday, March 7<sup>th</sup></b>	<b>7:30 a.m.-8:00 a.m.</b>	<b>Set Up for the Exhibitors</b>
	<b>8:00 a.m.-12:00 p.m.</b>	<b>Exhibit Hall Open to Conference Participants</b>

## Can we do a breakout session?

Certainly! We welcome the opportunity to share the expertise of our exhibitors with our conference attendees. Visit the conference website at [www.ncmle.org](http://www.ncmle.org) and submit a proposal online. If you are interested in sharing your session at the 2017 conference, please submit this application as soon as possible. Accepted Session Notifications will be emailed out on a rolling basis beginning **December 1, 2016**.

## Who attends?

We have a variety of middle level educators attending our conference. Approximate percentages of attendees are as follows: Teachers—70%, Principals/Assistant Principals—15%, Curriculum Specialists—7%, Central Office Supervisors—5%, University Professors—3%

## Price

8'x10' In-line booth      \$400

8'x10' Corner booth      \$450

Please understand that booths will be allocated on a first-come, first-served basis. Exhibitor space fills up quickly!

## What's Included?

Exhibitors will be provided an 8'x10' pipe and drape booth in blue and white with one 8' x 24" table covered with a table drop, and two folding chairs. Electricity and phone lines will be available from the convention center for a nominal fee.

## Housing Information

The Sheraton Greensboro Hotel is part of the Koury Convention Center complex, and is our host hotel. Call (800) 242-6556 for reservations, and be sure to ask for the **NCMLE Special Room Rate**.

## Sponsorship

There are opportunities for your company to sponsor conference events and items. This is an excellent way to use your advertising dollars and reach your clients. Various levels of sponsorship and advertising are available. Please check the next page or call NCMLE at (910) 235-3761 for more information.

Sponsorship opportunities include Hospitality breaks, Continental Breakfasts, General Session Speakers, Tote Bags, Collectable Pins, Note Pads, and Pens.

# 2017 NCMLE Conference Sponsorship & Advertising Opportunities

## Sponsorships

### **Diamond Level Sponsor: \$10,000**

- VIP conference benefits (2 conference registrations for 2016-17 NCMLE events, invitation to 1 dinner)
- Prominent acknowledgement on website, social networking sites, event programs, and event signage
- Three exhibit booths at NCMLE annual conference
- Speaking opportunity at 1 general session
- Preferential placement in exhibit hall and attendee list

### **Platinum Level Sponsor: \$7,500**

- VIP conference benefits (2 conference registrations for 2016-17 NCMLE events, invitation to 1 dinner)
- Acknowledgement on website, social networking sites, event programs, and event signage
- Two exhibit booths at NCMLE annual conference
- Preferential placement in exhibit hall and attendee list

### **Gold Level Sponsor: \$5,000**

- Conference benefits (2 conference registrations for 2016-17 NCMLE events)
- Acknowledgement on website, event programs, and event signage
- One exhibit booth at NCMLE annual conference
- Preferential placement in exhibit halls plus attendee list

### **Silver Level Sponsor: \$2,500**

- Conference benefits (1 conference registration for 2016-17 NCMLE events)
- Acknowledgement on website, event programs, and event signage
- One exhibit booth at NCMLE annual conference
- Preferential placement in exhibit hall plus attendee list

### **Bronze Level Sponsor: \$1,000**

- Conference benefits (1 conference registration for 2016-17 NCMLE events)
- Acknowledgement on website, event programs, and event signage
- Preferential placement in exhibit hall

*All Sponsorships are for one year. Start yours now to maximize your investment!*

## Conference Program Advertising

### **Conference Program Advertisement**

- |  |       |
|--|-------|
| • Full-page black & white ad in official conference program book (~8"x10")   | \$200 |
| • Half-page black & white ad in official conference program book (~8"x5")    | \$125 |
| • Quarter-page black & white ad in official conference program book (~4"x5") | \$100 |

**Advertisements Placed in State Conference Registration Bag** \$250+

# EXHIBIT BOOTH APPLICATION

*Forty-Second Annual Conference*

**NORTH CAROLINA ASSOCIATION FOR MIDDLE LEVEL EDUCATION**

*March 5-7, 2017*

*Sheraton Greensboro Four Seasons & Joseph S. Koury Convention Center  
Greensboro, North Carolina*

## 1. Organizational Information

\_\_\_\_\_  
*Exhibiting Company/Organization*

\_\_\_\_\_  
*Contact Person*

\_\_\_\_\_  
*Mailing Address*

\_\_\_\_\_  
*City State Zip*

\_\_\_\_\_  
*Phone*

\_\_\_\_\_  
*E-Mail Address*

## 2. Space Required

**Number of booths requested:** \_\_\_\_\_

Booths will be assigned on a first-come, first served basis. Sponsors will receive preferential placement.

Companies we wish to be near:  
\_\_\_\_\_

Companies we do not wish to be near:  
\_\_\_\_\_

## 3. Program Book Listing

The following will appear in our program book if received before December 31, 2016.

\_\_\_\_\_  
*Company Name*

\_\_\_\_\_  
*On-Site Representative*

\_\_\_\_\_  
*Representative's E-mail Address*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
*Product Description (150 character limit-about 20 words)*

## 4. Payment Information

Please submit your Exhibitor Application to NCMLE by December 31, 2016. No refunds will be available after that date.

- \$400 per in-line booth
- \$450 per corner booth
- \$200 Full-page Ad
- \$125 Half-page Ad
- \$100 Quarter-page Ad
- \$\_\_\_\_\_ per sponsored event

\$ \_\_\_\_\_  
*Total*

### Payment options:

Please include a check for your booth fee and any ads or sponsored events you'd like. If you would like to pay by credit card, please visit our online store at [shop.ncmsa.net](http://shop.ncmsa.net) and select "Exhibitors" to order your corner or inline booth.

## 5. Please make your check payable to NCMLE Conference and return to:

Chip Cathey, Principal  
River Bend Middle School  
4670 Oxford School Road  
Claremont, NC 28610  
(828) 241-2754  
(828) 241-2820 FAX  
[vendors@ncmle.org](mailto:vendors@ncmle.org)

Check our web site [www.ncmle.org](http://www.ncmle.org) for the latest information on keynote speakers, special guests, and other important information!

### For NCMLE Use Only:

Date Received \_\_\_\_\_ # \_\_\_\_\_

Booth(s) Assigned \_\_\_\_\_ Amount Paid \_\_\_\_\_

Check # \_\_\_\_\_ Receipt # \_\_\_\_\_