



North Carolina Association for Middle Level Education
43rd Annual Conference & Exhibit—March 4-6, 2018
Greensboro, NC

Dear Education Marketer:

We are proud to announce our 43rd Annual Conference and Exhibit at the Koury Convention Center in Greensboro, NC on March 4-6, 2018. We appreciate your support and invite you to consider exhibiting with us in 2018. Annually we work to improve your networking and sales experience and work to bring additional traffic to your booth. In the past, we have done such things as receptions in the exhibit hall on Monday morning after the general session and held 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 of administrators. This coming year we are investigating moving the exhibits to the open areas on the second floor where teachers will more naturally pass through the booths and have the greatest opportunity to interact with the exhibitors. We are also investigating moving as many of the conference sessions to that general area as possible. 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, we expect over 1000 participants from almost all of North Carolina's counties and across the US and Canada to attend our conference as they have in the past.

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 exhibition information about our conference as well as an application and sponsorship information. Please join us for our Annual Conference March 4-6, 2018. If you have any questions, please do not hesitate to contact Chip Cathy, this year's NCMLE President, or Dwayne Squires, our Conference Director, at (910) 235-3761, e-mail at exhibitor@ncmle.org. We hope to see you in Greensboro next March!

Sincerely,

Chip Cathy
NCMLE President

Dwayne Squires
Conference Director

Exhibit Information

Times & Dates:

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

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 and submit a proposal online. If you are interested in sharing your session at the 2018 conference, please submit this application as soon as possible. Accepted Session Notifications will be emailed out on a rolling basis beginning **December 1, 2017**.

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%

Booth 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

NCMLE encourages all exhibitors needing overnight accommodations to utilize the Sheraton Greensboro Hotel, a part of the Koury Convention Center complex and our host hotel. Call (800) 242-6556 or use the link on the exhibitor's page for reservations, and be sure to ask for the

NCMLE Special Room Rate.

Conference Rate: \$136 single/double occupancy plus tax

Reservation Deadline: Friday February 16th

Sponsorship

There are opportunities for your company to sponsor conference events and items. Sponsorship is an excellent way to use your advertising dollars and reach your clients. Various levels of sponsorship and advertising are available. Because the updated pricing structure was not available at the time of this printing, please contact NCMLE at (910) 235-3761 or sponsor@ncmle.org for more information.

Sponsorship opportunities include Hospitality breaks, Continental Breakfasts, General Session Speakers, Tote Bags, Collectable Pins, Note Pads, and Pens, and many other options!

2018 NCMLE Conference Advertising Opportunities

Conference Program Advertising

Conference Program Advertisement

- Full-page black & white ad in official conference program book \$300
- Half-page black & white ad in official conference program book \$200
- Quarter-page black & white ad in official conference program book \$100
- Eighth-page black & white ad in official conference program book \$50
- NEW: Inquire about full page color advertisements and placement

Your Advertisements Placed in EVERY State Conference Registration Bag \$250+

Don't Miss the Excellent Exhibit Hall!

NCMLE Appreciates Our Conference Sponsors!

We would like to thank the following companies for their sponsorship of events at our conference. Look for their logos in the program and visit their booths!

**College Foundation of North Carolina
High Point University**
Please visit their booths in the exhibit hall!

Exhibitors are in the Qualified Ballrooms. You are strongly encouraged to visit the exhibit area to review the many instructional materials, supplies, and programs that are on display. The following is a list of exhibiting companies, their booth locations, and products. This list represents our exhibitors when the program went to press. More join us in the weeks before the conference. Be sure to walk through the exhibit hall several times throughout the conference so you don't miss anything!

NCMLE 2017 Conference Vendor Hall Diagram

Room	Booth	Company Name	Product/Service
Ballroom A	101-102	College Foundation of North Carolina	High Point University
	103-104	College Foundation of North Carolina	High Point University
	105-106	College Foundation of North Carolina	High Point University
	107-108	College Foundation of North Carolina	High Point University
	109-110	College Foundation of North Carolina	High Point University
	111-112	College Foundation of North Carolina	High Point University
	113-114	College Foundation of North Carolina	High Point University
	115-116	College Foundation of North Carolina	High Point University
	117-118	College Foundation of North Carolina	High Point University
	119-120	College Foundation of North Carolina	High Point University
Ballroom B	201-202	College Foundation of North Carolina	High Point University
	203-204	College Foundation of North Carolina	High Point University
	205-206	College Foundation of North Carolina	High Point University
	207-208	College Foundation of North Carolina	High Point University
	209-210	College Foundation of North Carolina	High Point University
	211-212	College Foundation of North Carolina	High Point University
	213-214	College Foundation of North Carolina	High Point University
	215-216	College Foundation of North Carolina	High Point University
	217-218	College Foundation of North Carolina	High Point University
	219-220	College Foundation of North Carolina	High Point University

North Carolina A&T State University
Location: Tanglewood

328. Characteristics of Students in Chronically:
That student who creates a diversion when it's time to do... That student who is absent, logging 3 on one card and knows exactly how to push one but identify the characteristics of students living within teachers working in stressful situations, and provide the educational process.
Presenters(s): Jillian Davidson, Tracey McKenna
Institute for Excellence in Education
Location: Tanglewood

Middle School Educator Workshop
July 11-13, 2017

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North Carolina Biotechnology Center

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EXHIBIT BOOTH APPLICATION

Forty-Third Annual Conference

NORTH CAROLINA ASSOCIATION FOR MIDDLE LEVEL EDUCATION

March 4-6, 2018

*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, 2017.

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, 2017. No refunds will be available after that date.

- \$400 per in-line booth
- \$450 per corner booth

- \$300 Full-page Ad
- \$200 Half-page Ad
- \$100 Quarter-page Ad
- \$50 Eighth-page Ad

\$ _____
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 and select "Exhibitors" to order your corner or inline booth.

5. Check payable to NCMLE Conference and return to:

NCMLE.org
PO Box 116
Canton, NC 28716

Check our web site 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 # _____