

# Turn Up the Volume with AMPLIFY 2022

AM&P Network's Content & Marketing Summit is the place to meet media and publishing professionals from B2B, association media, and specialized niche publishing markets.

**JUNE 22-23, 2022 — WASHINGTON, DC**

AM&P Network members are an important network of large B2B publishing houses, specialized publishers, associations, and nonprofit publishers. **AMPLIFY 2022 brings them together for the first time, in person, to connect, learn, and share.**

Be part of the excitement with these high-engagement opportunities for valued service providers.

## **CONNECT**

### **AMPLIFY: Connect Sponsor**

This always-open space is the highest trafficked space of the event. Centrally located between session rooms and the exhibit space, the **AMPLIFY: Connect** space will offer unique refreshments (think barista, build-your-own sundae, fondue), a comfortable gathering space, and function **SOLD**ing area.

Examples of what you could do in this space: Sponsor a volunteer project to benefit a local charity (e.g. stuffing overnight bags with emergency items for new foster children). Offer a giant doodle board where people can write their favorite quote of the day. Offer branded giveaways or an attendee Goodie Bag. Offer a technology demo or Q&A. Bring your own ideas to make this space an inviting experience for attendees.

This sponsorship also includes an Executive Q&A in *AMPLify* e-newsletter prior to the event and mentions from the main stage podium.

**\$15,000** (exclusive sponsorship)

## CONNECT, CONT.

### Lunch Sponsor

They've been learning all morning and now they're hungry! Be the one who fills their bellies and their souls as they spend time reconnecting with old colleagues and making friends with new ones.

In addition to mentions from the main stage podium, this sponsorship includes:

- Table decor or branded giveaway item
- Signature dessert (possible added cost)
- Chair drop with your valuable content marketing material

Lunch Day 1 — **\$7,500**

Lunch Day 2 — **\$7,500**

### AMPLIFY: Celebrate! Day 1 Reception Sponsor

Close out Day 1 of AMPLIFY and celebrate the EXCEL Awards with a star-studded reception just prior to the EXCEL Awards Gala. You'll reach the full audience of conference goers PLUS EXCEL Gala attendees.

In addition to mentions from the podium, this sponsorship includes:

- Custom cocktail (possible added cost)
- Branded napkins (possible added cost)

**\$12,500** (exclusive)

### AMPLIFY: Celebrate! Day 2 Reception Sponsor (Ice Cream Social and Raffle)

Close out AMPLIFY with our traditional Ice Cream Social while we celebrate a successful event together. This reception is the cherry on top of the first of many AMPLIFY events to come! During this time, exhibitors and sponsors reveal raffle prize winners (who must be present to win).

In addition to mentions from the podium, this sponsorship includes:

- Custom ice cream treat (possible added cost)
- Branded napkins (possible added cost)

**\$10,000** (exclusive)

## LEARN

### Keynote Sponsor

Align your business with the key trends and topics on the minds of every AM&P Network member. In addition to mentions from the main stage podium, this sponsorship includes:

- One company executive on stage to introduce speaker
- Option to engage speaker and audience by moderating the Q&A
- Chair drop with your valuable content marketing material (sponsor provides)

Keynote Day 1 — **\$7,500**

Keynote Day 2 — **\$7,500**

### Universal Track: Content/ Marketing Sponsors

Support our full membership with programming that finds the commonalities in publishing across all media sectors that AM&P Network represents. In addition to mentions from the podium, this sponsorship includes:

- Brand exposure through track materials
- Recognition during each session introduction
- Option to moderate Q&A for select sessions within track

Universal Track Day 1 — **\$3,500 SOLD**

Universal Track Day 2 — **\$3,500**

### Specialized Track: Association Publishing Sponsor

Association publishers are faced with a unique set of publishing challenges and opportunities. Support this member segment with programming that takes a deep dive into association media and publishing. (Programs within this track will be CAE eligible)

In addition to mentions from the podium, this sponsorship includes:

- Brand exposure through track materials
- Recognition during each session introduction
- Option to moderate Q&A for select sessions within track

Association Track Day 1 — **\$3,500**

Association Track Day 2 — **\$3,500**

### Industry Insights Speed Talks

Showcase your company's thought leadership by presenting a short Industry Insights session in this general session Speed Talk, immediately following lunch on Day 1 of the event. Share a 15-minute talk presented by 1-2 speakers with slides.)

**\$2,500** (3 available)

## SHARE

### Idea Swap Sponsor

AM&P Network members have a shortage of brilliant ideas. Share the love with brands and inclusion in the Idea Swap area, where members can take samples of the great communication marketing pieces they create — magazines, journals, memos, annual reports, event marketing, and more.

This sponsorship includes:

- Brand exposure throughout Idea Swap space
- Option to provide branded attendee gift or take-away

**\$1,800**

### Roundtables Sponsor

Be an active supporter of the peer-to-peer sharing that AM&P Network is known for. Roundtables are topic-based, moderated conversations led by members.

This sponsorship includes:

- Introduction and facilitation of each Roundtables session (two events per day)
- Inclusion as moderator on at least one relevant roundtable
- Table/chair drop of your valuable content marketing material

Roundtables Day 1 — **\$2,500**

Roundtables Day 2 — **\$2,500**

### Program Quick Guide Sponsor

This abridged program book and quick guide will give attendees all the info they need about the event: schedule, speakers, special events, and more.

**\$4,500** (exclusive sponsorship with no competing advertising)

### Schedule-at-a-Glance Sponsor

Attendees' most useful tool for the event! The schedule-at-a-glance gives attendees event information when they need it most.

**\$2,000** (exclusive)

SOLD

SOLD

### Every AMPLIFY Sponsorship Includes:

- Recognition from the main stage and throughout the event via signage and materials.
- Logo on all marketing materials including the event website, promotional eblasts, social posts, and more.
- Post-event contact info for all attendees. (Attendees must opt-in to have their information shared with sponsors/exhibitors).
- Full-page ad in *Signature* magazine, May/June 2022 edition. The award-winning *Signature* magazine is our No. 1-rated member benefit. This edition features our post-show coverage plus all our regularly scheduled editorial content. Sponsor provides print-ready ad. Ad appears in both the print and digital editions of *Signature*. Position requests accommodated wherever possible (far-forward, right-hand page, ad placed within conference coverage, etc.)

## APPRECIATE

### Sanitation Stations Sponsor

Support attendees with multiple sanitizing stations throughout the event space.

This sponsorship includes:

- Brand exposure on all sanitizing stations
- Option to provide branded mini hand sanitizers for inclusion in attendee bag
- Option to provide raffle or other engagement activity at sanitizer station locations

**\$3,000**

### Tote Bag Sponsor

Everybody loves a good tote bag! Your brand can be draped on the arm of every attendee during the event (and beyond). You supply the bag of your choice and have the option of including a small gift or content marketing materials.

**\$4,000** (exclusive)

## APPRECIATE, CONT.

### Lanyard

Keep your brand in front of every attendee with a customized lanyard showcasing your company logo and short slogan.

**\$4,000** (exclusive, includes cost of lanyard)

### Touchless Door Opener Sponsor

Offer a thoughtful gift for attendees with a branded touchless door opener (or other safety item).

**\$1,500** + cost of item

### Notebook/Journal Sponsor

Offer a keepsake gift for attendees — a branded notebook that they will refer back to again and again when reviewing and sharing important notes from the conference sessions.

**\$1,500** + cost of notebook/journal (exclusive)

To secure your first-choice sponsorship or more information, contact: **Ellie Dunn**, [ellie@carldunn.com](mailto:ellie@carldunn.com) or (856) 582-0690 ext. 2

## EXHIBIT

1 table with 2 chairs provided per 8x10 foot space

### Premium Exhibit Space

**4 total (2 SOLD, 2 available)**

Get a prime location and double the booth space. Hurry — these spaces won't last long.

**\$4,000 member / \$6,000 non-member**  
(includes 2 full registrations for exhibitor staff)

### Exhibit Space

**18 available** Showcase your products and services, conduct demos, distribute literature, and meet potential new customers.

**\$2,500 member / \$3,500 non-member**  
(includes 2 full registrations, electric, table, and 2 chairs)

### Freelancer's Row

**8 available** As a freelancer or sole proprietor, join other freelancers in this space to promote your business and connect with potential clients. Includes one full registration to AMPLIFY.

**\$995** (high-top table and 1 chair)

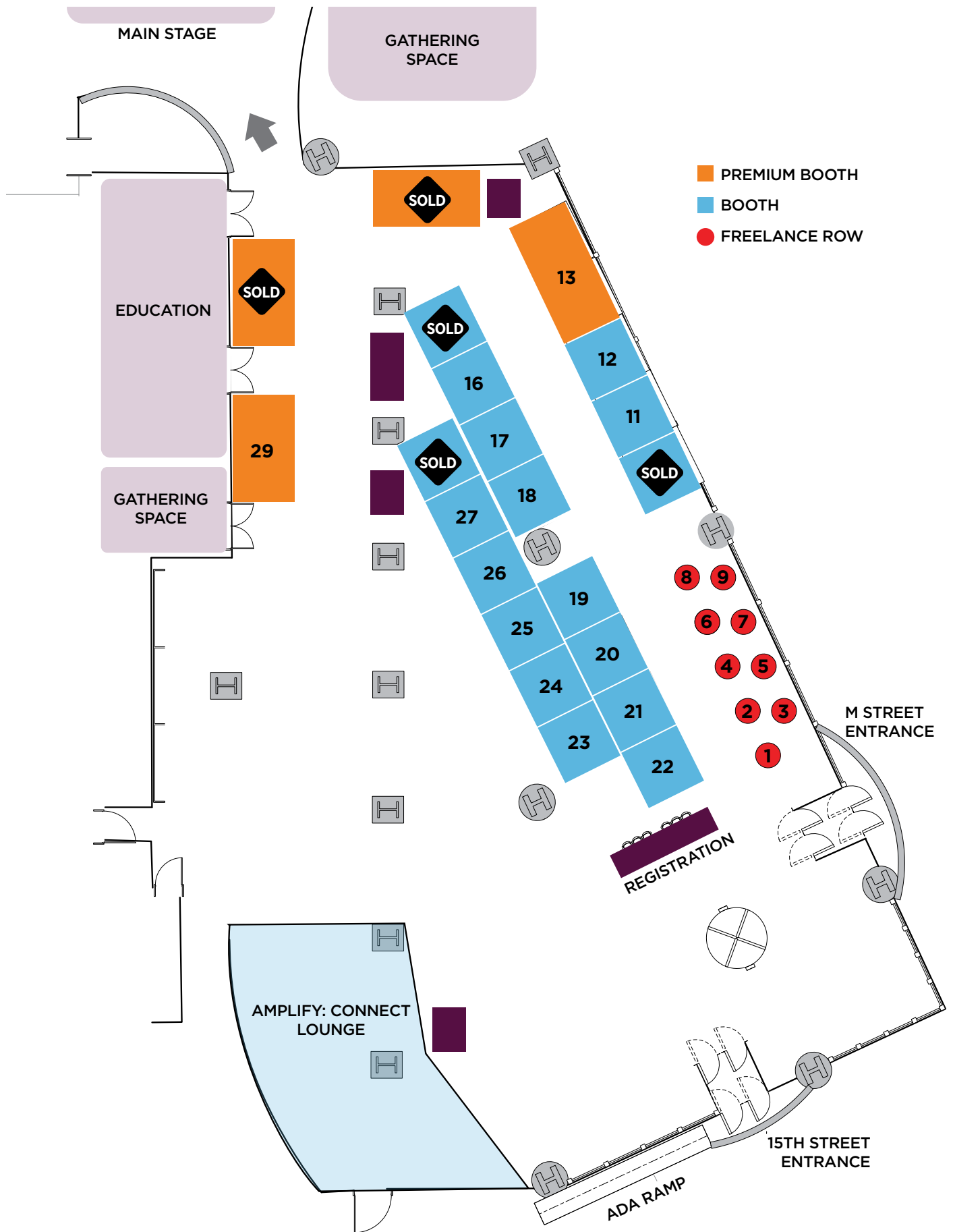
## Last year's participants included:\*

AACE International  
Air Conditioning Contractors of America  
Aircraft Owners & Pilots Association  
American Association of University Women  
American College of Healthcare Executives  
American College Of Osteopathic Family Physicians  
American College of Physicians  
American Geophysical Union  
American Health Law Association  
American Inns of Court  
American Payroll Association  
American Psychological Association  
American Physiological Society  
American Public Health Association  
American Public Transportation Association  
American Society for Biochemistry and Molecular Biology  
American Society for Engineering Education (ASEE)  
American Speech Language Hearing Association  
American Staffing Association  
American Tinnitus Association  
ASAE  
Associated Bodywork & Massage Professionals  
Association of Proposal Management Professionals  
Beyond Definition  
Command Shift Option  
Community Associations Institute  
Construction Financial Management Association

Content Marketer  
Credit Union Executives Society  
Cummings Printing  
Curzio Communications  
Federal Bar Association  
Gather Voices  
GLC  
Goetz Printing  
Graphek  
Healthcare Financial Management Association  
International Association of Chiefs of Police  
International City/County Management Association  
ISACA  
James G. Elliott Co., Inc.  
knk Software  
Lane Press  
League of Minnesota Cities  
Leverage Media LLC  
LTD Creative  
MCI USA  
MediaGrowth  
MelEdits  
Military Officers Association of America  
NAIOP, the Commercial Real Estate Development Association  
Nareit  
National Association of Boards of Pharmacy  
National Association of Elementary School Principals

National Association of Mutual Insurance Companies  
National Association of Realtors  
National Council of Teachers of Mathematics  
National School Boards Association  
Naylor Association Solutions  
Paintbox Creative  
Performedia  
Phi KappaPhi  
Print & Marketing Solutions Group  
PRINTING United Journal  
Pulmonary Hypertension Association  
Ramses House Publishing LLC  
Ruth Thaler-Carter  
Sabatier Consulting LLC  
School Nutrition Association  
Secured Finance Network  
Sheridan  
SIIA  
Sun City Hilton Head Community Association  
Team of Creatives  
TGD Creative Strategies & Solutions  
The Content Worx  
Turnaround Management Association  
Twirling Tiger Media  
Unitarian Universalist Association  
Unleashed Technologies  
Vardot  
Washington State Medical Association

\* includes only organizations that allowed us to share their information





# SPONSORSHIP FORM

## AUTHORIZING REPRESENTATIVE

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Upon receipt of this Agreement, SIIA (parent company of AM&P Network) will issue an invoice for the total amount due. Payment can be issued to SIIA via credit card or wire transfer (ACH).

Neither party shall be liable for failure to perform their obligations under this Agreement as a result of acts of God, government regulations, disaster, strikes, civil orders, or other emergencies making it illegal or impossible to conduct this conference.

This Agreement is governed by the laws of the District of Columbia and the United States of America. Any disputes arising out of this Agreement will be resolved in Washington, DC.

This Sponsorship Agreement sets forth the entire agreement and understanding of the parties relating to the subject matter herein and merges and supersedes all prior agreements, discussions and understandings between them. No modification of or amendment to this Agreement, nor any waiver of any rights under this Agreement, shall be effective unless in writing signed by both parties.

Authorizing signature (e-signature accepted) \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

### CONNECT

- AMPLIFY: Connect Sponsor
- Lunch Sponsor
- AMPLIFY: Celebrate! Day 1 Reception Sponsor
- AMPLIFY: Celebrate! Day 2 Reception Sponsor

### LEARN

- Keynote Sponsor
- Universal Track: Content/Marketing Sponsors
- Specialized Track: Association Publishing Sponsor
- Industry Insights Speed Talks

### SHARE

- Idea Swap Sponsor
- Roundtables Sponsor
- Program Quick Guide Sponsor
- Schedule-at-a-Glance Sponsor

### APPRECIATE

- Sanitation Stations Sponsor
- Tote Bag Sponsor
- Lanyard
- Touchless Door Opener Sponsor
- Notebook/Journal Sponsor

### EXHIBIT

- Premium Exhibit Space
- Exhibit Space
- Freelancer's Row

Booth Choice 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_

### Complete payment due by MAY 25, 2022

Total \_\_\_\_\_

Pay by wire transfer (ACH)  
Pay by credit card

Our accounting department will contact you to receive the necessary payment information.

Please return this completed reservation form to Ellie Dunn at [ellie@carldunn.com](mailto:ellie@carldunn.com).

Questions? Contact Ellie at (856) 582-0690 ext. 2