

The 36th Annual MACUL Conference

Join us for one of the Midwest's largest educational technology conferences, attracting thousands of educators with millions of dollars worth of buying power* from across Michigan, surrounding states and Canada.

The conference is attended by teachers, technology coordinators, media specialists, building principals, central office administrators, superintendents, and school board members.

** Contact the MACUL office for demographic and purchasing power statistics.*

Stand above the competition

Nearly 200 companies exhibited at the 2011 MACUL conference. Conference sponsors stood above the crowd as attendees clearly recognized their support to make the MACUL conference more affordable. In addition to prominent recognition during the three day conference, sponsors receive several pre- and post-event opportunities to reach out to their customers.

Check out the new benefits...

that will provide sponsors with even more opportunities to promote their companies to buyers of educational technology products.

**Become a sponsor for the
2012 MACUL Conference,
March 7-9, 2012
DeVos Place • Grand Rapids, Michigan**

**Be a sponsor for the
2012 MACUL Conference –
our 36th Annual Celebration!**

Basic Benefits of Sponsorship

- Preferred booth location*
- Opportunity to present a session of your choice at the conference
- Your company's name in conference publications
- Your company's name and link on the MACUL web site
- Your company's name and logo displayed at keynote sessions
- Signage with your company's name prominently displayed at the conference
- Mailing labels of conference attendees
- Discounts on MACUL Journal advertising

** Pending your early deposit and sign sponsor agreement*



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macul.org



2012 MACUL Conference



March 7-9, 2012

DeVos Place • Grand Rapids, Michigan

2012 MACUL Conference Sponsorship Opportunities

Sponsorship Levels: Major Sponsor - \$5,000 and up General Sponsor - \$1,000 to \$4,999

BENEFITS OF SPONSORSHIP

Major Sponsors

- Guaranteed Featured Speaker session at MACUL conference (if submitted by October 31, 2011)
- Membership in MACUL Corporate Advisory Council
- Preferred booth selection (deadline August 31, 2011)
- High visibility promotion at conference, including corporate logo displayed prior to Keynote and Closing sessions
- Major Sponsor booth discount rate
- Link to sponsor web site from conference web site
- Ad in online member newsletter
- Promotion in conference publicity
- Link to sponsor web site from kiosks at the conference
- Mailing labels prior to and after conference
- Introduction at keynote session at the conference
- Post-conference publicity in MACUL Journal
- Special Major Sponsor thank-you gift
- Major Sponsor ad discount in MACUL Journal
- Exhibit hall guest passes (10)
- Priority access to recognition and naming opportunities

General Sponsors

- Guaranteed breakout session at MACUL conference (if submitted by October 31, 2011)*
 - Membership in MACUL Corporate Advisory Council
 - Preferred booth selection (deadline August 31, 2011)
 - High visibility promotion at conference
 - General Sponsor booth discount rate
 - Link to sponsor web site from conference web site
 - Promotion in conference publicity
 - Link to sponsor web site from kiosks at the conference
 - Mailing labels prior to or after conference
 - Recognition at keynote session
 - Post-conference publicity in MACUL Journal
 - General Sponsor ad discount in MACUL Journal
 - Exhibit hall guest passes (2)
 - Access to recognition and naming opportunities above \$1000 sponsorship
- * Pending availability after October 2011

Options for Sponsorship:

- Administrators Forum
- Bag stuffing
- Conference bag
- Conference scholarships
- Featured speakers (selected by MACUL)
- Online scheduler
- Program and Exhibitor Guide
- Special events
- Teacher/Educator of the Year Award gifts
- Volunteer gifts
- Program at-a-glance guides
- Donations to defray conference expenses



To secure your
sponsorship of the
2012 MACUL
Conference, contact:

Ric Wiltse,
MACUL Executive Director
(517) 882-1403
rwiltse@macul.org

2011 MACUL Sponsors

MAJOR

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Data Image Systems
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Discovery Education
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