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COLLEGE

Meet Me in the Middle

NSTA

Boston 2020 • Friday, April 3, 2020
Boston Convention & Exhibition Center, 10:00 am-4:30pm

NMLSTA

WHAT IS THE EVENT ABOUT AND WHO ATTENDS?

Meet Me in the Middle (MMITM) Day is a day of fun and exciting activities focused exclusively on the needs of middle level educators (grades 4-9). Participants will engage in hands-on workshops and roundtable conversations throughout the day, culminating in a huge share-a-thon featuring over 100 presenters. Throughout the day, attendees will be able to:

- Engage in hands-on activities
- Learn about professional development opportunities
- Interact with leaders from NSTA and other national and international organizations
- Gather information about award and grant programs for elementary teachers
- Network with their peers
- Learn how to become more involved in professional organizations



WHAT GROUPS SHARE RESOURCES DURING MEET ME IN THE MIDDLE DAY?

Over 100 presenters representing a variety of key constituencies:

- Authors
- Colleges & Universities
- Non-Profit Organizations
- For-Profit Sponsors
- Government Agencies
- Schools & School Districts



SPONSOR SCHEDULE:

10:15-10:45 am Roundtable Conversations: Session A

11:15-11:45 am Roundtable Conversations: Session B

3:00-4:30 pm Share-a-Thon and Door Prizes. The Paul deHart Hurd Award and NMLSTA Classroom Teacher Award winners will also be announced

WHY SPONSOR

Sponsoring the event places your company in front of 1,000+ attendees directly involved with middle level education. It's a ton of fun for everyone and you can achieve important objectives including:

- Raise brand awareness for your company, products and services
- Generate goodwill with attendees as you demonstrate your support
- Emphasize Thought Leadership in the market space
- Drive increased traffic to your booth
- Enhance your organization's name and brand recognition
- Differentiate your company from the competition
- Demonstrate your company's commitment to science education

THREE TIERS OF SPONSORSHIP ARE AVAILABLE:

Tier 1 Sponsor: \$2000

- 2 Roundtable Conversations* one during each ½ hour time frame
- 2 tables in prime space at Share-a-Thon** marked with balloons
- Large sized logo on tee shirt
- Name of company and/or logo on all communications and advertising

Tier 2 Sponsor: \$1500

- 1 Roundtable conversation*—choice of one ½ hour time frame
- 1 table at Share-a-Thon** in a separate area marked with balloons
- Medium sized logo on tee shirt
- Name of company and/or logo on advertising

Tier 3 Sponsor: \$1000

- 1 table at the Share-a-Thon** table in a separate area marked with balloons
- Small sized logo on tee shirt
- Name of company and/or logo on advertising



NOTE: All sponsors are required to be an exhibitor at the NSTA Conference and will provide at least one door prize for the Meet Me in the Middle Share-a-Thon in addition to their sponsorship.

***Roundtable Conversations** are small group interactions (12 participants at most) on a topic of interest, facilitated by a group leader.

****The Share-a-Thon** is a “flea-market” style activity in which participants visit many different “booths” (tables) at which a specific activity, concept, or idea is displayed and discussed.

FOR QUESTIONS, MORE INFORMATION
OR TO REGISTER, PLEASE CONTACT:

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