



Purpose Driven. Business Led.

2024 Prospectus
and Media Guide



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01: About AMC Institute

The AMC story is one of stability and growth. An increase of 21% over the past four years makes us a \$1.9B industry, with the number of associations choosing the AMC model up 18%. Serving over 3,000 nonprofits in 2024, AMC Institute's more than 180 member firms worldwide have ensured that these organizations continue to provide meaningful value to 3.3 million members despite unprecedented disruption and transition.

Our community of executive decision-makers actively manage the oversight and selection of vendors for technology, meetings, exhibitions, finance, marketing, communications, research, education, membership and governance. In fact, AMCI member firms produced close to 7,000 meetings and events and 500,000 hotels room nights during the pandemic alone.

ASSOCIATION
MANAGEMENT
COMPANIES
(AMCs):

A growing global industry

AMC Institute (AMCI) is the leading organization advancing professionalism and high performance standards for the AMC industry.



AMCs are found in all 50 states and 16 countries.



Associations serviced by AMCI member companies:
3,300+

3.3M individual association members are served by AMCI member companies.

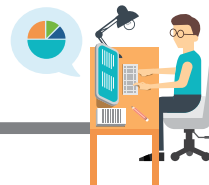
If gathered in one place, these members would constitute **the 4th-largest city in the United States** behind only New York, Los Angeles and Chicago.



Annual hotel spend on AMCI member meetings:
\$800M

\$1.9 BILLION

Aggregate association operating budget



1886

The year the first AMC was established

That AMC is still a family-owned business, now on its 5th generation.

The first woman-owned AMC was founded in 1932.

Its principal was also the first woman to serve as chief elected officer of ASAE and the Association Forum.

33%

of new AMCI member companies in the past five years were founded by Millennials

Top five industries represented by AMCs:



The AMCI Advantage

The AMC model and community provide **unprecedented access to shared platforms and senior executives**. This translates to success for our partners through:

- A **macro view** of opportunities and trends across multiple sectors and regions due to the size and scope of associations under management
- The efficacy of **multiple association accounts centralized** under each firm
- Investment by AMCs in **long-term strategic partnerships** for mutual success over time
- A culture of **collaboration and relationship** building
- A proven commitment to **sustainable growth** for clients AND partners

65%

CEOs of AMCs in attendance at AMCI meetings

92%

C-suite of AMCs attendance at AMCI meetings

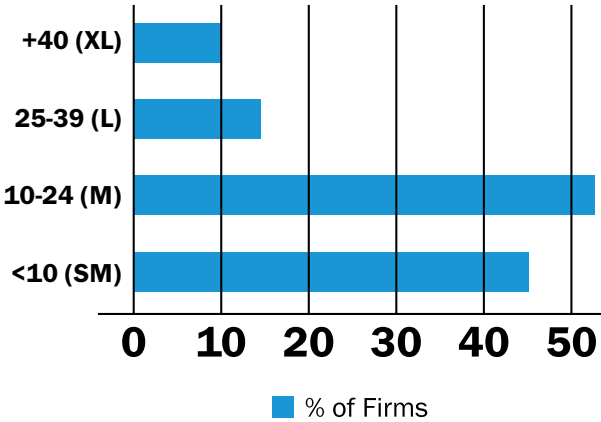
100%

Reach of partners' marketing materials and offers

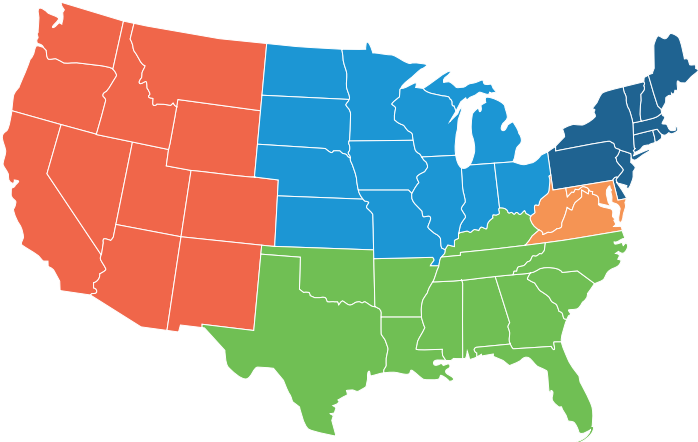


Size & Location

AMC firm size based on number of association clients managed:



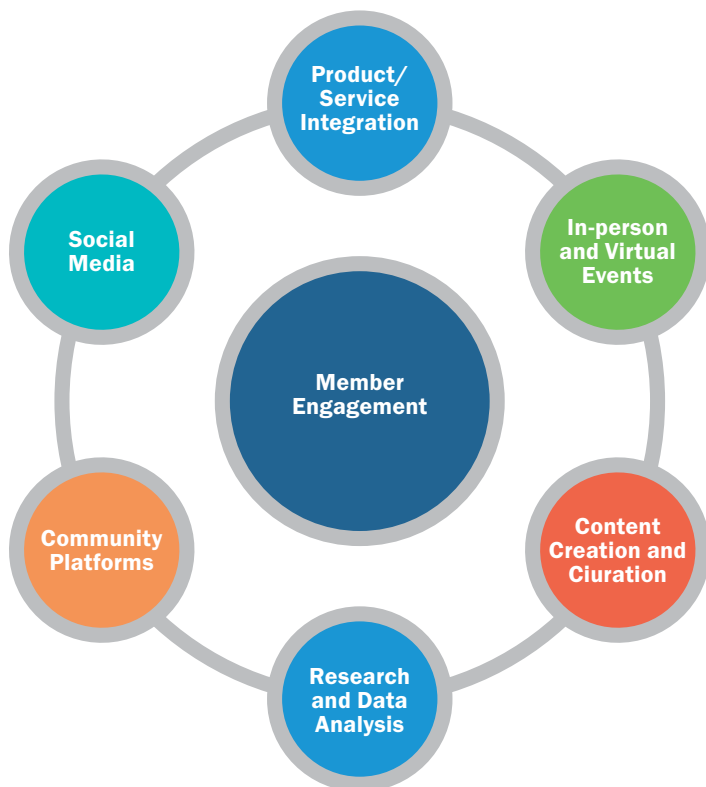
AMC member headquarter locations based in the U.S.



- Northeast16%
- Mid-Atlantic19%
- South 21%
- Midwest.....33%
- West.....11%



02: Powerful Partnerships



AMCI provides numerous channels for our strategic partners to **directly connect with our community**.

Together, we can develop an approach that ensures your brand achieves **access and awareness** fully aligned with your company's objectives.

Because of the level of commitment from our leadership and membership to your **success**, AMCI limits the number of strategic partnerships executed annually. Each partnership is **customized** to deliver on your needs and expectations.

AMCI Partnership Opportunities

Strategic Partnership

January 2024-December 2026

Strategic Partnership is the most elite level of AMCI membership for Industry partners. AMCI Strategic Partners enjoy all the preceding benefits included in both the Associate and Leadership Circle partnership levels, plus exclusive, customized deliverables designed to advance and achieve the strategic objectives of both parties.

Examples of Strategic Partner benefits (varying by category) include:

- AMCI membership extended to multiple representatives of Strategic Partner organization
- Complimentary AMCI Annual Meeting and AMCs Engaged registrations
- Industry specific, 30-minute presentation to AMCI's Board of Directors*
- AMCI CEO and up to two senior-level member firm representatives' participation in a partner conference or in an advisory capacity
- AMCI CEO and/or AMCI leadership to participate in industry advisory capacity at partner's annual sales meeting or forum
- Customized, strategic planning session with AMCI's marketing firm to provide insight and ideas on how to best market to AMC member firms
- Representation on AMCI's AMC member-driven content and program committees
- Opportunity to host up to a 60-minute Eduseries or webinar on an industry-relevant topic or content and subject to AMCI approval
- Opportunities to educate through e-newsletters and subject to AMCI approval
- Partner industry-specific, educational content or promotion feature in AMCI e-newsletter, *Member Matters*
- Digital and targeted marketing and advertising opportunities including website, Intersect & push notifications

- Promotional email sent to all members on partner's behalf
- Logo and company description recognition on Strategic Partner webpage
- Featured participation in AMCI's Business Exchange, showcasing exclusive member-only offers and spotlight in e-newsletter, *Member Matters*
- Opportunity to collaborate with AMCI on custom sponsorship opportunities and co-branding platforms
- Elite recognition on all promotional channels including website, events and select member communications
- Opportunity to provide Strategic Partner-exclusive exhibits, activations and push notifications during AMCI events
- Opportunity to bid on AMCI meetings, based on RFP requirements

Strategic Partnership dues range from \$25,000 - \$75,000 annually, based on a three-year commitment and excluding in-kind contributions. As Strategic Partnership agreements are custom curated with careful consideration of both AMCI and Strategic Partner assets, benefits in each of following categories can be exchanged and tailored with the addition of assets not listed, co-created by AMCI and the Strategic Partner.

* *Strategic Partners that hold Associate member board seat will be ineligible to present to board; Board presentations rotate through Strategic Partner three-year term.*

** *Annual dues are based on three-year Strategic Partnership.*

AMCI Partnership Opportunities

Strategic Partnership	\$75K+ Platinum	\$60K Gold	\$45K Silver	\$35K Bronze	\$25K
AMCI organizational membership; numbers of members per organization	6	5	4	3	2
Annual Meeting registrations (per year)	6	5	4	3	2
AMCs Engaged registrations (per year)	5	4	3	2	1
Presentation to AMCI Board* (30-minute, in person or virtual)	✓	✓	-	-	-
AMCI CEO & up to 2 senior level firm representatives' participation in a partner conference or in an advisory capacity	✓	✓	✓	-	-
AMCI CEO and/or ACMI leadership to participate in industry advisory capacity at partner's annual sales meeting or forum	✓	✓	✓	-	-
Strategic planning session with AMCI's marketing firm	✓	✓	✓	-	-
Representation on AMCI's member-driven content and program committees	✓	✓	✓	-	-
Opportunity to present or host up to a 60-minute Eduseries or webinar on an industry relevant topic or content	✓	✓	✓	✓	-
Partner industry-specific content feature in AMCI newsletter, Member Matters (insertions per year)	12	6	3	3	2
Promotional email sent on partner's behalf (emails per year)	12	6	4	3	2
Logo & company description recognition on Strategic Partner webpage	✓	✓	✓	✓	✓
Business Exchange exclusive, members-only offer and <i>Member Matters</i> spotlight	✓	✓	✓	✓	✓
Opportunity to collaborate with AMCI on sponsorships and co-branding platforms	✓	✓	✓	✓	✓
Elite recognition on all promotional channels including website, events and select member communications	✓	✓	✓	✓	✓
Opportunity to provide partner-exclusive exhibit activations & push notifications during AMCI events	✓	✓	✓	✓	✓
Opportunity to bid on AMCI meetings based on RFP requirements	✓	✓	✓	✓	✓

AMCI Partnership Opportunities

02: Powerful Partnerships

Leadership Circle Partnerships

January 2024-December 2024

Leadership Circle partners enjoy the enhanced level of benefits listed below. These have been created to best promote your products and services to the AMC member firms. New for 2024 is the Leadership Circle “PLUS” which provides elite marketing and promotional opportunities. Those who wish to level-up will benefit from these expanded opportunities to engage with our AMC community.

Leadership Circle PLUS: \$18,500

(additional marketing opportunities valued over \$12,000)

- PLUS one promotional email sent on partner’s behalf
- PLUS one promotional feature in AMCI newsletter, *Member Matters*
- PLUS one month of advertising on AMCI’s website, amcinstitutute.org
- PLUS complimentary table top at either Annual Meeting or AMC’s Engaged
- Partner logo featured on scrolling banner on AMCI website homepage
- Opportunity to feature exclusive AMCI member-only benefits and offers on the AMCI Business Exchange
- Exclusive access to AMCI members-only, in-person and virtual events for two representatives of organization, including two complimentary signature event registrations: choice of AMCI Annual Meeting or AMCs Engaged
- Listing in AMCI Industry Partners online directory and PDF, including logo, organization description, and contact information for up to two representatives of organization
- Organization logo & description recognition on Leadership Circle Partner webpage
- Onstage logo recognition by AMCI Staff/Board during AMCI signature events (i.e., Annual Meeting, AMCs Engaged)
- Logo recognition on event program and mobile app and onsite signage, when applicable at AMCI signature events (i.e., Annual Meeting, AMCs Engaged)

Leadership Circle: \$12,000

- Partner logo featured on scrolling banner on AMCI website homepage
- Opportunity to feature exclusive AMCI member-only benefits and offers on the AMCI Business Exchange
- Exclusive access to AMCI members-only, in-person and virtual events for two representatives of organization, including two complimentary signature event registrations: choice of AMCI Annual Meeting or AMCs Engaged
- Listing in AMCI Industry Partners online directory and PDF, including logo, organization description, and contact information for up to two representatives of organization
- Organization logo & description recognition on Leadership Circle Partner webpage
- Onstage logo recognition by AMCI Staff/Board during AMCI signature events (i.e., Annual Meeting, AMCs Engaged)
- Logo recognition on event program and mobile app and onsite signage, when applicable at AMCI signature events (i.e., Annual Meeting, AMCs Engaged)

AMCI Partnership Opportunities

Associate Partnerships

January 2024-December 2024

Associate partnership is an entry level membership and dues are \$8,000 annually. Associate partnership benefits include:

- Access to AMCI's online membership directory
- Exclusive access to AMCI members-only, in-person and virtual events for one representative of organization
- Receive *Member Matters* e-newsletter and AMCI member e-communications
- Access to online communities and networking
- Opportunity to attend monthly members-only EduSeries webinars
- Searchable organization listing in AMCI Industry Partners online directory and contact information for one organization representative
- AMCI Industry Partner Committee participation for one representative of organization
- Opportunity to distribute marketing collateral at designated Industry Partner table at AMCI Annual Meeting (if available)

- Opportunity to participate in activations organized by the AMCI Industry Partner Committee at AMCI's Annual Meeting

Please note:

Annual dues are based on a three-year term for Strategic Partners.

Board presentation opportunity rotates through Strategic Partners during each three-year term.

Levels and benefits do not include in-kind contributions.

AMCI maintains a 3:1 member to Associate partner ratio.



03: AMCI Meetings & Events

2024 Annual Meeting

MGM Mandalay Bay

Las Vegas, NV

February 14-16, 2024



“I’ve had an excellent experience meeting, gradually getting to know and ultimately partnering with several AMC’s I’ve met via AMCI’s Annual meeting and the mid-year program, AMC’s Engaged.”

- Jennifer Sommers,
IHG

“In short, partnering with AMCI has opened doors, fostered growth, and enriched our business in ways we couldn’t have imagined. We wholeheartedly endorse AMCI and are grateful for the opportunity to be a part of this remarkable community of professionals.”

- Dan Streeter,
Mission Fuel

AMCI’s 2024 AMC Annual Meeting is the essential meeting for AMC executives who want to stay ahead of the curve. This year’s meeting will feature invaluable real-time conversations with the industry’s most innovative and influential thinkers. Attendees will have the opportunity to learn about the latest trends and technologies, and to network with your peers to find solutions to your most challenging issues.

The meeting is high-energy, informative, and collaborative. We make sure that we maximize the attendees’ time and make it easy to connect with others. AMCI partners have plenty of opportunities to network, collaborate, and learn alongside the C-Suite decision makers and influencers in the AMC industry.

This is a “must” attend event for our partners to tap into our unparalleled community of experts and peers. We are a group of long-term colleagues, friends and partners who are committed to helping each other succeed.

2024 AMCs Engaged

**Montréal, Québec, Canada
July 30 – 31, 2024**

“Bostrom prioritizes the use of AMC Institute Partners because they have taken the time and put resources into understanding the unique needs we have as a professional services firm for associations.”

- Jeanne Sheehy,
Bostrom

“The partnerships we have created with several of the AMCI partners have helped PMG bring value to our clients and helped the partners understand the unique landscape that AMCs operate.”

- Sarah Timm,
Parthenon Management

AMCs Engaged provides quality content for executive-level and emerging AMC leaders. The event is a dynamic conversation on how AMC leaders navigate real-world challenges and opportunities to best serve their companies and their clients. Thought provoking education tackling some of our most critical issues – workforce, technology, and client management – designed by AMCs to serve unique needs of AMCs.

AMCs Engaged offers a unique opportunity for our partners to get to know current and emerging leaders that represent a wide range of our members. Many who attend are key decision makers in areas such as meetings and events, technology platforms, and operations.

The program is structured to be highly interactive and collaborative allowing partners to develop and strengthen relationships with their AMC colleagues.

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