Welcome to the
We are the global trade organization representing Association Management Companies.
Our goal is sustainable growth for our members and industry.


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01: About AMC Institute

With more than 190 member firms worldwide, our community of executive decision-makers and thought leaders actively manage:

- Strategic and operational functions for 1800+ associations
- Oversight and selection of vendors for technology, finance, marketing, communications, research, education, membership and governance
- $800M in annual meetings & events bookings, including 20% held outside the U.S.
AMCs play a critical role in helping associations and nonprofits thrive

**ASSOCIATION MANAGEMENT COMPANIES (AMCs):**

AMCs are found in all 50 states and 16 countries.

- **Associations managed by AMCI member companies:** 1,800
- **2.8M** individual association members are served by AMCI member companies.
- **1886** The year the first AMC was established. That AMC is still a family-owned business, now on its 5th generation.
- **$1,500,000,000** Total association operating budgets of AMCI member clients.
- **$800M** Annual hotel spend on AMCI member meetings.
- **Top five industries represented by AMCs:**
  - Real Estate
  - Medical & Healthcare
  - Business & Commercial
  - Science & Technology
  - Education
- **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.

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.
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.

- **92%** C-suite of AMCs attendance at AMCI meetings.

- **65%** CEOs of AMCs in attendance at AMCI meetings.

- **100%** Reach of partners’ marketing materials and offers.

AMC member to supplier ratio 3:1
Size & Location

AMC firm size based on number of association clients managed:

- +40 (XL)
- 25-39 (L)
- 10-24 (M)
- <10 (SM)

AMC member headquarter locations based in the U.S.

- Northeast .................. 19%
- Mid-Atlantic ............... 16%
- South ......................... 15%
- Midwest ...................... 29%
- West ........................... 21%
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.
Strategic Partnerships

$25,000 – $100,000

Key AMCI-owned assets options include:

- Communications channels (website, newsletters, social media, direct email) placement and data analysis
- Partner designated members-only benefit offerings
- In-person and virtual events (opportunities to attend, host, promote, and provide proposals for content and presentation)
- Board and member education, content, and presentation
- Membership access and lists
- Proprietary research
- Volunteer leadership (participation and access)
- Co-branding and showcasing of partner product/service
- Enhanced buyers guide listing

AMCI’s visible and most exclusive partnership level, each partnership is tailored to meet the mutual objectives of our partner and AMCI
Leadership Circle Partnerships
$10,000 – $17,500

Each partnership provides specific brand marketing opportunities to demonstrate partner’s support and value to the AMC community, and is tailored to meet the mutual objectives of the organizations and AMCI.

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- Membership access and lists
- Volunteer leadership (participation)
- Co-branding and showcasing of partner product/service
- Enhanced buyers guide listing
- In-person and virtual events (opportunities to attend, host, promote, and provide proposals for content and presentation)
AMCI’s event-specific opportunities to showcase partner support and brand alignment
Happy Hour
$9,500

Host the premier networking opportunity for the AMC community

- Sponsor recognized by AMCI Chair during welcome
- One-minute online commercial or sponsor remarks visible by all online attendees and via archives (added 4-6 weeks post event)*
- Sponsor imagery and/or music on screen throughout one-hour happy hour*
- Option to mail pre or post promotional gift to attendees*
- Logo in pre-event email to attendees
- Logo on AMCI Events sponsor page
- Two (2) complimentary online registrations
Pay it Forward
$8,500

Sponsor AMCI’s CSR initiative, marketing your organization while giving back

- Sponsor recognized by AMCI Chair during welcome remarks
- $5,000 of sponsorship cost goes directly to charity
- Option to mail pre or post promotional gift to attendees*
- Logo in pre-event email to attendees
- Logo on AMCI Events sponsor page
- One (1) complimentary online registration
Technical Support

$6,500

Host a helping hand for attendees in need of tech guidance during the event

- Sponsor recognized by Chair daily through event duration
- Banner ad on AMCI Events technical support page
- Logo in pre-event email to attendees
- Logo on AMCI Events sponsor page
- One (1) complimentary online registration
Mobile App

$5,500

Spotlight your organization on AMCI’s event app

- Banner ad on AMCI app
- Logo on all attendee polls throughout the event
- Logo in pre-event email to attendees
- Logo on AMCI Events sponsor page
- One (1) complimentary online registration
Social Media
$5,500

Take over the tweeting at AMCI’s event
- Logo in pre-event email to attendees
- Social media recognition on AMCI social media channels (LinkedIn, Twitter, YouTube)
- Logo on AMCI Events sponsor page
- One (1) complimentary online registration
Give your brand a voice that resonates.

We are a dynamic industry that has grown more than 10% annually over the past decade... and the future is bright.

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