



**Association of Technology Leaders
in Independent Schools**



VENDOR PARTNERSHIPS 2025

Association of Technology
Leaders in Independent Schools

4 Weems Lane #257
Winchester, VA 22601
theATLIS.org



About

ATLiS

**Association of Technology Leaders
in Independent Schools**



ATLIS is a community of technology leaders, technology support teams, and a wide variety of people in other areas of administration and independent school leadership and staff. Our membership represents nearly 400 member schools and affiliates and growing.

ATLIS Vision: Empowering schools to thrive through technology leadership

ATLIS Mission: Schools equipped for the future

Across all dimensions of its practice, ATLIS consistently demonstrates its commitment to creating a diverse and inclusive association.

Meet our community

ATLIS is a rapidly growing association that aims to serve the entire K12 independent school community through technology leadership. While our members represent nearly 400 member schools and affiliates, we reach more than 6,000 independent school leaders through events, our magazine, e-newsletter, and other marketing efforts.

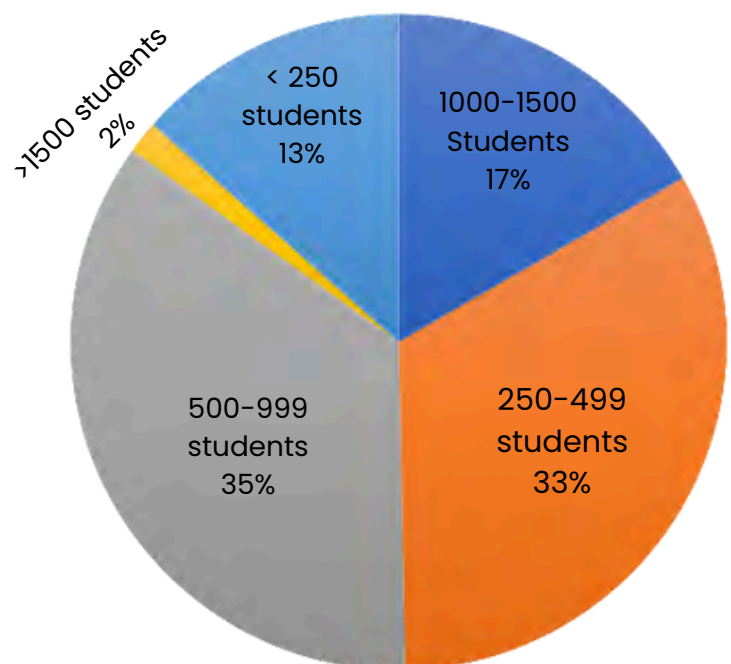
Most of our member schools are located in the U.S. and Canada, but we also have a few international schools in other parts of the world who are active members of our community.

The roles we frequently serve include technology directors, CIOs and CTOs, and with the entire technology department. We also often have engagement from other school leaders (especially those responsible for risk management), STEM faculty, and “techy” teachers.

Member schools include:

- Independent
- Religious
- College prep
- Specialized private schools (language immersion schools, arts academies, country day schools, etc.)
- Small schools
- Large schools

**ATLIS member
school sizes**





About ATLIS Partnerships

Our vendor partnership options position your company as a thought leader in the industry, providing opportunities to interact and engage with our community in a meaningful way.

One aspect that makes the ATLIS community unique is the buying power of attendees. Most of these strategic decision makers control the budget and implementation for all things related to technology. **If your company is looking to make an impact in the independent school market, then ATLIS marketing opportunities are for you.**

Our partnership opportunities are highly customizable and based on the alignment of your marketing priorities with our opportunities and the needs of our community.

Interested in gaining access to ATLIS member benefits? Consider joining ATLIS as an affiliate member. While not required to sponsor with ATLIS, affiliate memberships are a great way to get even more involved with the community and access member benefits like the online discussion board. Affiliate membership is \$420/year and includes an unlimited number of people from your company. Learn more at theATLIS.org/membership.

Partnership levels

ATLIS recognizes our vendor partners at the following levels, based on their entire spending across one year. This includes sponsorship towards the annual conference, as well as other commitments throughout the year.



Diamond

- Annual commitment: \$20,000+
- Must attend and exhibit at annual conference
- Opportunities for year-round partnership and engagement with customizable packages
- Premium exhibit location and logo placement on conference marketing collateral



Platinum

- Annual commitment: \$15,000+
- Must attend and exhibit at annual conference
- Opportunities for year-round partnership and engagement with customizable packages
- Priority table selection and logo placement



Gold

- Annual commitment: \$10,000+
- Opportunities for year-round partnership and engagement with customizable packages
- Third choice table selection and third-tier logo placement



Silver

- Annual commitment: \$5,000+
- Opportunities for year-round partnership and engagement with customizable packages
- Fourth-choice table selection and fourth-tier logo placement



Supporting Sponsor

- Annual commitment under \$5,000
- Opportunities for year-round partnership and engagement with customizable packages
- Fifth choice table selection and bottom-tier logo placement

Non-Paid Opportunities

EdTech Index

ATLIS partners with the EdTech Index (formerly EdSurge) and ISTE to expand the presence of independent school vendors and technology solutions in the EdSurge Product Index and ISTE's Learning Technology Directory (LTD). As an official partner to the EdTech Index, ATLIS supports efforts to improve effective edtech discovery and decision making.

The EdTech Index is currently accepting learning technology solutions that fit into these primary categories:

- **Digital Product:** any software, or software-enabled application, platform or SAAS for education;
- **Hardware/Device:** any software-enabled device or hardware design for learning environments;
- **Educational Service:** any distinct technical assistance provided that uses technology for educational purposes.

To add your company to the Index, you must register and update your product(s) through ISTE's Learning Technology Directory (LTD). After you click "Join Now", continue registration and submit your product. The ISTE/EdSurge team will process your submission for review.

Important info specific to independent school vendors: Be sure to indicate in your product(s) description that you are offering solutions ideal to the independent school community. We suggest the following sentences, if they apply to you, because they will help users find you easily:

- "This product is optimized for independent schools."
- "Our company supports ATLIS, the Association of Technology Leaders in Independent Schools, and offers solutions specifically for the independent school market."

access New Tech Spotlight points

New Tech Spotlight is a shared spread for our vendors to share new products in a future edition of the ATLIS *Access Points* magazine. We encourage all of our vendors who wish to showcase new and innovative technology for schools to submit for inclusion.

Non-Paid Opportunities

Supplier Directory **access points**

Each year, in our Spring edition of the ATLAS *Access Points* magazine, we include a supplier directory. This is a listing of our community's vendors and their area of focus.

Listings are completely free, with the option to purchase a paid enhancement of your listing with a logo and longer description.

Thought Leadership

We are always looking to grow our ATLAS content library and invite thought leaders in the independent school technology space to contribute. While we do have paid opportunities for sponsored submissions, we also accept non-sponsored submissions, provided they are entirely vendor-neutral and educational. (We may include a link to your company in the byline).

This is a fantastic opportunity to showcase your company's expertise and provide valuable insights to technologists in the independent school sector.

Guidelines for Submission:

Focus: Your article should concentrate on thought leadership and best practices within the independent school community. We request that the content is educational and not a product sell.

Domains: You are welcome to write on any topic that falls within the following domains:

- Independent School Governance and Leadership
- Operations
- Professional Development
- Technology for Teaching and Learning

Advertising Opportunities

ATLIS has two major publications with advertising opportunities, as well as a podcast:

- *Access Points* print magazine (bi-annual)
- ATLIS Informs e-newsletter (bi-monthly)
- Talking Technology with ATLIS podcast (weekly)

Our print publications circulate beyond ATLIS paid membership and reach more than 6,000 independent school leaders.

New this year, ATLIS is offering sponsored email blasts! Read on to learn more.



access points



Award-winning bi-annual print magazine by ATLIS

- Reaches 6,000+ people bi-annually (Spring and Fall)
- Companion discussion board
- Spotlights industry thought leaders, new technology, and leadership strategies
- Free Spring supplier directory, with options for enhancements
- Winner of two national awards:
 - 2022 Gold Circle Award (American Society of Association Executives)
 - 2022 Excel Award (AM&P Network)



access points

Magazine Ads	Single Edition	Two Editions
Two-page spread	\$2,500	\$4,250
Back outside cover	\$3,000	\$5,100
Inside front or back cover	\$2,700	\$4,590
Full-page ad	\$1,900	\$3,230
Half-page ad	\$1,400	\$2,380
Buyer's guide and product listing (Spring only)	\$2,900	
Fold-out directory (Spring only)	\$9,500	

no longer available for 2025

no longer available for 2025

Cyber Security On Your Mind?
ankura

Does This Sound Familiar?
How this independent school worked with Ankura to assess their security program and prioritize remediation activities.

POWER ALL YOUR SCHOOL'S APPS WITH VERACROSS

Introducing the NEW... VERACRO API

SCHOOLPASS
The complete K-12 attendance automation & school movement platform

Never Take Attendance Again!
Increase accuracy and student safety around attendance records
Save time administrators spend on operations to refocus on education goals
Give teachers additional instructional time back in the school day

Did you know?
A school with SCHOOLPASS averages over 10 minutes annually saving attendance!

schoolpass.com | info@schoolpass.com | 301.255.1870

Bundling opportunity:

Advertise in two Access Points editions with at least a 1/2 page ad and save 30% on a full-year placement in our e-newsletter.



ATLIS Informs, our bi-monthly e-newsletter reaches ~ 6,200 people per edition.

Choose one of 6 ad spaces throughout newsletter.

You provide:

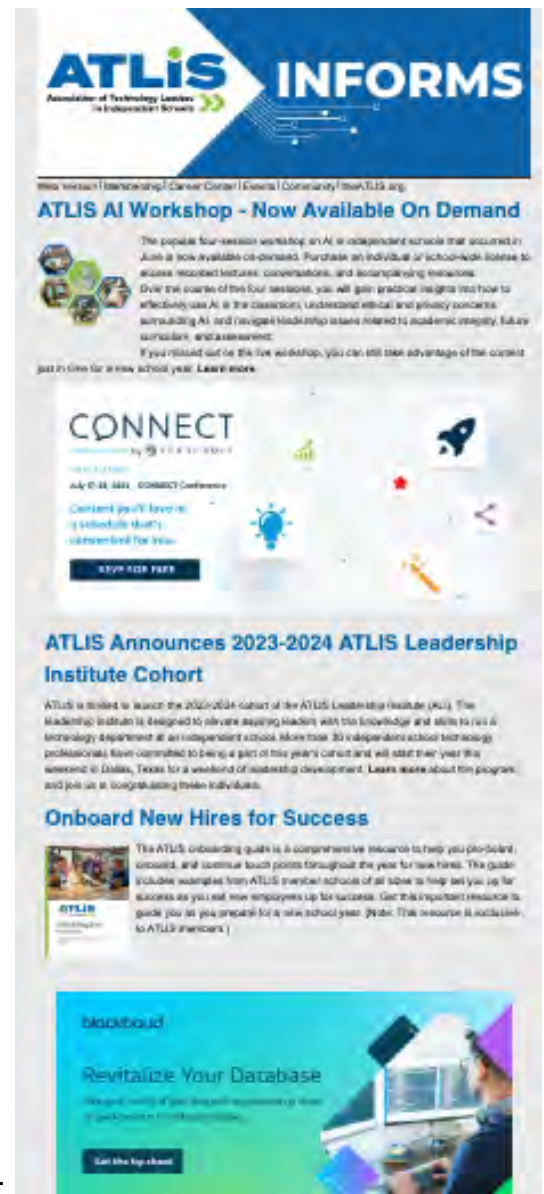
- Ad artwork (600 x 300 px), which you can update as often as you'd like
- Destination URL

We provide:

- Delivery to > 6,200 recipients bi-monthly
- Monthly analytics
- Account management and placement support

Newsletter quick facts:

- 42% open rate
- 22% of viewers forward newsletter
- Subscribers include members, non-member school technologists, other independent school tech leaders, vendor partners
- New subscribers added frequently, so our list keeps growing as our community grows!



Newsletter placement options


ATLIS Informs	6 Month	1 Year
Banner #1	\$1,890 SOLD!	\$3,750
Banner #2	\$1,770 SOLD!	\$3,500
Banner #3	\$1,650 SOLD!	\$3,250
Banner #4	\$1,500	\$3,000
Banner #5	\$1,380 SOLD!	\$2,750
Banner #6	\$1,230 SOLD!	\$2,500

3 months remain

Ad space availability may be limited based on pre-existing contracts.

Bundling opportunity:

Save 30% on a full-year ad placement in our e-newsletter when you advertise in two *Access Points* editions.



Web Version | Membership | Career Center | Events | Community | [Join ATLIS.org](#)

Prepare your school for cybersecurity risks

The ATLIS Cybersecurity 101 Workshop is a two-part virtual workshop that will address creating a cyber safety team within your school, establishing a culture of safe practices, and implementing practical steps for building cyber awareness. If you are responsible for managing cybersecurity risks and promoting a safe and secure online environment, then this workshop is a must-attend for you and your team.

Ad banner placement #1 here

Help shape the ATLIS 2024 Annual Conference

Are you, or is someone you know, doing something innovative, thought-provoking, or problem-solving in the independent school tech space? Consider submitting a session proposal for the ATLIS 2024 Annual Conference to share your insights with your peers. Submissions are due by October 6.

CIRIS releases a guide on institutional research for independent schools

The Center for Institutional Research in Independent Schools (CIRIS) recently announced that it created a new resource *Data-Informed Decision Making: A Guide to Institutional Research in Independent Schools*. This guide shows the possibilities and value institutional research offers and provides tools for the myriad institutional researchers who are looking to grow their own skills and to foster their community's data culture. [Learn more](#) about this new resource for independent schools, and get your copy to determine how technology leaders can support these efforts.

Ad banner placement #2 here

Join the conversations happening on the Access Points online community

Your independent school colleagues are having conversations and answering questions around topics like digital school campus maps, IT budgeting models, data security and more. Do you have insights to share with them? Contribute your voice by joining the conversations on the Access Points online community. ATLIS members can post and comment, while non-members may only view these conversations.

Ad banner placement #3 here

Where do you get your content?

Your job requires juggling many responsibilities, and ATLIS has plenty of resources and content to help you. Help us understand our audience by sharing where and how you prefer to get your professional content. Take a moment to answer five quick questions about your preferences.

[Take the survey](#)

How new AI chatbots could help teachers with their toughest problems

As students across the U.S. enter their first full school year with access to powerful AI tools like ChatGPT and Bard, many educators remain skeptical of their usefulness—and preoccupied with the tools' potential to help kids cheat. But this fall, a few educators are quietly charting a different course they believe could change everything... (FastCompany)

Podcast: What makes an "authentic" leader?

How do you define authenticity, as a leader? If you associate it with what feels comfortable, you may be holding yourself back. Herminia Ibarra, a professor of organizational behavior at London Business School, says that if you want to grow as a leader, you must leave your comfort zone and try new behaviors. Eventually, she says, you'll arrive at a more authentic version of yourself... (Harvard Business Review)

Ad banner placement #4 here

ADVERTISING



Talking Technology with ATLIS is the podcast that plugs you into the important topics and trends for technology leaders all through a unique independent school lens.

ATLIS launched the Talking Technology with ATLIS podcast in the fall of 2023. Since then, the podcast has averaged 370 downloads per month, and growing. The show features stories from technology directors and other special guests from the independent school community, providing listeners with focus learning and deep-dive topics.

Podcast ad pricing:

- \$300 per ad
- \$750 for 4 ads
- \$1,200 for 8 ads

Details:

You provide us a script and we will record it and incorporate it into the episodes. We will also acknowledge your company and include a link in our episode show notes.

NEW EPISODES ARE RELEASED ON TUESDAYS.

You can subscribe wherever you get your podcasts, or listen on the ATLIS.org/podcast

ADVERTISING Sponsored Email Blasts

\$1,000 per email

Get your message to the entire ATLIS member community:
2,500+ individuals representing ~400 independent schools.

How it works:

- Choose from a calendar of send-date options
- Complete a template provided by ATLIS with the desired content of your email
 - May include custom colors and logos
 - May include images, and embedded video
- ATLIS will send the email on the selected send date to the membership database
- ATLIS will provide analytics on email performance

Month	Send dates available	Content due
January 2025	<ul style="list-style-type: none">• Thursday, January 16, 2025• Thursday, January 30	<ul style="list-style-type: none">• January 8• January 22
February 2025	<ul style="list-style-type: none">• Thursday, February 13• Thursday, February 27	<ul style="list-style-type: none">• February 5• February 18
March 2025	<ul style="list-style-type: none">• Thursday, March 13• Thursday, March 27	<ul style="list-style-type: none">• March 5• March 19
April 2025	<ul style="list-style-type: none">• No email blasts - open for conference sponsors who purchase them only	
May 2025	<ul style="list-style-type: none">• Thursday, May 15, 2025• Thursday, May 29, 2025	<ul style="list-style-type: none">• May 6• May 20
June 2025	<ul style="list-style-type: none">• Thursday, June 12, 2025• Thursday, June 26, 2025	<ul style="list-style-type: none">• June 3• June 17
July 2025	<ul style="list-style-type: none">• Thursday, July 17, 2025• Thursday, July 31, 2025	<ul style="list-style-type: none">• July 8• July 22
August 2025	<ul style="list-style-type: none">• Thursday, August 14, 2025• Thursday, August 28, 2025	<ul style="list-style-type: none">• August 5• August 1
September 2025	<ul style="list-style-type: none">• Thursday, September 11• Thursday, September 25	<ul style="list-style-type: none">• September 3• September 17
October 2025	<ul style="list-style-type: none">• Thursday, October 16• Thursday, October 30	<ul style="list-style-type: none">• October 8• October 22
November 2025	<ul style="list-style-type: none">• Thursday, November 13	<ul style="list-style-type: none">• November 5
December 2025	<ul style="list-style-type: none">• Thursday, December 11	<ul style="list-style-type: none">• December 3



Professional Development Sponsorship Opportunities

ATLIS is committed to the professional development of our community. We host monthly webinars, virtual meetups, virtual workshops, and year-long programs to support our members' growth.

Webinars:

- Receive opt-in registrant list
- Provide corresponding resources to include in webinar archive
- Registration ranges from 30-100+ independent school technology decision makers
- Archives sent to all registrants, and remains available to ATLIS members

Virtual workshops:

- Receive opt-in registrant list from workshop
- One free registration
- Average registration is 100-200 independent school technologists, business officers, and other school leaders
- Logo placement on workshop archive site

ATLIS Leadership Institute:

- Logo associated with program promotion and dedicated slide on monthly presentations
- Opportunity for 15-minute "leadership journey" speaking slot during one monthly virtual session

Topical Virtual Meetups:

- Logo associated with all virtual meetups on selected topic throughout the year
- Opportunities to provide resources and facilitation

PROFESSIONAL DEVELOPMENT

AI Summer Workshop Sponsorship \$2,500

Up to four sponsors

About the workshop: The AI Summer Workshop is a four-part virtual workshop that guides independent school AI committees through various aspects to enhance how their schools approach AI. Workshop sessions typically occur weekly in June.

Sponsorship includes:

- A representative from the company may give a 5-10 minute introductory presentation to one of the four workshop sessions
- Sponsors may include a demo video of their AI products in the program materials and archive sent out to all registrants
- Sponsor logos will be included in marketing materials, event web page, program archive page, and introductory slides for the workshop sessions
- Sponsors will receive a list of program registrants, less those who opt out, after the conclusion of the workshop series

Cybersecurity 101 workshop \$2,000 (Not exclusive)

About the workshop: The Cybersecurity 101 workshop is a two-part virtual workshop spanning two consecutive weeks in October. It provides an intro to cybersecurity and encourages cross-departmental collaboration in establishing a culture of safe practices.

Sponsorship includes:

- Sponsor logos will be included in marketing materials, event web page, program archive page, and introductory slides for the workshop sessions
- Sponsors will receive a list of program registrants, less those who opt out, after the conclusion of the workshop series
- A representative from the company may give a 3-5 minute speaking portion during one of the sessions (with a focus on thought leadership)

5 dates remain

Sponsored Webinars \$750 per webinar

About sponsored webinars: Sponsors may select from a calendar of available dates and times for sponsored webinars. ATLAS will set up the registration and host the webinar (via Zoom), and will create an archive page to be sent to registrants and made available to ATLAS members. The sponsoring company may choose the topic and content, and provide supporting resources to be shared with the archive.

Sponsored webinars will be held the first and third Thursday of each month (minus holidays) at 2 p.m. Eastern.

Sponsorship includes:

- Logo association with webinar promotions – on the ATLAS event calendar and marketing collateral.
- ATLAS provides no less than three dedicated promotions of the webinar, including LinkedIn posts, inclusion in the e-newsletter, and member benefit emails.
- ATLAS will send the archive to all registrants and make it available on the ATLAS website for member access (including supporting resources), evergreen.
- Sponsor receives the webinar registrant list, minus those that opt out.

Note:

Webinar dates must be selected, and all webinar details must be provided a minimum of 60 days before the webinar occurs in order to allow time for setup and promotions.

Topical Virtual Meetup Sponsor \$3,000 (Not exclusive)

About ATLIS virtual meetups: ATLIS hosts monthly meetups, open to anyone, regardless of membership. These are informal Zoom meetings that include a discussion around a certain topic facilitated by a subject matter expert. There isn't a formal program or presentation, other than an introduction of the topic and maybe a few visuals.

ATLIS will host three meetups per topic per year. Topics include: IT, Ed Tech, Artificial Intelligence, and Leadership.

Registration for these meetups, on average, range from 50-150 people.

Sponsorship includes:

- Sponsorship of all meetups throughout the year on selected topic
- Logo association with all [topic] meetups, on our website and promotions
- Option for a representative from the company to give a brief introduction about the topic at one of the meetups
- Sponsor may help source SMEs to facilitate discussions
- Opportunity to include resources in the meetup archives (sent to all registrants and then made available for ATLIS members to review at any time)
- After each meetup, the sponsoring company may create a co-branded resource from the takeaways for ATLIS members - such as a checklist, white paper, etc.
- Registration list, minus opt-outs, for each [topic] meetup throughout the year.

PROFESSIONAL DEVELOPMENT



The ATLIS Leadership Institute is an education and networking program designed to prepare and support technology leaders in independent schools as they grow into their positions and expand their influence.

The institute is a year-long cohort program with an in-person kickoff retreat followed by monthly online sessions and a completion ceremony at the ATLIS Annual Conference.

ATLIS Leadership Institute Sponsorship (Not exclusive)

\$3,000

- Logo associated with program promotion and dedicated slide on monthly presentations
- Opportunity for 15-minute "leadership journey" speaking slot during one monthly virtual session
- Cohort contact list, minus those who opt out
- Option to include thought leadership resources on ALI virtual "classroom"





Thought Leadership/Content Sponsorship Opportunities

ATLIS is committed to growing our library of resources to support our community. As vendors who serve our members, you often have your fingers on the pulse of incredible thought leadership.

ATLIS is open to working with you to create and share co-branded resources, sponsored articles, and more, to support the work of our members and help their schools remain equipped for the future.

Co-branded resources - \$500 per resource

- Work with ATLIS staff to develop a resource, based on topics determined by ATLIS, such as guides, reports, checklists, e-books, and more.
- Resources will be co-branded and, while thought leadership is the focus, resources may include space for your company to promote your services.
- Resources will be available to ATLIS members and made available to your company to share with your customers.

Sponsored articles - \$250 per article

- Your company may provide a sponsored article, that may include external links and promotion of your services, that ATLIS will publish on our member-walled resource pages.

Branded topical landing page - \$1000 per year, available only to Platinum and Diamond sponsors

- ATLIS will dedicate a landing page to list out your resources on a specific topic.
- May include articles, embedded videos, and other resources

ANNUAL CONFERENCE



ATLIS 2025 Annual Conference Sponsorship Prospectus

Conference Dates: April 27-30, 2025

Exhibit Dates: April 27-29, 2025

Hilton Downtown Atlanta | Atlanta, Georgia

theATLIS.org/annual-conference

ANNUAL CONFERENCE



Toddle AI has been a game-changer for us. It's like having a teaching assistant that knows what you need and gets it right every time.

Erin Hart
Principal
St. Ann's School

10 celebrating years **2025**
ATLIS
Association of Technology Leaders
in Independent Schools
annual conference
ATLANTA, GEORGIA

The ATLIS Annual Conference is a gathering of around 500 independent school technology leaders, innovators, educational technologists, and other school leaders.

Many conference attendees are decision makers or heavily influence decision making at their school around technology solutions. They look to vendors for thought leadership, collaboration, and solutions to the challenges they face every day.

What to expect as an exhibitor:

- Centrally located vendor hall with breaks and receptions held right among the vendors
- Inclusion in meals and general sessions, as well as the ability to attend breakout sessions to learn and network with attendees away from your table
- Extended break time between sessions allowing for ample time to meet with attendees
- Presence on the event app to showcase your solutions and to collect attendee contact information and notes
- Lead list from all non-opt-out attendees
- Logo placement and recognition on the conference website and general session opening slides

At ATLIS, we value our vendor relationships. You will be embraced by our staff and community, and you'll feel the difference when you attend our conference.

ANNUAL CONFERENCE



Opportunity	What's included	Number available	Price
Tabletop exhibit	<p>6-foot table in exhibit hall, one conference registration*, virtual "booth" in conference app with lead generation, plus optional swag included in attendee bags.</p> <p>*additional registration may be purchased at a discounted price of:</p> <ul style="list-style-type: none"> • \$650 for ATLIS affiliate members • \$750 for non-members <p>Exhibit tables include a black linen, trash can, and chairs. Vendors will have the ability to purchase additional power and AV for their tables.</p>	10	<p>\$2,500 for ATLIS affiliate members</p> <p>\$2,850 for non-members</p>
Registration desk sponsorship	<p>Co-branded signage around registration area.</p> <p>Recognition in the conference app and agenda as registration desk sponsor.</p>	Exclusive	\$8,000
Name badge sponsorship	<p>Co-branding on conference attendees' name badges.</p>	Exclusive	\$5,000
General Session sponsorship	<p>Special acknowledgement in general session, introduction of keynote speaker with logo on screen.</p>	1	<p>• Day 1 (Monday): \$5,000</p> <p>• Day 2 (Tuesday): \$3,000</p>

sent to print

Marketing Sponsorships

Opportunity	What's included	Number available	Price
Lanyard sponsorship	Include your logo on lanyards given to all attendees	Exclusive SOLD!	\$3,200
Tote bag sponsorship	Branding of attendee tote bags	Exclusive SOLD!	\$3,200
ATLIS x [Company] branded swag	Include your logo on conference swag (i.e. fidget spinners or similar), included in attendee bags	Exclusive SOLD!	\$3,500
Sponsored pre-event email blast	<p>ATLIS will send an email on your behalf to all registered attendees prior to the conference.</p> <ul style="list-style-type: none"> You will complete a provided email template and receive a proof prior to sending Choose from a list of dedicated send dates/times - first come, first serve 	10 Limit one email per vendor SOLD!	\$1,000
Conference app revolving banner ad	Revolving banner ad in conference mobile app leading to designated URL	6	\$500




Food and Beverage Sponsorships

Opportunity	What's included	Number available	Price
Breakfast sponsor	Sponsorship of attendee breakfast (Monday or Tuesday) includes: <ul style="list-style-type: none">• Recognition in program and app• Two minutes at the mic during morning general session• Branded table tents/signs on breakfast tables	2	\$4,500
Awards luncheon sponsor	Sponsorship of Awards Luncheon (Monday, April 28) includes: <ul style="list-style-type: none">• Recognition in program and app• Two minutes at the mic during awards presentation• Branded table tents/signs on tables	Exclusive	\$5,000
Boxed lunch sponsor	Boxed lunch sponsor (Tuesday, April 29) includes: <ul style="list-style-type: none">• Recognition in program and app• Two minutes at the mic during giveaways session• Branded table tents/signs on tables and branded sticker on lunch boxes	Exclusive	\$3,500
Breaks sponsor	Sponsorship of morning or afternoon break includes: <ul style="list-style-type: none">• Recognition in program and app• Branded table tents/signs on tables on snack tables	4	\$3,000 per break

Food and Beverage Sponsorships, continued

Opportunity	What's included	Number available	Price
Water station sponsor	<ul style="list-style-type: none">• Branding on water stations throughout conference space, including breakout rooms.• Recognition from main stage and in conference app.	<div>SOLD!</div> 2	<ul style="list-style-type: none">• \$2,500 for one day or• \$4,000 for entire conference

Thought Leadership and Programming Sponsorships

Opportunity	What's included	Number available	Price
Sponsored pre-conference workshop	<p>Sponsorship and hosting of a 90-minute pre-conference workshop on Sunday, April 27, which includes:</p> <ul style="list-style-type: none">• Branding associated with promotion and registration• Recognition in conference agenda and app• Facilitation of the workshop• Registrant list, less those who opt out	 3	\$3,500
Sponsored breakout session	<p>One 45-minute breakout session, facilitated by your company*. Logo included in session description in conference app.</p> <p>*You will work with ATLIS staff to determine a topic of value to the attendees and not duplicated elsewhere throughout the agenda.</p>	 4	\$3,000
Sponsored content track	<p>6-8 breakout sessions in a dedicated room alongside other conference breakouts*.</p> <ul style="list-style-type: none">• Track and session descriptions included in conference agenda• Branded signage outside of breakout room <p>*You will work with ATLIS staff to determine a topic of value to the attendees and not duplicated elsewhere throughout the agenda.</p>	 4	\$8,000

Cancellation and Refund Policy

Cancellation Policy for Exhibit Tables

We understand that circumstances may change, and you may need to cancel your exhibit table.

Refund Schedule

- Before February 1, 2025: If you cancel your exhibit table before February 1, you will receive a 50% refund of the total table cost.
- After February 1, 2025: No refunds will be issued for cancellations made after February 1.

How to Cancel

To cancel your exhibit table, please send a written notice to andrea@theatlis.org and kelsea@theatlis.org. Your cancellation will be effective as of the date we receive your written notice.

No-Shows

If you fail to show up for the event without prior notice, you will not be eligible for any refund.

Registration cancellation, refund, and transfer policy

Conference registrations are transferable to another person at any time before the conference, however you must contact us before the conference to arrange the transfer.

- Cancellations by January 17, 2025 will be refunded the registration fee less a \$50 processing fee.
- Cancellations between January 18 and March 21 will receive a 50% refund.
- There will be no refunds for cancellations after March 21.

All changes and transfers are subject to ATLIS approval.

Vendor Partnership Planning Worksheet

Let us know what options you are interested in. We will finalize your custom package with you before a contract is created and signed.

Contact information

Company: _____

Primary contact: _____

Email: _____

Website: _____

Phone: _____

Organization/company name as it should appear in sponsorship listings: _____

Intended Sponsorship Level:

- | | |
|--|--|
| <input type="radio"/> Diamond (\$20,000+) | <input type="radio"/> Silver (\$5,000+) |
| <input type="radio"/> Platinum (\$12,000+) | <input type="radio"/> Supporting Sponsor |
| <input type="radio"/> Gold (\$8,000+) | |

☐ I'd like for my organization to become an ATLIS affiliate member for \$420/year

Publications and Advertising

Access Points magazine ad

- | | | |
|---|--|------------------------------|
| <input type="radio"/> Two-page spread..... | <input type="radio"/> Fall | <input type="radio"/> Spring |
| <input type="radio"/> Back outside cover..... | <input type="radio"/> Fall | <input type="radio"/> Spring |
| <input type="radio"/> Inside front or back cover..... | <input type="radio"/> Fall | <input type="radio"/> Spring |
| <input type="radio"/> Full-page ad..... | <input type="radio"/> Fall | <input type="radio"/> Spring |
| <input type="radio"/> Half-page ad..... | <input type="radio"/> Fall | <input type="radio"/> Spring |
| <input type="radio"/> Buyer's guide enhancement (Spring only) | <input type="radio"/> Fold-out directory tab (Spring only) | |

ATLIS Informs E-newsletter

- ☐ Banner # _____ ☐ 6 month ☐ 1 year
- ☐ Sponsored email blast
- ☐ Podcast advertisement(s)..... _____ number of ads

Professional Development and Thought Leadership

- ☐ Topical virtual meetup series sponsor..... indicate preferred topic:
- ☐ AI ☐ IT ☐ Ed tech ☐ Leadership

- ☐ Sponsored Webinar(s)
- ☐ 2025 AI Summer Workshop
- ☐ 2024 Cybersecurity Workshop
- ☐ 2025 Cybersecurity Workshop
- ☐ ATLIS Leadership Institute
- ☐ Sponsored resources

- ☐ Co-branded resource ☐ Sponsored article ☐ Branded webpage

☐ Indicate here if you plan to exhibit at the 2025 ATLIS Annual Conference in Atlanta

ATLIS 2024–2025 Sponsorship Intent

I _____, as a representative of _____(organization) intend to enter into a sponsorship commitment with the Association of Technology Leaders in Independent Schools (ATLIS). I understand that this is not a contract and my final sponsor package will be created and agreed upon with a representative from ATLIS.

By signing below, I understand and agree to the responsibilities of my organization and ATLIS and to abide by deadlines and payment terms.

ATLIS responsibilities:

- Clear communication of deadlines and deliverables
- Logo inclusion and placement based on sponsorship selections
- Marketing fulfillment based on sponsorship selections
- Timely deliverables of attendee lists after events
- Fulfillment of agreed-upon sponsorship opportunities

Sponsor responsibilities:

- Provide required contact information, logos, and supplemental marketing copy to ATLIS within 30 days of contract signing
- Pay contracted invoices within 30 days of receipt via ACH or check
- Abide by all deadlines set by ATLIS for fulfillment of contract
- Register all organization's attendees for the conference using the promo code provided to you (representatives of your organization may not attend without prior registration)
- Abide by ATLIS's guidelines for participants and presenters at all virtual and in-person events

Additional deadlines for artwork, shipments, and other commitments will be provided in your final contract.

By signing below, I understand the expectations and intend to commit as an ATLIS vendor partner/sponsor.

Signature

Date