Sponsorship Opportunities

The American Mathematical Society (AMS) and Mathematical Association of America (MAA) invite you to take advantage of several high-visibility sponsorship and branding opportunities at the 2014 Joint Mathematics Meetings (JMM). Whether you plan to showcase your company's products and services to a valuable target market, network with established clients and make new ones, or garner feedback from leading educators, the JMM should be an essential part of your marketing plan. Interact with over 6,000 mathematical professionals! All sponsorships are exclusive unless otherwise indicated.

The JMM realizes every company has different goals and financial resources. Therefore, we have created a variety of sponsorship packages designed to meet your marketing and financial goals and objectives.

Platinum Sponsorship

Cost: $10,000 - Select one of the following:

- **Wi-Fi Hot Spot** (2 available in the Baltimore Convention Center – registration level and major session level) (Company name, logo, and link on welcome page when participants open their browsers)
- **Audio Visual – Major Sessions** (Company name, logo, and link on all screens in the major session room – location for the largest talks at the meeting)

SOLD OUT **Email Center** (Company name, logo, and link on all 20 computers in the center – located next to registration)

SOLD OUT **Relaxation Center** (Company name and logo on shirts worn by 3 therapists on three (3) days of the meeting; tickets for massages distributed from company booth – located in the middle of exhibits)

You Receive:

- Preferred booth location (with receipt of contract and payment by June 1)
- One complimentary exhibit booth (cost for additional booths at regular booth fees)
- Company logo, link, and fifty-word description posted on the JMM website
- One podcast interview promoting your products and services posted on the JMM Exhibits page
- Complimentary ½-page black and white ad in the Program Booklet
- One fifty-word description listed on the sponsor page in the Program Booklet
- Preliminary and post meeting mailing list of participants
- Company banner placed in sponsored area
- Opportunity to place promotional materials on a table in sponsored area
- Five additional free badges for booth personnel
- First option for reservations at the headquarter hotel
- Recognition on directional towers placed in high traffic areas at the meeting
- Recognition on the Directory of Exhibitors placed inside exhibits
- Sponsor mention in Twitter, LinkedIn, and Facebook, with potential reach to over 30,000 viewers

Sponsorship does not include any costs related to graphics, shipping, and production. JMM logo or name must be included on all products, where possible. Banner, literature, graphics, and clothing (where applicable) to be provided by company; maximum banner size is 8' X 4'; free-standing banner preferred; sponsoring company to be responsible for collecting banner at the end of the meeting and removing literature from applicable locations each day

Gold Sponsorship

Cost: $5,000 - Select one of the following:

- **Charging Station** (2 available – one in networking area and one inside exhibits; Company name and logo clearly visible on the charging kiosk; opportunity to run a video in the station throughout the duration of the meeting)
- **Personal Daily Scheduler** (Free full-page black and white ad opposite daily scheduler on Cover 3 of the program)

SOLD OUT **Networking Area** (Located in front of exhibits – Your chance to potentially reach every participant – Sponsorship does not include Wi-Fi Hot Spot in this area)

- **Meeting Daily eNewsletter** (Company name, logo, and link at top of eNewsletter sent daily to every participant at the meeting)

You Receive:

- Preferred booth location (with receipt of contract and payment by June 1)
- One complimentary flyer placed in the registration packets
- Company logo, link, and thirty five-word description posted on the JMM website
- One podcast interview promoting your products and services posted on the JMM Exhibits page
- Preliminary and post meeting mailing list of participants
- Company banner placed in sponsored area
- Opportunity to place promotional materials on a table in sponsored area
- Five additional free badges for booth personnel
- Company name listed on sponsor page in the JMM Program Booklet
- First option for reservations at the headquarter hotel
- Recognition on directional towers placed in high traffic areas at the meeting
- Recognition on the Directory of Exhibitors placed inside exhibits
- Sponsor mention in Twitter, LinkedIn, and Facebook, with potential reach to over 30,000 viewers

Sponsorship does not include any costs related to graphics, shipping, and production. JMM logo or name must be included on all products, where possible. Banner and literature to be provided by company; maximum banner size is 8' X 4'; free-standing banner preferred; sponsoring company responsible for collecting banner at the end of the meeting and removing literature from applicable locations each day

Silver Sponsorship

Cost: $3,500 - Select one of the following:

SOLD OUT **Coffee Station** (Company name and logo on cups and napkins placed at the coffee station located on the exhibit floor – the most visible and most popular area in the exhibit hall)

- **Graduate Students/First Timers Reception** (Opportunity to reach over 1,000 graduate students and new participants)
- **Hotel Room Keys** (Company name and logo on 1,200 room keys in the Hilton Hotel or 900 room keys in the Marriott Inner Harbor Hotel)

SOLD OUT **Meeting Tote Bags** (Company name and logo on bags – distributed to all participants)

SOLD OUT **Badge Lanyards** (Company name and logo placed around the neck of every participant)

- **Water Bottles and Water Stations** (Company name and logo included on water bottles and/or water stations – water bottles distributed to all participants)
- NEW!**Art Exhibit** (Company banner placed at the entrance to the Art Exhibit-located in high traffic area of the exhibit hall; opportunity to place promotional material on a table in the Art Exhibit)

You Receive:

- Preferred booth location (with receipt of contract and payment by June 1)
- Company logo, link, and thirty five-word description posted on the JMM website
- One podcast interview promoting your products and services posted on the JMM Exhibits page
- Preliminary and post meeting mailing list of participants

Continued on next page

Silver Sponsorship, continued

- Five additional free badges for booth personnel
- Company name listed on sponsor page in the JMM Program Booklet
- First option for reservations at the headquarter hotel
- Recognition on directional towers placed in high traffic areas at the meeting
- Recognition on the Directory of Exhibitors placed inside exhibits
- Sponsor mention in Twitter, LinkedIn, and Facebook, with potential reach to over 30,000 viewers

Sponsorship does NOT include any hotel fees or the cost of napkins, cups, bags, lanyards, bottles, or any graphics. Nor does it include any costs related to graphics, shipping, and production. JMM logo or name must be included on all products, where possible. Banner and literature to be provided by company; maximum banner size is 8' x 4'; free-standing banner only; sponsoring company to be responsible for collecting the banner at the end of the meeting and removing company literature from the art exhibit area.

Bronze Sponsorship

Cost: $2,000 - Select one of the following:

- **Directional Footprints** (Company custom design on footprints leading from entrance of exhibits to your booth – Footprints must be purchased from Brede Exposition Services)

SOLD OUT **Aisle Signs** (Company name and logo on all aisle signs located on the exhibit floor – visible to thousands)

SOLD OUT **Note pads** (Company name and logo on all note pads - distributed to all participants)

Pens (Company name and logo on all pens - distributed to all participants)

You Receive:

- Preferred booth location (with receipt of contract and payment by June 1)
- Company logo, link, and twenty five-word description posted on the JMM website
- One podcast interview promoting your products and services posted on the JMM Exhibits page
- Company name listed on sponsor page in the JMM Program Booklet
- First option for reservations at the headquarter hotel
- Recognition on directional towers placed in high traffic areas at the meeting
- Recognition on the Directory of Exhibitors placed inside exhibits
- Sponsor mention in Twitter, LinkedIn, and Facebook, with potential reach to over 30,000 viewers

Sponsorship does NOT include the cost of footprints, note pads, pens, or any graphics. Nor does it include any costs related to graphics, shipping, and production. JMM logo or name must be included on all products, where possible.

Patron Sponsor

Cost: $500

Are you unable to represent your company in person or have a restrictive budget for sponsorships? Do you still want to show your support of the meeting? Let your company be represented as a Patron Sponsor! Company name will be listed as a "Patron Sponsor" on all signage at the meeting and in the meeting program.

Custom Sponsorship - $TBD

Work directly with our meetings staff to create a unique sponsorship opportunity that fits your marketing budget. We will work with you to create a unique branding opportunity. Email Christine Davis at cpd@ams.org for more information.

JOINT MATHEMATICS MEETINGS
BALTIMORE • JAN 15-18, 2014
AMERICAN MATHEMATICAL SOCIETY
MATHEMATICAL ASSOCIATION OF AMERICA

Joint Mathematics Meetings
January 15 –18, 2014
Baltimore, Maryland

Sponsorship Application

☐ **YES, we want to increase or company's exposure at the JMM and sponsor the following activities:**

_____

Company: _____

Address: _____

Telephone: _____ **Fax** _____

Email: _____

Contact: _____

Signature: _____

Type of Sponsorship: _____ ☐ **Exhibitor US$** _____ ☐ **Non-Exhibitor US$** _____
☐ **Co Sponsor US$** _____

- **I understand that my payment is based on my intended exhibitor status. Should that status change, there may be an increase or a decrease in my payment for sponsorship. I will be invoiced for any additional amount needed or refunded for any amount not needed.**

Total Amount of Sponsorship: $_____ **Payment Type:** ☐ **Check** ☐ **Credit Card**
☐ **Other** _____

Full payment is required with this application. Make checks payable to the AMS. Foreign checks must be drawn on a U.S. Bank and payable in U.S. funds. All major credit cards also accepted **(by phone only)**. To pay by credit card, please call Christine Davis at 401-455-4137 or 800-321-4267 x 4137. For your security, we do not accept credit card numbers by postal mail, email or fax. **For questions**, contact the MMSB at mmsb@ams.org.
For ALL check payments, please keep a copy of this for your records and send the original to the: Mathematics Meetings Service Bureau (MMSB), PO Box 6887, Providence, RI 02940-6887.

Deadlines and Cancellations

- **September 6, 2013–** A 40% penalty charge (plus cost of any items ordered per your request) will be applied for any sponsorship cancelled by this date. A 60% penalty charge (plus cost of any items ordered per your request) will be applied for any sponsorship cancelled **after this date** and before **October 21, 2013**.
- **October 3, 2013 –** Sponsorships signed in time to be listed in the program booklet
- **October 24, 2013 – No refunds for cancellations after this date**
- **November 7, 2013 –** lanyards, pens and pads received in the AMS office

Questions

Space is limited; all sponsorships are granted on a first-come, first-serve basis. For more information on sponsorships, contact the Exhibits Coordinator, Christine P. Davis at 1-800-321-4267, Ext. 4137 (U.S. and Canada), 401-455-4137 (worldwide) or by email to cpd@ams.org.