

Take Advantage of High-Visibility Sponsorship and Branding Opportunities at the JMM!

The American Mathematical Society (AMS) and Mathematical Association of America (MAA) invite you to take advantage of high-visibility sponsorship and branding opportunities at the 2018 Joint Mathematics Meetings (JMM), which draws over 6,000 mathematical professionals,

What can a JMM sponsorship do for you?

- **Demonstrate your support of the mathematics community**
- **Expand your brand awareness**
- **Showcase your products and services**
- **Retain and increase clients, customers or members**
- **Get feedback from leading educators, researchers and students**
- **Reinforce loyalty**
- **Connect with key influencers, decision-makers, potential authors, and members**
- **Enhance your sales, marketing campaigns, and objectives**
- **Set you apart from your competitors**



Wi-Fi Hotspot

The JMM realizes every company, foundation or organization 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. All sponsorships are exclusive unless otherwise indicated. Sponsorships are not limited to exhibitors at the meeting. Costs are the same for all groups.

Platinum Sponsorship

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

- **Wi-Fi Hotspots (2 Available)** - As one of the 2 Wi-Fi Hotspot sponsors, you will be providing complimentary wireless internet access for meeting participants in one of two high traffic areas: one in the main networking area and another one near session rooms (TBD). Your logo and/or ad will also appear on the Wi-Fi splash page viewed when participants connect to the internet.
- **JMM APP** - With its complete and up-to-the-minute program information and helpful maps, the official JMM App has become an essential part of the meeting for many meeting participants. Close to 5,000 downloads are expected at this meeting. Now you can get your message in front of this audience with exclusive rights over other exhibitors.
- **Email Center** - The Email Center will be located in a well-trafficked area, the registration area, and is sure to provide your company with maximum exposure. Your company name, logo, and link can be added to all computers in the center.
- **Digital Signage (10 Available)** – Imagine being able to advertise on a digital screen every 2 minutes for all 4 days of the meeting! Your message would be projected above two halls, Hall B1 (location of Exhibits) and Hall A (location of Employment Center), for a duration of 8 seconds every 2 minutes for 4 days! Screen projection over the hall entrances is approximately 37”Hx40”W. This is your chance to really stand out from your competitors!
- **Relaxation Center** - Located directly in the middle of exhibits, this center is a proven generator of booth traffic and goodwill, packing more “WOW” power than any other exhibitor activity. Collect leads! Participants must go to YOUR booth to receive a voucher or ticket to



Digital Signage

redeem at the Relaxation Center for their FREE, 10-minute neck and/or back massage. You may opt to provide branded clothing, such as golf shirts, for the three (3) massage therapists to wear.

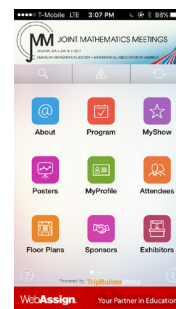
You Receive (where applicable):

- Preferred booth location (with receipt of contract and full payment by June 10)
- One complimentary in-line 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 1/2-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 or magazine rack 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
- Inclusion in list of sponsors on JMM mobile app
- Sponsor mention in Twitter, LinkedIn, and Facebook, with potential reach to over 30,000 viewers



Relaxation Center in Exhibit Hall

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.



Mobile App

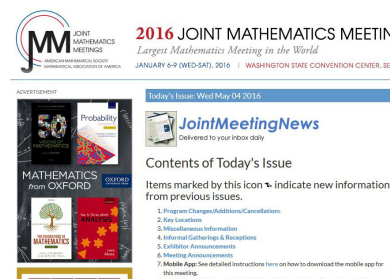
Gold Sponsorship

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

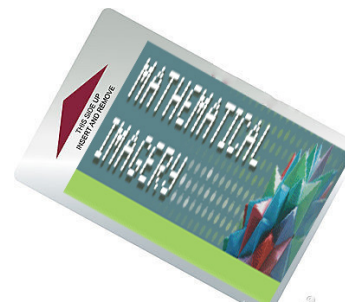
- **Meeting Daily Newsletter** – Reach over 5,000 mathematicians by sponsoring the meetings newsletter! As the sole sponsor of the *JointMeetingNews*, everyone will see your company name, logo, and link displayed at the top of it every day.
- **Hotel Room Keys** - Custom hotel room keys will be provided to all meeting participants who stay in the headquarter hotel on the peak night of the meeting, which is Thursday. Your company name and logo will be prominently displayed; quantity 1,100.
- **Meeting Tote Bags** - This is a great opportunity to give JMM participants something with your company name on it that they will continue to use after the meeting is over. Each registered participant will receive an environmentally-friendly manufactured tote bag with your company name and logo on it.
- **Badge Lanyards** - Participants will be wearing your company's name around their necks all week! This sponsorship will provide you high visibility throughout the meeting.

You Receive (where applicable):

- Preferred booth location (with receipt of contract and payment by June 10)
- 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 or magazine rack in sponsored area
- Five additional free badges for booth personnel



Meetings Daily Newsletter



Hotel Room Key

- 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
- Inclusion in the list of sponsors on the JMM mobile app
- Sponsor mention in Twitter, LinkedIn, and Facebook, with potential reach to over 30,000 viewers

Sponsorship includes hotel service fees for keys. Sponsorship does not include the cost of bags and lanyards or 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:

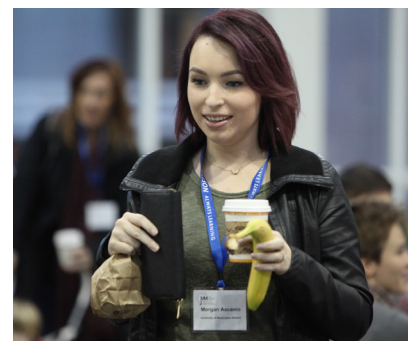
- **Mathematical Art Exhibit** - This is a unique opportunity to show your appreciation of those whose works demonstrate the beauty and elegance of mathematics expressed in a visual art form. Display your company name and logo at one of the most popular and visible exhibits in the exhibit hall.
- **Coffee Station** - The one thing JMM participants have in common is that they love coffee! As the coffee station sponsor, cups and/or napkins with your company name and logo can be placed at the JMM Coffee Station, which will be located in a high traffic area on the exhibit floor.
- **Coffee Cup Sleeves** - Your personalized coffee cup sleeves will provide a creative way to get your name or logo seen, and keep people safe at the same time. Participants will carry your logo around as they drink their coffee or tea during the meeting. Coffee sleeves will be displayed at the JMM Coffee Station which will be located in a high traffic area on the exhibit floor.
- **Graduate Students/First Timers Reception** - This premier event welcomes all graduate students and JMM newcomers to the meeting. It is also your opportunity to make a first impression with over 2,000 participants!
- **Aisle Signs** – Every participant visits the exhibits at least once during the meeting! And they will see your company name and logo as they navigate through the exhibit hall.
- **Directional Footprints (2 Available)** - This is an exclusive opportunity to direct JMM participants to your booth with these highly-visible footprints on the exhibit hall floor. The footprints will display your company name and/or logo. They will start at the front of the exhibit hall and lead all the way to your booth. This is an excellent way to maximize your booth traffic.

You Receive (where applicable):

- Preferred booth location (with receipt of contract and payment by June 10)
- 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
- Opportunity to place promotional materials on a table or magazine rack 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



Meeting Tote Bags



Badge Lanyards



Mathematical Art Exhibit



Coffee in the Exhibit Hall

- Recognition on the Directory of Exhibitors placed inside exhibits
- Inclusion in the list of sponsors on the JMM mobile app
- Sponsor mention in Twitter, LinkedIn, and Facebook, with potential reach to over 30,000 viewers

Sponsorship does NOT include the cost of napkins, cups, sleeves, or footprints. Nor does it include any costs related to any graphics, shipping, and production. Footprints must be ordered from Levy Exposition Services. 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. JMM logo or name must be included on all products, where possible.

Bronze Sponsorship

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

- **Note pads** - JMM participants appreciate having note pads to write on during sessions and talks and keep for future reference. Sponsored pads will be distributed inside all meeting bags.
- **Pens** – All JMM participants use pens! Why not provide them with ones that have your company names and logo on them? Sponsored pens will be distributed inside all meeting bags.

You Receive (where applicable):

- Preferred booth location (with receipt of contract and payment by June 10)
- 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
- Inclusion in the list of sponsors on the JMM mobile app
- Sponsor mention in Twitter, LinkedIn, and Facebook, with potential reach to over 30,000 viewers

Sponsorship does NOT include the cost of note pads or pens. 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

Do you have a restricted budget for sponsorships, but 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

Create your own customized sponsorship opportunity! Work directly with our meetings staff to create a unique sponsorship opportunity that fits your marketing budget. Contact Christine Davis with your sponsorship ideas or suggestions at (401) 455-4137 or cpd@ams.org.



Graduate Student/First Timers Reception



Aisle Signs



Directional Footprints



Notepads and Pens



Invitation To Exhibit

Sponsorship Application

YES, we want to increase our company's exposure and branding at the JMM and agree to sponsor the following activity(ies):

Company: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

Contact: _____

Signature: _____

Type of Sponsorship: Exhibitor Non-exhibitor

• I understand that my payment is based on my intended exhibitor status. Should that status change, there may be an increase or 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 13, 2017** – A 40% cancellation charge (plus cost of any items ordered per your request) will be applied for any sponsorship cancelled by this date.
- **October 25, 2017** – Sponsorships signed in time to be included in the program booklet
- **October 18, 2017** – A 60% cancellation charge (plus the cost of any items ordered per your request) will be applied for any sponsorship cancelled after this date
- **November 14, 2017** – coffee cup sleeves, lanyards, pens, and note pads received in the AMS office

Questions

Spaces are limited. All sponsorships are granted on a first-come, first-served basis. For more information on sponsorships, contact the Exhibits Coordinator, Christine Davis, at 1-800-321-4267, Ext. 4137 (U.S. and Canada), 401-455-4137 (world-wide) or by email to cpd@ams.org.