



## 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 at the 2019 Joint Mathematics Meetings (JMM) which draws over 6,000 mathematical professionals.

What can a JMM sponsorship do for you?

- Make your marketing dollars go further and longer
- Enhance your sales and objectives
- Showcase your products and services
- Expand your brand awareness
- Retain and increase clients, customers or members
- Connect with key influencers, decision-makers, potential authors, and members
- Demonstrate your support of the mathematics community
- Reinforce loyalty
- 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 exhibitors and non-exhibitors.

### 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, which will be located directly in front of exhibits, and another one near session rooms (exact location tbd). Your logo and/or ad will also appear on the Wi-Fi splash page viewed when participants connect to the internet. **1 SOLD**
- **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. Over 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. **SOLD**
- **JMM Program Book** – Sponsor the JMM Program Book and have your choice of a complimentary full-color ad on cover 2, 3, or 4! This is your chance to be recognized on prime real estate of the program.
- **Plenary Recordings** – Here is an opportunity to place your branding on the recordings of all 24 plenary talks. These recordings are placed on the JMM YouTube channel after the meeting and will remain there indefinitely. And your branding will too!
- **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 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.



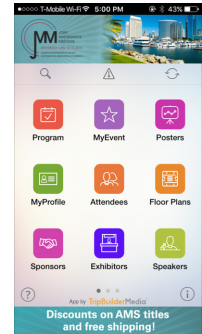
Plenary Recordings

### 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 that promotes your products and services on the JMM Exhibits page
- Complimentary ½-page black and white ad in the Program Booklet (with exception of the Program Book sponsor)
- One complimentary flyer in the registration packet (Program Book sponsor only)
- 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 hotels
- 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 15,000 viewers



Relaxation Center in Exhibit Hall



Mobile App

*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 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:

- **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 (2 Available)** – Custom hotel room keys will be provided to all meeting participants who stay in one of the two headquarter hotels on the peak night of the meeting, which is Thursday. Your company name and logo will be prominently displayed.
- **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 that promotes your products and services 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



Crowd Coming into the Exhibits in San Diego

- Company name listed on the sponsor page in the JMM Program Booklet
- First option for reservations at the headquarter hotels
- 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 15,000 viewers

*Sponsorship includes all 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 who express the beauty and elegance of mathematics through art. 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 will be placed 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 newcomers to the JMM. 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 a path to your booth. This is an excellent way to maximize your booth traffic. **1 SOLD**

### 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 that promotes your products and services 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 the sponsor page in the JMM Program Booklet
- First option for reservations at the headquarter hotels
- 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



Meeting Tote Bags



Badge Lanyards



Mathematical Art Exhibit



Coffee in the Exhibit Hall

- Sponsor mention in Twitter, LinkedIn, and Facebook, with potential reach to over 15,000 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 name 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 that promotes your products and services on the JMM Exhibits page
- Company name listed on the sponsor page in the JMM Program Booklet
- First option for reservations at the headquarter hotels
- 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 15,000 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

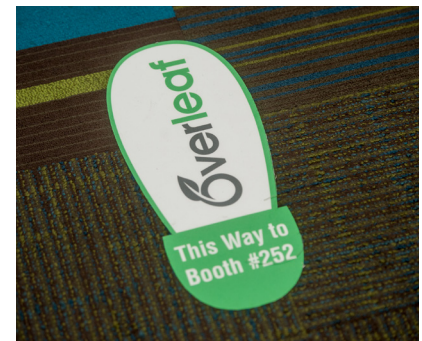
Create your own customized sponsorship! Work directly with our meetings staff to create a unique sponsorship that fits your marketing budget. Contact Christine Davis with your ideas or suggestions at (401) 455-4137 or [cpd@ams.org](mailto:cpd@ams.org).



Graduate Student/First Timers Reception



Aisle Signs



Directional Footprints



Notepads and Pens



## 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 \$ \_\_\_\_\_

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](mailto: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

- **October 23, 2018** – Sponsorships signed in time to be included in the program booklet
- **October 23, 2018** – 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 13, 2018** – 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 (worldwide) or by email to [cpd@ams.org](mailto:cpd@ams.org).