



Become a Sponsor

2012 Joint Mathematics Meetings Sponsorship Opportunities

Hynes Convention Center, Boston, MA

Reduce your Costs and Maximize your Outreach!

Invest in your success! The Joint Mathematics Meetings (JMM) has close to 6,000 participants! Grab their attention with one of the following sponsorship opportunities and gain access to a variety of benefits, increased visibility and most importantly, a return on your investment.

Opportunities for JMM Exhibitors and Non-Exhibitors

Exhibitors and non-exhibitors have access to a host of JMM programs/audiences, providing added exposure throughout the year. Additionally, we offer opportunities for you to participate even if you can't exhibit. Looking for a custom fit? Call us. We will be happy to create a package to suit your individual needs/requirements.

Get Preferred Booth Location

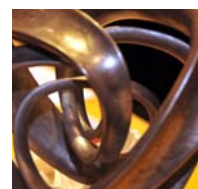
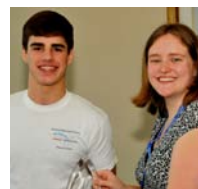
Secure your sponsorship today! **Sign up by June 2, 2011 and get preferred booth location!** Exhibitors will be given one month to sign up as sponsors and receive preferred booth location based upon the order of receipt. All fees are in U.S. dollars.

All sponsorships and co-sponsorships* are limited and are offered on a first-come, first-served basis and include:

- Preferred booth location (with receipt of contract and payment by June 2)**
- Company name and link on the official JMM website**
- Company name on sponsor page in the JMM Program Booklet
- First option for your booth staff to receive reservations at one of the two headquarter hotels**
- Recognition on directional towers placed in high traffic areas at the meeting (not including the signs in the Prudential Center)
- Recognition on the Directory of Booths placed inside exhibits**
- Recognition at sponsored event**

*A minimum of two (2) companies are required for co-sponsorships. If a second company has not signed up as a co-sponsor before the first day of the meeting, the company already signed will be charged the difference between a co-sponsorship and a full sponsorship fee.

**patron sponsorships excluded



See the following pages for details!

LEVEL 1

NEW!! Human Directionals and Prudential Center Signage



Full Sponsorship **\$15,000**
Non-Exhibitor **\$17,000**

This is an opportunity to get visibility in an entirely new and unique way. Four to five staff members will be used on three consecutive days of the meeting to help approximately 6,000 participants navigate back and forth between the headquarters hotels and the convention center in the Prudential Center. They will be strategically positioned in spots where bottlenecks may occur and they will be wearing apparel (shirts and/or caps) with your company logo on them. They will also be wearing JMM badges and carrying signs with JMM branding on them. This sponsorship provides the ultimate opportunity to be noticed as these staff members guide and interact with the participants throughout the Prudential Center.

Lollipop signage will also be strategically placed in the Prudential Center to help participants find their way. Your company logo will be placed on four very visible signs in this highly populated area.

Apparel and graphics will be provided by sponsoring company. Signage will be provided by JMM. Sponsorship fee does not include cost of apparel and any shipping.

LEVEL 1: Human Directionals and Prudential Center Signage

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 2)
- One complimentary exhibit booth (cost for additional booths at regular booth fee)
- Company logo and link on the official 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
- Complimentary business-card-sized ad in the *JointMeetingNews*, JMM newsletter, for each day of the meeting
- One fifty-word description in the Program Booklet and posted on the JMM main webpage
- Complimentary flyer in the registration packets
- Preliminary and post meeting mailing list of participants
- Company logo placed on lollipop signs
- Company apparel worn by staff
- Five additional free badges for booth personnel
- Additional sponsor benefits listed earlier

Apparel, ads, graphics, and any shipping provided by sponsoring company



Audio Visual - Major Sessions



Full sponsorship	\$15,000
Co-sponsors	\$11,000
Non-Exhibitor	\$17,000

This sponsorship provides an opportunity to receive one of the highest levels of recognition at the meeting. Thousands of participants attend the invited talks given by some of the most well-known mathematicians in the world. Sponsor the audio-visual services/equipment needed to run the major sessions—the most attended daily events of the meeting. All audio-visual equipment and services will be provided by the JMM.

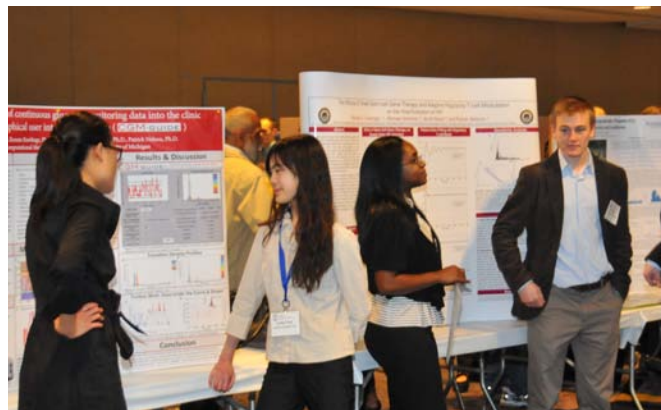


LEVEL 1: Audio Visual

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 2)
- One complimentary exhibit booth (cost for additional booths at regular booth fee)
- Company logo and link on the official 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
- Complimentary business-card-sized ad in the *JointMeetingNews*, JMM newsletter, for each day of the meeting
- One fifty-word description in the Program Booklet and posted on the JMM main webpage
- Complimentary flyer in the registration packets
- Preliminary and post meeting mailing list of participants
- Company banner hung in major sessions' room
- Recognition on introductory PowerPoint slides
- Unstaffed literature table in the major sessions' room
- Recognition on signage at entrance to major sessions
- Five additional free badges for booth personnel
- Additional sponsor benefits listed earlier

Banners, ads, literature, and graphics provided by sponsoring company; maximum banner size is 8' X 4'; free-standing banners preferred; company responsible for collecting banners at the end of the meeting



LEVEL 2 E-mail Center



Full sponsorship	\$10,000
Co-sponsors	\$ 7,000
Non-Exhibitor	\$12,000

Participants flock to the e-mail center, which will be located next to registration, to check their e-mail. It allows them to stay connected throughout the meeting and it is one of the most heavily visited areas of the meeting. Your company logo will be placed on every computer in the center. All equipment and utilities needed to run the e-mail center will be provided by the JMM.

NEW! Reuseable Water Bottles and Water Stations



Full sponsorship	\$10,000
Co-sponsors	\$ 7,000
Non-Exhibitor	\$12,000

So much networking can work up a thirst! Keep participants hydrated while at the meeting by sponsoring the water bottles. This is a refreshing way to get your name out to all meeting participants both during and after the meeting. Each participant will receive an eco-friendly reusable water bottle that can be refilled at water stations around the exhibits. Instead of wasting water by washing glasses or producing waste with single use cups, you will be helping the environment and giving the participants a takeaway that will last long after the meeting. Your company logo will be placed on all water bottles and water stations. JMM will assist with the ordering process at your request and specifications. Sponsorship fee does not include cost of bottles and shipping.

LEVEL 2: E-mail Center

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 2)
- Company name and logo on the e-mail center computer screen savers
- One complimentary exhibit booth (cost for additional booths at regular booth fee)
- Company logo and link on the official JMM website
- One podcast interview promoting your products and services posted on the JMM Exhibits page
- One thirty-five word description in the Program Booklet and posted on the JMM main web page
- Complimentary flyer in the registration packets
- Company banner hung in e-mail center
- Preliminary and post meeting mailing list of participants
- Unstaffed literature table at the e-mail center
- Recognition on signage at entrance to e-mail center
- Five additional free badges for booth personnel
- Additional sponsor benefits listed earlier

Banners, literature, and graphics provided by sponsoring company; maximum banner size is 8' X 4'; free-standing banners preferred; company responsible for collecting banners at the end of the meeting

LEVEL 2: Water Bottles & Stations

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 2)
- One complimentary exhibit booth (cost for additional booths at regular booth fee)
- Company logo and link on the official JMM website
- One podcast interview promoting your products and services posted on the JMM Exhibits page
- One thirty-five word description in the Program Booklet and posted on the JMM main web page
- Complimentary flyer in the registration packets
- Company logo on water bottles and water stations
- Preliminary and post meeting mailing list of participants
- Five additional free badges for booth personnel
- Additional sponsor benefits listed earlier

Bottles, graphics, and shipping provided by sponsoring company; bottles need to be delivered directly to the meeting NO LATER than December 28, 2011

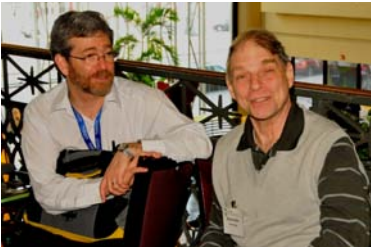
Relaxation Station



Exhibitor	\$ 8,000
Non-Exhibitor	\$10,000

Seated massage relaxation stations have been one of the most popular and requested services at hundreds of trade shows and conferences throughout the U.S. **Let's bring them back to this meeting!** JMM participants will thank you for the relaxing and revitalizing service you provided as you collect valuable leads. Three massage therapists will represent you as they wear apparel with your logo. Participants will need to come to you first for a coupon to redeem at the station for a 15-minute massage. Coupons can be provided by the JMM upon request. Sponsorship fee does not include the cost of company apparel or any shipping. (Coupons will be included on participants' badge sheets if sponsor is not exhibiting.)

LEVEL 3 Registration Bags



Exhibitor	\$4,500
Non-Exhibitor	\$5,000

Put your company logo and the JMM logo on tote bags that will be distributed to all registered participants! They will be reminded of your company during and after the meeting. Your company name will go wherever they go! Sponsorship fee does not include the cost of bags and shipping. Bags provided by sponsor and shipped by sponsor to the meeting. Cloth and eco-friendly bags preferred but not mandatory. JMM will assist with the ordering process, at your request and specifications.

LEVEL 2: Relaxation Station

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 2)
- One complimentary exhibit booth (cost for additional booths at regular booth fee)
- Company logo and link on the official JMM website
- One podcast interview promoting your products and services posted on the JMM Exhibits page
- One thirty-five word description in the Program Booklet and posted on the JMM main web page
- Complimentary flyer in the registration packets
- Company banner hung at relaxation station (based on space availability)
- Preliminary and post meeting mailing list of participants
- Unstaffed literature table at the relaxation station
- Recognition on signage at entrance to relaxation station
- Five additional free badges for booth personnel
- Additional sponsor benefits listed earlier

Banner, literature, apparel, graphics, and any shipping provided by company; maximum banner size is 8' X 4'; apparel (shirts and/or caps) are optional; coupons can be provided by JMM; free-standing banner preferred; company responsible for collecting banner on the last day of exhibits

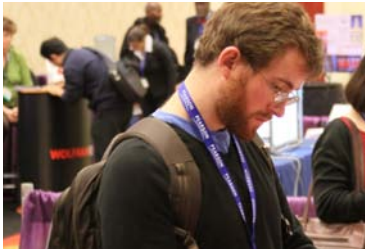
LEVEL 3: Registration Bags

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 2)
- 50% off prime inline booth
- Complimentary flyer in the registration packets
- One thirty-five word description posted on the JMM main web page
- Preliminary and post meeting mailing list of participants
- Five additional free badges for booth personnel
- Additional sponsor benefits listed earlier

*Bags, graphic, and shipping provided by sponsoring company; bags need to be delivered directly to the meeting
NO LATER than December 28, 2011*

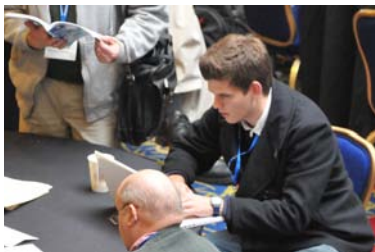
Badge Lanyards



Exhibitor	\$4,500
Non-Exhibitor	\$5,000

You are guaranteed high visibility when every registered participant wears your company name around their necks! Provide lanyards with your company name and/or logo. Sponsorship fee does not include cost of lanyards and shipping.

Personal Daily Scheduler



Exhibitor	\$4,500
Non-Exhibitor	\$5,000

Take advantage of this opportunity to place a full-page black and white ad in one of the most visible locations in the program—opposite the personal daily scheduler on Cover 3—AT NO EXTRA CHARGE. This sponsorship also includes having your company logo placed on the first page of the meeting timetable. Participants can't miss it!

LEVEL 3: Badge Lanyards

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 2)
- 50% off prime inline booth
- Complimentary flyer in the registration packets
- One thirty-five word description posted on the JMM main web page
- Preliminary and post meeting mailing list of participants
- Five additional free badges for booth personnel
- Additional sponsor benefits listed earlier

Lanyards and shipping provided by sponsoring company; lanyards MUST be delivered to the AMS by November 7, 2011

LEVEL 3: Personal Daily Scheduler

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 2)
- 50% off flyer in the registration packets
- One thirty-five word description posted on the JMM main web page
- Preliminary and post meeting mailing list of participants
- Five additional free badges for booth personnel
- Additional sponsor benefits listed earlier



Meeting Signage



Exhibitors	\$4,000
Non-Exhibitor	\$4,500
Co-Sponsor	\$2,500

Everyone knows how important directional signage is at a meeting! Here is your chance to have your company name and logo at the bottom of every directional sign for the 2012 Joint Mathematics Meetings! These signs will be seen by close to 6,000 participants in key locations of the headquarter hotels and the convention center. This sponsorship does not include signs placed in the Prudential Center.

LEVEL 4

Graduate Student/First-Timers Reception



Exhibitor	\$3,500
Non-Exhibitor	\$4,000

Wednesday, January 4, 2012, 5:30 pm – 6:30 pm. Be the first to welcome first-time participants and future mathematicians to the JMM. At this reception, you will be the exclusive sponsor. This sponsorship includes verbal recognition at the reception, signage at the entrance to the reception, and a table to place your promotional material. Close to 2,000 people attend this reception each year, making it the most attended social event of the meeting. Refreshments are served.

LEVEL 3: Meeting Signage

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 2)
- 50% off flyer in the registration packets
- One thirty-five word description posted on the JMM main web page
- Preliminary and post meeting mailing list of participants
- Five additional free badges for booth personnel
- Additional sponsor benefits listed earlier

Graphics provided by company; signage provided by JMM



LEVEL 4: Graduate Student/ First-Timer's Reception

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 2)
- One thirty-five word description posted on the JMM main web page
- Unstaffed literature table at the reception
- Preliminary and post meeting mailing list of participants
- Five additional free badges for booth personnel
- Additional sponsor benefits listed earlier

Literature and banner provided by company; signs provided by JMM; maximum banner size is 8' X 4'; free-standing banner preferred; company responsible for collecting banner at the end of the reception

Networking Area



Exhibitor	\$3,500
Non-Exhibitor	\$4,000

NETWORK! NETWORK! NETWORK! Every year, over 70% of JMM participants indicate “networking” as one of their primary reasons for attending the meeting. Don't miss this opportunity to be recognized by thousands! Hang your company banner in the prime networking area in the convention center and place company literature on the tables in this area. This is an optimal way to disseminate information about your products and services.

Hotel Room Keys



Exhibitor	\$3,200
Non-Exhibitor	\$3,700

Participants will carry your company name in their pockets everywhere they go! This is an opportunity to place your company name or logo and the JMM logo on the room keys of approximately 1,600 participants. You choose in which hotel(s) you would like the room keys distributed. Some hotels charge an additional fee for utilizing this service and this fee is NOT included in the sponsorship fee. JMM will assist with the ordering process at your request and specifications.

LEVEL 4: Networking Area

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 2)
- One thirty-five word description posted on the JMM main web page
- Banner placed in networking area
- Preliminary and post meeting mailing list of participants
- Five additional free badges for booth personnel
- Additional sponsor benefits listed earlier

Banner, literature, and graphics 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 the tables each day

LEVEL 4: Hotel Room Keys

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 2)
- One thirty-five word description posted on the JMM main web page
- Preliminary and post meeting mailing list of participants
- Five additional free badges for booth personnel
- Additional sponsor benefits listed earlier

Patron Sponsorship

Exhibitors and Non-Exhibitors \$500

Are you unable to represent your company at the 2012 JMM OR have a restrictive budget for sponsorships BUT still want to show your support of the meeting? Let your company be represented as a Patron Sponsor!

Benefits:

- Company Name listed as "Patron Sponsor" on all signage in the Hynes Convention Center and in the meeting program.

LEVEL 6



Notepads

Exhibitor	\$3,000
Non-Exhibitor	\$3,500

The JMM provides endless opportunities to take notes! Place notepads imprinted with your company logo in the hands of professionals who like to write. Participants will thank you for providing them with a place to keep their thoughts organized. Pads will be distributed in all high traffic areas of the meeting. Sponsorship fee does not include cost of pads and shipping.

Pens

Exhibitor	\$3,000
Non-Exhibitor	\$3,500

Place pens imprinted with your company logo in the hands of professionals who will use them long after the meeting is over! Participants will think of you every time they write! Pens will be distributed in all high traffic areas of the meeting. Sponsorship fee does not include cost of pens and shipping.

Bookmarks

Exhibitor	\$3,000
Non-Exhibitor	\$3,500

Create instant awareness and a lasting reminder of your company by placing your company name, logo, and/or a message on bookmarks that will be distributed to professionals who like to read. Think of all the books that mathematicians read and imagine the opportunity this presents for you to get your message out! Sponsorship fee does not include cost of bookmarks and shipping.

LEVEL 5: Notepads, Pens and Bookmarks

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 2)
- One thirty-five word description posted on the JMM main web page
- Pads, pens and bookmarks included in registration packets
- Pads, pens and bookmarks distributed in high traffic areas of the meeting
- Preliminary and post meeting mailing list of participants
- Additional sponsor benefits listed earlier

Pads and shipping provided by sponsoring company; minimum size for pads 5 1/2" x 8"

Pens and shipping provided by sponsoring company

Bookmarks and shipping provided by sponsoring company

Pads, pens and bookmarks MUST be delivered to the AMS by November 7, 2011.

Photographs courtesy of E. David Luria, Peter Smith (AMS), the Prudential Center, and the Sheraton Boston

Custom Sponsorship \$TBD

Work directly with our meetings staff to create a unique sponsorship opportunity that meets the needs of your company. We're excited to work with you on this custom sponsorship category! Contact Christine Davis, Exhibits Coordinator (cpd@ams.org), for more information.



Joint Mathematics Meetings January 4 -7, 2012 Boston, MA

Sponsorship Signup

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, 2011** – 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, 2011**.
- **October 3, 2011** – Sponsorships signed in time to be listed in the program booklet
- **October 21, 2011** – **No refunds for cancellations after this date**
- **November 7, 2011** – lanyards, bags, pens, pads and bookmarks received in the AMS office

Questions:

Please feel free to 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 for questions or to discuss alternative marketing opportunities for your company.