



# 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 for over 6000 mathematical professionals at the 2017 Joint Mathematics Meetings (JMM).

## 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



Networking Center/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. All fees are quoted in U.S. Dollars.

## 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 very high traffic areas: one in the main networking area located in the Hyatt, and another one TBD. Your logo and/or ad will also appear on the Wi-Fi splash page that is viewed when participants connect to the internet. **ONE SOLD**
- **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/or link can be added to all 20 computers in the center,
- **Relaxation Center** - Located directly in a very visible area of the exhibit hall, this center is a proven generator of booth traffic and goodwill, packing more “WOW” power than any other exhibitor activity. Special benefit: 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 back massage. You may opt to provide branded clothing, such as golf shirts, for the three (3) massage therapists to wear.

### You Receive:

- 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 ½-page black and white ad in the Program Booklet



Email Center

- 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.

## Gold Sponsorship

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

- **Meeting Daily Newsletter** - Broadcast your company by reaching every participant at the meeting every day! As the sole sponsor of the JMM Newsletter which is sent to everyone daily by email, your company name, logo, and link will be prominently displayed at the top!
- **Hotel Room Keys (2 Available)** - Custom hotel room keys will be provided to all meeting participants who stay in one of the headquarters hotels on the peak night of the meeting, which is Thursday. Your company name and logo prominently displayed; quantities - 900 in the Hyatt and 1100 in the Marriott.

**SOLD (MARRIOTT)**

### You Receive:

- 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
- 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
- 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 any hotel service fees for keys. 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.



Meetings Daily Newsletter

in sponsored area



Hotel Room Key

## Silver Sponsorship

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

- **Mathematical Art Exhibition** - 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 visible exhibits in the exhibit hall.
- **Coffee Station** - The one thing our participants have in common is that they love coffee! As a coffee station sponsor, cups and 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 out, and keep people safe at the same time. Participants will carry your logo around as they drink their coffee or tea. 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 newcomers to the meeting. It is also your opportunity to make a first impression with over 2000 participants!
- **Meeting Tote Bags** - This is a great opportunity to give JMM participants something they will continue to use long after the meeting. 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 all week! The lanyard sponsorship provides a highly-visible level of exposure during the entire meeting.
- **Aisle Signs** - Your company name and logo will be visible to thousands in the exhibit hall throughout the meeting.

### You Receive:

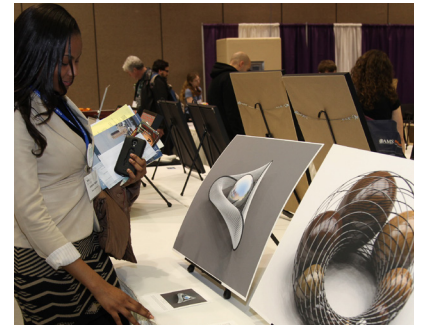
- Preferred booth location (with receipt of contract and payment by June 10)
- Company logo, link, and thirty five-word description posted on the JMM website
- One podcast interview promoting your products and services posted on the JMM Exhibits page
- Preliminary and post meeting mailing list of participants
- 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
- 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, bags, lanyards, or any graphics. It also does not include any costs related to any graphics, shipping, and production. 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:

- **Directional Footprints** - 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



Mathematical Art Exhibition



Coffee in the Exhibit Hall



Graduate Student/First Timers Reception



Meeting Tote bags

and lead all the way to your booth – an excellent way to maximize your booth traffic. Footprints must be purchased from Brede Exposition Services.

- **Note pads** - Meeting participants appreciate having pads to take notes on during sessions. Sponsored pads will be included in all meeting bags.
- **Pens** – This is a great opportunity to maximize your company’s exposure! Meeting participants will use these pens, with your company name and logo, during the meeting and beyond. Sponsored pens will be included inside all meeting bags.

#### You Receive:

- 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 footprints, note pads, pens, or any graphics. It also does not include any costs related to graphics, shipping, and production. JMM logo or name must be included on all products, where possible.

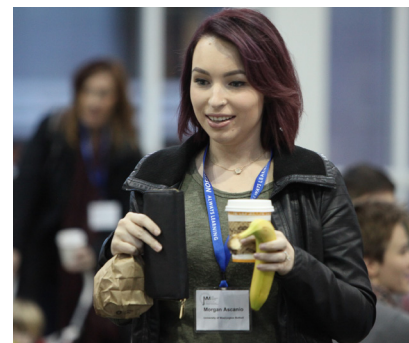
## Patron Sponsor

Cost: \$500

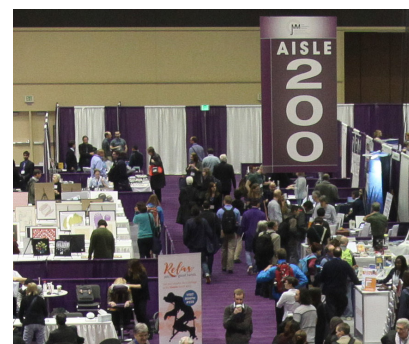
Do you have a restrictive budget for sponsorships, but still want to show your support of the meeting? Let your company be represented as a Patron Sponsor! Company name will be listed as a “Patron Sponsor” on all signage at the meeting, in the meeting program and the mobile app.

## 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](mailto:cpd@ams.org).



Badge Lanyards



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: \_\_\_\_\_

Exhibitor Status:  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

- **September 13, 2016** – A 40% cancellation charge (plus cost of any items ordered per your request) will be applied for any sponsorship cancelled by this date and before **October 27, 2016**.
- **October 18, 2016** – Sponsorships signed in time to be listed in the program booklet
- **October 18, 2016** – A 60% cancellation charge (plus the cost of any items ordered per your request) will be applied for any sponsorship cancelled after this date
- **October 27, 2016**– No refunds for cancellations after this date
- **November 15, 2016** – lanyards, pens, and note pads received in the AMS office

## Questions

Sponsorships are limited and are granted on a first-come, first-serve 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).