



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 2020 Joint Mathematics Meetings (JMM) which draws close to 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 and are granted on a first-come, first served basis. Sponsorships are not limited to exhibitors at the meeting. Costs are the same for exhibitors and non-exhibitors.

Sponsorships are limited! Sign up TODAY!

Platinum Sponsorship

Cost: US \$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 near session rooms (exact location tbd). Your logo and/or ad will also appear on the Wi-Fi splash page that participants will see as soon as they 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 the majority of its participants. Over 5,000 downloads are expected at this meeting. Now you can get your message in front of this audience!

- **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** – Place your branding on the recordings of all plenary talks (24+)! 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



Plenary Recordings

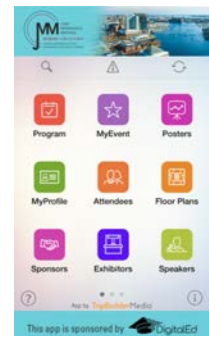
to receive a voucher or ticket to redeem at the Relaxation Center for their FREE, 10-minute neck and/or back massage. You may opt to provide branded clothing, such as golf shirts, for the three (3) massage therapists to wear.

You Receive Complimentary:

- Preferred booth location (with receipt of contract and full payment by June 15)
- One in-line exhibit booth or the value thereof towards a 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 website
- One ½-page black and white ad in the Program Booklet (with exception of the Program Book sponsor)
- One flyer in the registration packet (Program Book sponsor only)
- One fifty-word description listed on the sponsor page in the Program Booklet
- One preliminary and one post-meeting mailing list of JMM participants
- Opportunity to place your company banner in the sponsored area, where applicable and based on space availability
- Opportunity to place promotional materials on a table or magazine rack in sponsored area, where applicable
- Five additional 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 the list of sponsors on JMM mobile app
- A unique mention on the JMM Twitter and Facebook accounts, 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: US \$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 the newsletter each 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.
- **Meeting Tote Bags** – This is a great opportunity to give JMM participants what they always ask for! Give them a bag that has your name and logo on it and they will continue to use it after the meeting. Each registered participant will receive one!
- **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 Complimentary:

- Preferred booth location (with receipt of contract and payment by June 15)
- One 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 posted on the JMM website
- One preliminary and one post-meeting mailing list of participants
- Opportunity to place your company banner in the sponsored area, where applicable and based on space availability

- Opportunity to place promotional materials on a table or magazine rack in sponsored area, where applicable
- Five additional badges for booth personnel
- Company name listed on the 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
- A unique mention in the JMM Twitter and Facebook accounts, 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. Bags must be environmentally friendly. 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: US \$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 that the majority of 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. **SOLD**

- **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. **SOLD**

- **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.

You Receive Complimentary:

- Preferred booth location (with receipt of contract and payment by June 15)
- Company logo, link, and thirty five-word description posted on the JMM website
- One podcast interview that promotes your products and services posted on the JMM website
- One preliminary and one post-meeting mailing list of participants
- Opportunity to place your company banner in the sponsored area, where applicable and based on space availability
- Opportunity to place promotional materials on a table or magazine rack in sponsored area, where applicable
- Five additional badges for booth personnel
- Company name listed on the sponsor page in the JMM Program Booklet



Meeting Tote Bags



Badge Lanyards



Mathematical Art Exhibit



Coffee in the Exhibit Hall

- 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
- A unique mention in the JMM Twitter and Facebook accounts, with potential reach to over 15,000 viewers

Sponsorship does NOT include any costs of napkins, cups, sleeves, or footprints. This includes 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: US \$2,000 - Select one of the following:

- **Note pads** – JMM participants appreciate having note pads to write on during sessions and talks and to keep for future references. Sponsored pads will be distributed to all participants who register at the meeting. They will also be made available on the handout table in the registration area and in exhibits.

- **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 to all participants who register at the meeting. They will also be made available on the handout table in the registration area and in exhibits.

You Receive Complimentary:

- Preferred booth location (with receipt of contract and payment by June 15)
- Company logo, link, and twenty five-word description posted on the JMM website
- One podcast interview that promotes your products and services posted on the JMM website
- 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
- A unique mention in the JMM Twitter and Facebook accounts, with potential reach to over 15,000 viewers

Sponsorship does NOT include any costs related to note pads or pens. This includes any costs related to graphics, shipping, and production. JMM logo or name must be included on all products, where possible.

Patron Sponsor

Cost: US \$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 - US \$TBD

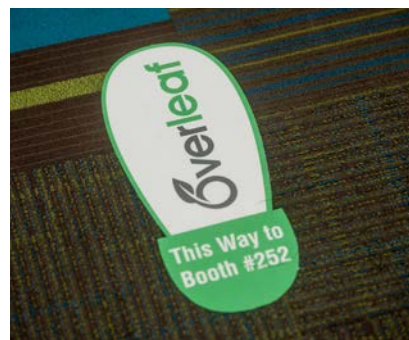
Create your own customized sponsorship! Work directly with our meetings staff to create a unique sponsorship that fits your marketing budget. Contact Christine Davis with your ideas or suggestions at (401) 455-4137 or cpd@ams.org.



Graduate Student/First Timers Reception



Aisle Signs



Directional Footprints



Notepads and Pens



Sponsorship Application and Payment

Please complete the following and send to the Exhibits Coordinator, Christine Davis, at cpd@ams.org or to the Mathematics Meetings Service Bureau at mmsb@ams.org. By postal, send to the Mathematics Meetings Service Bureau (MMSB), 201 Charles Street, Providence, RI 02904.

YES, we want to increase our company's exposure and branding at the JMM and agree to sponsor the following activities: _____

JMM Exhibitor Not a JMM Exhibitor

Company: _____

Address: _____

Telephone: _____ Fax _____

Email: _____

Contact: _____

Signature: _____

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 ALL check payments, please keep a copy of this for your records and send the original to the: Mathematics Meetings Service Bureau (MMSB), 201 Charles Street, Providence, RI, 02904.

Deadlines and Cancellations

- **October 23, 2019** Sponsorships signed in time to be included in the JMM Program Booklet
- **October 23, 2019** A 60% cancellation charge (plus the cost of any items ordered per exhibitor's request) will be applied for any sponsorship cancelled after this date
- **November 27, 2019** lanyards, pens, and note pads received in the AMS office

Contact Information

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. You may also contact the MMSB at 1-800-321-4267, Ext. 4137 or 4144 or by email to mmsb@ams.org.