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 these high-visibility sponsorship and branding opportunities at the 2021 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

The JMM realizes every company, foundation, and organization has different goals and financial resources. Therefore, a variety of sponsorship packages have been 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. All fees are in US$ and are the same for both exhibitors and non-exhibitors.

Sponsorships are limited! Sign up TODAY!

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 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 that participants will see as soon as they connect to the internet.

- **JMM Mobile App** – The JMM Mobile App is steadily becoming the #1 way for participants to connect to the meeting, providing a complete picture of the meeting with real-time updates. Over half of the JMM participants download the app last year, and the number is expected to increase by at least 10% this year. As the ONLY sponsor, your message and logo will be at the forefront.

- **Digital Signage- Exhibit Hall** – (3 Available) – Imagine being able to advertise for 3 days on a 24ft. x 7ft LED digital screen located directly above the Exhibit Hall Entrance where all JMM participants enter continuously to see the JMM Exhibits! Your message will rotate with other sponsors’ messages (up to 3) on Wednesday, Thursday, and Friday, with a potential to show as many as 20 times per hour. Both videos and still pictures will be allowed.

- **Digital Signage- Ballrooms** – (3 Available) – Imagine being able to advertise for 3 days on three (3) 24ft. x 7ft LED digital screens that will be located directly above the entrances to the Invited Address Room, the JMM Special Events Room, and the AMS Employment Center where there will be continuous traffic throughout the meeting! This sponsorship covers all three (3) screens simultaneously. Your message will rotate with other sponsors’ messages (up to 3) on Wednesday, Thursday, and Friday, with a potential to show as many as 20 times per hour. Both video and still pictures will be allowed.
• **JMM Program Book** – The JMM Program book is still one of the most comprehensive guides to all facets of the JMM, and is distributed to over a quarter of the meeting participants, including exhibitors. Sponsor the JMM Program Book and have your choice of a complimentary full-color ad on cover 2, 3, or 4!

• **Invited Address Recordings** – All invited address talks (15+) that take place in the Invited Address Room will be recorded and placed on the JMM YouTube channel after the meeting; to remain there indefinitely. Sponsor these recordings and have your branding placed on all, indefinitely!

• **Relaxation Center** - Located in a prime area 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 a 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) (Exhibitors only)
- One slot in the Exhibitor Presentation Area
- 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 (Exhibitors only)
- 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 30,000 viewers

*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. Note that there will be other event images, including convention center images in rotation with images submitted in the digital signage sponsorship.*

**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 ONLY sponsor of the JointMeetingNews, everyone will see your company name, logo, and link displayed at the top of the newsletter each day.

• **Digital Signage** – (6 Available) – Imagine being able to advertise for 3 days on a 5ft. x 21ft. LED double-sided video wall, located on the columns in East Salon where the JMM Registration Desk will be located and where there will be continuous traffic throughout the meeting. Your message will rotate with other sponsors’ messages (up to 6) on Wednesday, Thursday, and Friday, with a potential to show as many as 10 times per hour. Only still pictures will be allowed.

• **Hotel Room Keys** – Place your message directly in the hands of over 1,000 participants as they check into the headquarter hotel! Custom hotel room keys with your company logo and name on them will be provided to all JMM participants who check into the headquarter hotel on the first day of the meeting.

• **Meeting Tote Bags** - This is a great opportunity to give JMM participants what they always ask for - a meeting bag in which they can carry things during the meeting as well as use after the meeting! Sponsor the bags and they will carry your brand around as well. Each registered participant will receive one!

• **Badge Lanyards** – Sponsor the badge lanyards and JMM participants will be wearing your company’s name around their necks all week! Each registered participant will receive one!
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 (Exhibitors Only)
- 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 30,000 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'X4'; 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 prominently at one of the most popular and visible exhibits at the meeting!

- **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.

- **Graduate Students/First Timers Reception** - This premier event welcomes all graduate students and newcomers to the JMM. This is 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! They will see your company name and logo throughout the meeting 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 and 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 (Exhibitors only)
• 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 30,000 viewers

Sponsorship does NOT include any costs 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 to keep for future references. Your pads will be distributed to all registered participants. They will also be placed on both the handout table in the registration area and the handout table in exhibits.

- **Pens** – All JMM participants use pens! Why not provide them with ones that have your company name and logo on them? Your pens will be distributed to all registered participants. They will also be placed on both the handout table in the registration area and the handout table 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 30,000 viewers

Sponsorship does NOT include any costs related to 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.
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: Bank and payable in U.S. funds. All major credit cards accepted via phone and fax. To pay by credit card, please call Christine Davis at 401-455-4137 or 800-321-4267 x 4137 or by fax at 401-455-4004. Note that any credit card information sent via the fax number provided will be sent through a secure encrypted portal. Credit card numbers cannot be accepted by postal mail or email. For questions, contact the MMSB at mmsb@ams.org. For ALL check payments, please keep a copy of this application for your records, and send the original with your check to: Mathematics Meetings Service Bureau (MMSB), 201 Charles Street, Providence, RI 02904.

**Deadlines and Cancellations**

- **October 23, 2020** – Sponsorships signed in time to be included in the JMM Program Booklet
- **October 23, 2020** – 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, 2020** – 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.