



The Joint Mathematics Meetings (JMM) is a four-day event encompassing the activities of six societies including: the American Mathematical Society, the Mathematical Association of America, the Association for Women in Mathematics, the Association for Symbolic Logic, the National Association of Mathematicians, and the Society for Industrial and Applied Mathematics.

The program is organized around talks, workshops, minicourses, poster presentations, and panel discussions on pedagogical issues and research within the broad discipline of mathematics with the purpose of advancing mathematical achievement, encouraging research, and providing the communication necessary to progress in the world of mathematics.

Why Exhibit?

- **Meet and Connect** with current and potential authors
- **Demonstrate** your newest software and services
- **Inform** about your missions and programs
- **Establish** relationships that will endure for many years

With over 5000 attendees and 2000 talks, the JMM is one of the largest mathematics meetings held annually in the world. It continues to offer a broad program, attracting senior and mid-career mathematicians employed at colleges and universities as well as those in the private sector. An increasing number of new doctorates and graduate and undergraduate students attend the meeting each year. Many of our participants agree that keeping up-to-date on advances in mathematics fosters universal interest in mathematical scholarship and research.

In 2011, the JMM returns to New Orleans, Louisiana and we expect record-breaking attendance. The meeting will be held at the New Orleans Marriott and Sheraton New Orleans Hotel, both located near the historic center of the city. As an exhibitor at the JMM, you will have direct access to an audience of over 5,000 mathematical professionals regularly purchase your products and services.

Make a Difference in 2011!
Exhibit at the 2011 Joint Mathematics Meetings!!

Rules & Regulations for Exhibiting

Terms of Agreement

The enclosed Exhibits Space Contract, properly executed by the Exhibitor and accepted in writing by the American Mathematical Society (AMS) and the Mathematical Association of America (MAA), shall be considered a binding agreement between both parties and subject to the rules stated in this document, the regulations of the New Orleans Marriott and the contract rules and regulations of the Local Union, if applicable. The parties hereby agree that there are no other understandings or agreements between the parties, which are not contained in these documents.

Product and Service Eligibility Requirements

- A. All exhibitors must provide accurate information and must not be deceptive or misleading.
- B. Exhibits must be eligible for one of the following areas:
 1. Products and services directly related to and useful in the practice of the mathematical sciences,
 2. Products and services indirectly related to the practice of the mathematical sciences that are used by, support or are otherwise beneficial to mathematicians in their practices; or
 3. Products and services not specified in these rules and regulations that are unrelated to mathematical sciences but have been approved in writing by the Director of Meetings.

Booth Information/Space Rental

The exhibits will be located in the Grand Ballroom of the New Orleans Marriott.

Booths spaces are 10' x 10'. Back walls will be limited to 8' in height; side rails must not exceed 36" to prevent any obstructions that would interfere with the view of other booths. Maximum height for an island booth is 10'. Maximum height for a front booth counter is 42". Back booth must fit into the contracted width of 12' or less. Exhibitors needing to use equipment that conflicts with the aforementioned regulations must submit a sketch to the Exhibits Coordinator and receive written approval. Loading dock space is very limited and personal vehicles are not recommended for use in this space.

Each exhibitor is furnished with a 10' x 10' booth that includes an 8' high background drape and a 3' high side divider drape. A 7" x 44" sign will be

furnished with exhibitor's company name in all upper case letters and booth number. Each New Venture exhibitor is furnished with an 8' x 10' booth that includes 8' back wall, 8' skirted table, two chairs, a waste basket, and a one-line booth ID sign.

Exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. Display materials may occupy air space above your booth at a maximum height of 8'. Plans for oversize displays are to be submitted to the Exhibits Coordinator before construction is ordered. Any special or unusual exhibit construction or installation must be approved in advance by the Exhibits Coordinator. Please note that the ceiling height varies in different areas of the Exhibit Hall. Please check with the Exhibits Coordinator if your booth requires a height larger than 8'.

Use of Display Space

All demonstrations and distribution of literature and promotional materials must be within the confines of an Exhibitor's contracted booth space. Should storage boxes interfere with the professional appearance of the hall, show management reserves the right to remove the boxes/materials or drape the area at the Exhibitor's expense. Reassignment, subletting, or sharing any part of allotted booth space is prohibited. Solicitations and distribution of printed advertising must be confined to booth space only, unless other arrangements have been made prior to the Grand Opening Event. Interference with normal traffic flow and infringement on neighboring exhibits will NOT be permitted. All participants' interaction should occur within the confines of and Exhibitor's contracted booth space.

Move-In Hours

January 5, 2011
8:00 a.m. – 5:00 p.m.
January 6, 2011
8:00 a.m. – 11:00 a.m.

Move-Out Hours

January 9, 2011
Noon – 5:00 p.m.

All exhibitors are required to be set up by 11:00 a.m. on January 6, 2011 or they will forfeit the use of their assigned space.

Rules & Regulations for Exhibiting (Continued)

Carpeting

The Grand Ballroom is carpeted and the colors are a mixture of gold, purple, green, and red. Exhibitors may order additional carpeting where appropriate.

Sound

No music of any kind will be allowed in exhibits. Announcements may be made by the Exhibits Coordinator only.

Photography

Photography of a fellow exhibitor's exhibit or display is not permitted.

Smoking

Smoking is not allowed in the hotel or exhibit hall at any time.

Balloons and Decorations

With the prior approval of the Exhibits Coordinator, helium balloons may be used when they are permanently affixed to authorized displays. Any exhibitor using balloons will be responsible for the cleanup and disposal of it; any failure to do so will result in a labor fee of \$50.00 per hour per staff member for a four (4) hour minimum at the Exhibitor's expense. Staging areas for inflating balloons and constructing decorations must be arranged in advance. Additionally, helium balloons may not be released into the outside environment from the premises of the New Orleans Marriott. No pins, tacks, nails, staples, or adhesives of any kind are permitted on any wall, door or column. The use of confetti cannons, smoke machines and pyrotechnics are forbidden in the Grand Ballroom.

Booth Staffing

Exhibitors are required to keep their booth(s) staffed with at least one attendant during exhibit hours. Failure to do so may result in removal of the exhibit from the meeting at the Exhibitor's expense.

Packing of equipment, books, literature, etc., or breakdown of exhibits will not be permitted before noon on January 9, 2011. Those who violate these rules without sufficient cause (to be determined by the Exhibits Coordinator) will be required to pay a penalty of US\$100.

The decorator will provide sufficient labor so that the above move-in and move-out schedules will be followed.

Lighting

Lighting by use of lanterns and candles is prohibited.

Americans with Disabilities Act

Exhibitors shall at all times comply with the provisions of the American with Disabilities Act, including but not limited to, the wheelchair access provisions thereof.

Security

Security will be provided on a 24-hour basis, commencing with installation and concluding at move-out. However, Exhibitors are solely responsible for their own exhibit materials and personal property and should insure their exhibit and personal property against damage or loss.

Catering

Contact Robert Kocher, Event Manager, New Orleans Marriott 555 Canal Street, New Orleans, LA 70130, and Robert.kocher@marriott.com for any catering needs for the Exhibit Hall Floor.

Show Hours

January 6, 2011.....12:15 p.m. - 5:30 p.m.

Grand Opening at 12:15!

January 7, 2011.....9:30 a.m. - 5:30 p.m.

January 8, 2011.....9:30 a.m. - 5:30 p.m.

January 9, 2011.....9:00 a.m. - 12:00 p.m.

Note: Schedule subject to change

Outside Contractors

A. Exhibitors may use approved outside contractors to perform all work desired at the their booth space. The AMS and MAA assume no liability for any work performed by such contractors, and Exhibitors shall look solely to damage resulting from work performed by such contractors.

Rules & Regulations for Exhibiting (Continued)

- B. All outside installation and dismantling contractors or individuals hired directly by Exhibitors to erect and dismantle exhibits shall provide the Exhibits Coordinator and the Official Contractor with a valid Certificate of Insurance at least 45 days prior to the opening of the JMM Exhibits so permission may be given for said contractor(s) to operate.
- C. All approved contractors must receive special outside badges from the Exhibit Coordinator prior to the opening of the JMM Exhibits.

Press Releases and Media Coverage

The JMM attracts widespread media attention and has its own pressroom. The JMM Press Room sends out news releases of highlights and key events of the JMM to key press representatives. All sponsors are invited to submit fact sheets/releases about their missions and news. Releases about products and services are not accepted.

Internet Access

Internet access can be ordered for your booth(s). Please see the application in the Service Kit that will be mailed by the second week of October.

Meeting Room Space

A limited number of meeting rooms will be available to registered exhibitors for a rental fee. If you are interested in reserving meeting space, please contact Kimberly Albanese @ 401-455-4053 or kjm@ams.org.

Limitation of Liability

Each exhibitor must make provision for the safe guarding of his goods, materials, equipment and display at all times, and wherever the same may be located within, on, or about the Grand Ballroom premises. The American Mathematical Society, Mathematical Association of America, Brede Exposition, and the New Orleans Marriott will not be responsible for property damage or loss by, or for, any cause, and exhibitor hereby waives any right to claim liability against them for the same. The Exhibitor assumes full responsibility for property damage, personal injury, or death to any party by reason of Exhibitor's participation in the exhibits or in meeting activities, and Exhibitor agrees to defend, indemnify, and hold the American Mathematical Society, Mathematical Association of America, Brede Exposition, and

the New Orleans Marriott, its officers, staff, and subcontractors, harmless from all liability which might occur from any act of God or any cause whatsoever arising out of Exhibitor's participation in the exhibit or in meeting activities. the American Mathematical Society, Mathematical Association of America, Brede Exposition, and the New Orleans Marriott, its officers, staff, and subcontractors will not be liable for injuries to any person or for damages to property owned or controlled by exhibitor, which claims for damages or injuries may be incident to, arise from, or be in any way connected with Exhibitor's occupation of display space, and the Exhibitor agrees to defend indemnify and hold the American Mathematical Society, Mathematical Association of America, Brede Exposition, and the New Orleans Marriott, its officers, staff, and subcontractors harmless against all such claims.

The exhibitor expressly understands and agrees that the foregoing limitation of liability clauses apply not only during the exhibit hours, but also at all other hours of the day for the period extending from the commencement of installations until the final removal of all the Exhibitor's property and personnel from the Grand Ballroom and to any latent contingent damage, injuries, or liability arising or discovered at a later date as the results of or arising out of exhibitor's participation in the Exhibit.

The American Mathematical Society, Mathematical Association of America, Brede Exposition, and the New Orleans Marriott will not be responsible to any degree whatsoever for any ill effects caused any person or group of persons in attendance prior to, during, and after the close of the JMM Exhibit for any samples taken, or by other means given them by the Exhibitor representative.

Compliance with the Law

The exhibitor shall not engage in any display, publication, performance, or other activity that is in conflict with any federal, state, or local law, regulations, rule or ordinance, nor shall the exhibitor, or its representatives or employees, engage in any lewd display, publication, or performance.

Cancellation

A penalty charge of US\$200 per booth will be

Rules & Regulations for Exhibiting (Continued)

applied for booths cancelled before August 28, 2010. Refunds will not be issued for booths

cancelled after August 28, 2010. Refunds cannot be issued for any changes made in booth rentals after October 28, 2010, and a penalty charge of US\$300 will be applied for any contracted booth space downsized after this date. Refunds will be issued in the same form that funds were received.

Violation of Contract

- A. The AMS and MAA reserve the rights to inspect all products to be exhibited to ensure compliance with the Rules and Regulations set forth in this document.
- B. Any Exhibitor shall be subject to eviction, without refund, if this contract is violated.

Insurance

Each exhibitor is required to be covered by Public Liability Insurance, naming the American Mathematical Society and the Mathematical Association of America as co-insured in the amount of not less than \$300,000 for injury to each person, not less than \$1,000,000 for each accident and not less than \$1,000,000 property damage for each accident, to protect against possible claims arising out of the operation of the booth.

Theft and fire insurance floater policies are highly recommended. Small or easily portable articles of value should be properly secured or removed after exhibit hours. The Meeting insurance policies do not include fire and theft coverage for individual exhibit booths.

Inability to Perform

In the event of fire, strikes, or other uncontrollable circumstances rendering the exhibit area unfit or unavailable for use, this contract will not be binding and all fees paid by Exhibitor will be promptly refunded to Exhibitor.

New Orleans Tax Information

New Orleans tax information will be announced by September 2010.

Exhibitor Activities

Exhibitor agrees not to schedule or conduct any outside activity including, but not limited to, receptions, seminars, and hospitality suites that are in conflict with the official program of the Joint Mathematics Meetings, whether such activities are at or away from the hotel. Exhibitors must email the Logistics Coordinator, Kimberly Albanese (kjm@ams.org), for written approval as to time, date, and place any program the exhibitor intends to hold at or in conjunction with its exhibit.

Exhibitor Services

Information on registration for a badge, hotel reservations, shipping, etc., will be sent by the Mathematics Meetings Service Bureau by mid September 2010 to all exhibitors who have reserved space. An exhibitor Services Kit will be sent electronically directly from Brede Exposition Services to exhibitors by the second week of October. This kit will contain information and all appropriate order forms for additional services. Please contact the decorator directly with any questions regarding the service kits. An exhibitor service desk will be open during show hours. It will be staffed by Brede Exposition Services throughout move-in, show hours, and move-out periods.

Important Contact Information:

Exhibits Coordinator:

Christine Davis, American Mathematical Society,
201 Charles Street, Providence, RI 02904-2294,
800-321-4267 x4137, 401-455-4004, fax or
cpd@ams.org.

Mathematics Meetings Service Bureau:

PO Box 6887, Providence, RI 02940-6887,
800-321-4267 x4144 or x4137, 401-455-4004, fax
or mmsb@ams.org.

Official Decorator

Brede Exposition Services, 2501 East Magnolia
St., Phoenix, AZ 85034-6918, 602-275-5900, 602-
275-5959 fax.

**Joint Mathematics Meetings, January 6-9, 2011
New Orleans Marriott, Grand Ballroom
Exhibit Space Contract**

Terms for Exhibit Space

Please refer to the enclosed floor plan for your choice of booths. **All booth assignments will start on June 1, 2010 and will be based on date of receipt, with priority given to sponsors.** Exhibit space is assigned on a first-come, first-served basis and **payment is required in full** prior to consideration. If all selected spaces are no longer available, space will be assigned as equitably as possible. To optimize exhibit space, the AMS and MAA reserve the right to move booth locations or deny changes to booth assignments, when necessary. **Special Category Booths are only available until August 27, 2010.**

The undersigned agrees that he/she is authorized to enter into this contract and agrees to abide by all requirements, restrictions, and obligations listed in this **contract** and the enclosed **Rules for Exhibiting**. The parties hereby agree that there are no other understandings or agreements which are not contained in said documents.

Booth Types and Rental Prices

Singles (10'x10')

Prime Corner	US\$1797
Prime In-Line	US\$1688
Non-Prime Corner	US\$1431
Non-Prime In-Line	US\$1368

Special Category (10'x10') - US\$602

*Limited to companies with less than 6 employees - Non-Prime In-Line Space ONLY**
Deadline for submissions:
August 27, 2010

New Venture Row (8'x10') -US\$416

First time exhibiting companies ONLY
Non-Prime Space ONLY*

*Exceptions made by the Director of Meetings may apply

Company/Contact Information

Company Name: _____

Contact Name: _____ **Title:** _____

Mailing Address: _____

Email: _____ **Fax:** _____ **Daytime Telephone:** _____

Signature: _____ **Date:** _____

Marketing Contact: _____ **Title:** _____

Email: _____ **Daytime Telephone:** _____

Space Choice

Number of Booths Required: _____ **Type:** Singles ☐ Special Category ☐ New Venture ☐

1st Choice Booth #'s: _____ **2nd Choice Booth #'s:** _____ **3rd Choice Booth #'s:** _____

Product/Service Type: (Circle all that apply): Publications / Software / Hardware / Other: _____

Please list your top 3 competitive companies: _____

Special Requests: _____

Payment Information

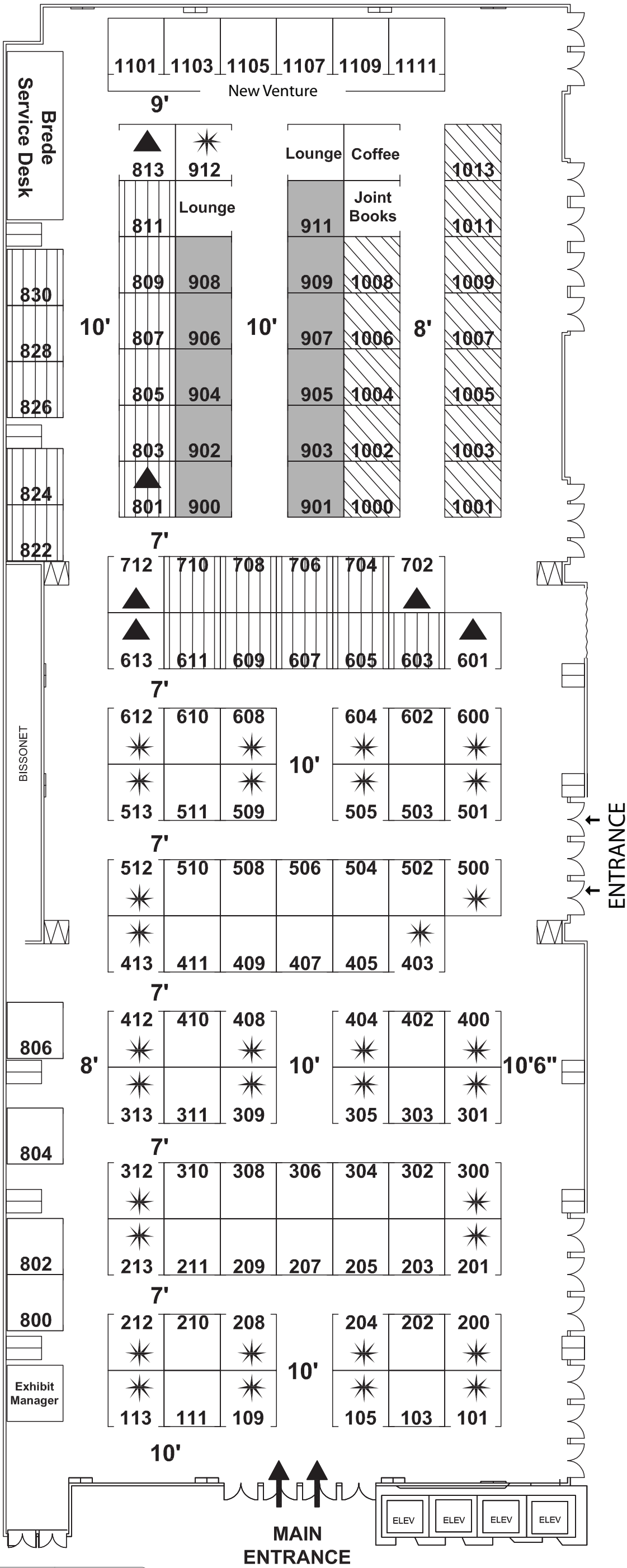
Total Amount of Exhibit Booth Rental: _____ **Payment Type:** ☐ CHECK ☐ CREDIT CARD ☐ OTHER _____

Full payment is required with this application. Make checks payable to the AMS. Foreign checks must be drawn on a US Bank and payable in US 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 to:** Mathematics Service Bureau (MMSB), PO Box 6887, Providence, RI 02940-6887, USA

Internal Use ONLY: Assigned Booth Numbers: _____

DOM Signature: _____ **Date Approved:** _____

Joint Mathematics Meetings
New Orleans Marriott Grand Ballroom
January 6-9, 2011



139 - Total Booths

Joint Mathematics Meeting & Exhibits - January 6 - 9, 2011

New Orleans Marriot - Grand Ballroom

Brede

EXPOSITION SERVICES

2501 East Magnolia Street • Phoenix, AZ 85034-6918

(602) 275-5900 • Fax (602) 275-5959

New Orleans, LA

Last Revision: 04-22-10

Salesman: Steve Moody

Job #:

Specifications:

139 - 10'x10' Booths

Art Exhibit
and
Registration

- MAA Booths

- AMS Booths

- Non Prime Inline
- Non Prime Corner

- Prime Corner

- Prime Inline

**Joint Mathematics Meetings, January 6-9, 2011
New Orleans Marriott, Grand Ballroom
Joint Books Exhibit Contract**

Terms

The AMS and MAA are not liable for loss of or damage to any Joint Book Exhibit materials. This exhibit booth cannot be attended and/or staffed by any representative or affiliate of participating companies. Hardware displays, including laptop displays, are not permitted. **All order forms must be provided by the participating company and must be shipped with all materials directly to the meeting.** Materials cannot be displayed without their accompanying order forms. All books and journals displayed at the Joint Books Exhibit will be donated to the library of a local university after the meeting. The AMS and MAA are not liable or responsible for any lost shipments of Joint Books Exhibit materials to the meeting. **All fees are non refundable.**

Prices

Books	US\$50	Posters (max 32"x40")	US\$73
Journals	US\$50	Catalogs (max 200 copies)	US\$50
Poster (max 14"x18")	US\$63	Promotional Literature (max 300 copies)	US\$50

Company/Contact Information

Company Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

Email: _____ Fax: _____ Daytime Telephone: _____

Signature: _____ Date: _____

(By signing, I agree that I am authorized to sign and enter into this contract and agree to abide by requirements, restrictions, and obligations listed above.)

Display Information

We wish to display the following books, journals, and promotional materials at the Joint Exhibit. If more space is needed, please attach an additional list to this form. We offer a discount of _____% on books and/or a _____% discount on journals ordered from the Joint Books Exhibit. (Please use other side of this sheet for additional listings.)

<u>Books and Journals: Title</u>	<u>Author</u>	<u>Price</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

Posters, Catalogs, and Promotional Literature (Item Description)

Totals: ____ books ____ journals ____ posters at US\$63 ____ posters at US\$73 ____ catalogs ____ promos

Payment Information

Total Amount for Joint Books Rental: _____ 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 US Bank and payable in US 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 to:** Mathematics Service Bureau (MMSB), PO Box 6887, Providence, RI 02940-6887, USA

The Future is Green. The Future is JMM.

According to a study by Meeting Strategies Worldwide, on average a 10'x10' exhibit booth generates 35 pounds of waste. That means a show of 80 booths (average size of JMM Exhibits) can easily generate 2800 pounds of waste!

JMM is making a commitment to change these statistics and we want your help.

We've already begun reducing our meeting waste and have more plans for the future. Here is a sampling of what you can expect to see within the next few years:

- Less printed materials at the meetings
- Refillable sports bottles with water stations instead of bottled water
- USB flash drives to replace loose paper stuffed in the attendee bags
- Organic or recycled meeting totes
- Recycled paper for printed materials
- Recycling bins throughout the meetings
- Biodegradable cups and napkins in the Exhibit Hall
- Recycled carpet for the Exhibit Hall aisle ways

Join us in our mission and make a difference. Become a Green Leader—here are some suggestions on how to make your booth eco-friendly:

- Ensure your giveaways are recyclable or organic, and don't use gift items made from endangered or threatened species
- Reduce the amount of printed materials and offer electronic versions such as CD-ROMs, Web address or virtual kits e-mailed directly to the attendee
- Create an energy reduction plan
- Create your booth from recyclable materials and make certain graphics are not time sensitive and can be used again in the future
- Print handouts double-sided when possible
- Use standard hire items with minimal construction or a reusable stand design
- Use stands and buy products made from sustainable or reusable materials
- Donate scraps of wood or carpet to be reused
- Reduce or recycle waste during move-in, the exhibition, and move out
- Ensure you use recycle bins at the meeting
- Bring only what you need to the 2010 JMM and take away what you don't use
- Minimize electricity used in your booth, and turn off all equipment, lights and power on your stand overnight
- Ensure your technical suppliers use technology that is energy efficient and design systems that reduce excess equipment
- Reduce trucks and vehicles on site, ensure trucks are full and pool resources where possible
- Don't over-package give-a-ways. Set up a collection for any "useful" give-a-ways that would normally be thrown away and donate them to local shelters or schools
- Avoid printing dates and slogans on exhibit materials so that they may be easily reused
- Save and reuse the boxes you send to the event so that you can repack with them

Bit by bit a little at a time we can all make a difference

Advertise in the Notices

of the American Mathematical Society

The *Notices* of the AMS has the **largest circulation** of any publication in the field.

Provide your targeted customers with a sneak peek at your new products on display at the Joint Mathematics Meetings in New Orleans 2011. Offer early bird specials, or a coupon for an onsite discount. Get them thinking about you long before the meeting!

Select premium positions are still available, but, hurry, they won't be there for long!

"We have been a long-time advertiser in the Notices and consider it a highly effective way to reach our customers in the mathematical community."

—Cambridge University Press



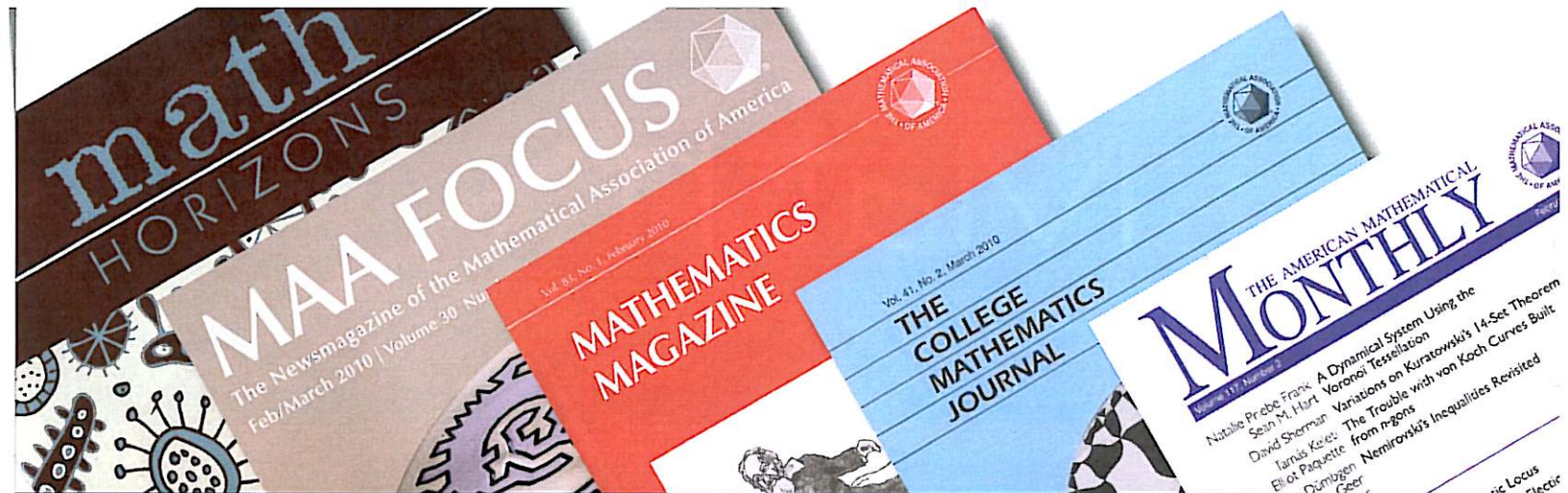
Issue	4-color insertion orders	black & white insertion orders
August	06/09/10	06/15/10
September	07/06/10	07/09/10
October	08/05/10	08/11/10
November	09/08/10	09/13/10
December	10/08/10	10/14/10

Please contact Anne Newcomb
Phone: 401-455-4084
Email: aen@ams.org

Target your
message
to 30,000
active readers!

Please visit our online media kit:
<http://www.ams.org/customers/adnot.html>





MAA Advertising Opportunities

Your gateway to over 21,500 college mathematics professionals. The MAA is the largest professional society in the world devoted to the teaching of undergraduate mathematics.

MAA FOCUS is the only MAA publication that is read by all 21,500 members of the Association.

The American Mathematical Monthly is the most widely read journal of collegiate mathematics in the world.

Mathematics Magazine is targeted specifically to teachers of undergraduate students.

The College Mathematics Journal reaches teachers of college mathematics in the first two years.

Math Horizons is the student magazine and provides a highly creative forum that communicates the culture of mathematics.

Place an ad in one of the MAA's print publications prior to JMM 2011 and take advantage one of the options listed below. Please reference this marketing code: JMM11NO when placing your insertion order.

To place an ad call 1-877-622-2373 or email: tmarmor@maa.org.

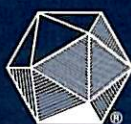
Additional advertising information available at: www.maa.org/pubs/advertising/index.html

6x insertion 15 % off each insertion and a complimentary ad in the publication of your choice in the issue before JMM

3x insertion you will receive a complimentary ad in the publication of your choice in the issue before JMM

1x insertion 15% off in the publication of your choice in the issue before JMM.

Marketing Code: JMM11NO



MAA
MATHEMATICAL ASSOCIATION OF AMERICA

MathFest

Lexington, Kentucky | August 4–6 2011



JOIN US FOR THE LARGEST ANNUAL
SUMMER CELEBRATION OF MATHEMATICS
IN THE UNITED STATES



MAA

CONGRATULATIONS TO THE LONG-TIME EXHIBITORS OF THE JMM!

30 Years

Addison-Wesley-Pearson – Birkhauser Boston, Inc. – Cambridge University Press – Elsevier – McGraw-Hill – Springer – W. H. Freeman – Wiley

25-29 Years

Brooks/Cole, Cengage Learning – National Science Foundation – Prentice Hall – Princeton University Press

20-24 Years

Academic Press – Duxbury, Thomson/Wadsworth – Jones & Bartlett – Houghton Mifflin Co. – Maplesoft – Marcel Dekker – National Security Agency – Oxford University Press – SIAM – Society of Actuaries – Texas Instruments – Walter de Gruyter, Inc. – Wolfram Research

15-19 Years

ACTEX Publications – AK Peters – Association for Women in Mathematics – Budapest Semesters in Math – Casio – D.C. Heath – Dover Publications – Design Science – Harper Collins (& Row) – Kluwer – Plenum Publishing – Saunders College Publishing – World Scientific Publishing

Companies That Exhibited in 2010

Acme Kline Bottle – ACTEX Publications – AK Peters – American Institute of Mathematics – American Mathematics Competitions – American Mathematical Society – American Statistical Association – Artifactory Puzzles – Association for Women in Mathematics – Birkhauser – Brooks/Cole Cengage Learning – Bultatov Abstracts – Budapest Semesters in Mathematics – Cambridge University Press – Certificate in Quantitative Finance (CQF) – Dover Publications – Duke University Press / Project Euclid – Educational Advancement Foundation – Elsevier – European Mathematical Society Publishing House – The Fusion Project – Green Lion Press – Hawkes Learning Systems – Institute for Mathematics & Education – IOP Publishing – Jack Lumberman Enterprises – Jones & Barlett Publishers – Mathematical Association of America – MacKichan Software – Maplesoft – MASS Program – Math for America – McGraw Hill Higher Learning – Minitab – National Security Agency – OEIS Foundation, Inc – Oxford University Press – Pearson – Personal Tex – Pi Mu Epsilon – Princeton University Press – Project NeXT – RVJ International – Saltire Software – SAS Institute Inc, JMP Division – SIAM – Society of Actuaries / Beanactuary.org – Springer – Taylor & Francis / CRC Press – Tessellations – Texas Instruments – The College Board – The John Hopkins University Press – The New York Times – University of Tulsa – Walter de Gruyter, Inc – WebAssign – WH Freeman & Company – Wiley – Wolfram Research, Inc – Wood Mobius – World Scientific Publishing Co – Ymir, Inc / The Ultimate Puzzle

JOIN THEM IN 2011!



Advertise in the Program



Increase Your Sales and Booth Traffic

Increase sales and traffic at your booth by sending a personal invitation. Placing an ad in the Joint Mathematics Meetings program book is an excellent way to invite participants to learn about your company and products. The program reaches a highly targeted audience of over 5000 scientific and mathematical professionals. It contains all of the information pertaining to sessions, presenters, and activities. All attendees, speakers, and primary exhibitor representatives receive a program at registration. Did you know that over 66% of our participants keep their programs after the meeting? Take advantage of this ADDED EXPOSURE!

Join the many companies that advertised in the past! Companies that took advantage of this opportunity last year include Springer, Birkhauser, Oxford University Press, Duke University Press, Elsevier, National Security Agency, Princeton University Press, Brooks Cole, WebAssign, Maplesoft, the American Statistical Association, Pearson Education, Cambridge University Press, Johns Hopkins University Press, W.H. Freeman, the SAS Institute, Texas Instruments and Math for America.

Prices:

	Price	Dimensions
Cover 4	US\$ 3,290	5 3/4" x 8 1/2"
Cover 2	US\$ 1,910	5 3/4" x 8 1/2"
2 page spread	US\$ 2,799	12 1/2" x 8 1/2"
★ <i>Special discounted offer for this meeting only!</i>		
1 page	US\$ 1,499	5 3/4" x 8 1/2"
★ <i>Special discounted offer for this meeting only!</i>		
1/2 page, horizontal	US\$ 1,024	5 3/4" x 4 1/8"
1/4 page	US\$ 620	2 3/4" x 4 1/8"

Deadline for insertion order: October 1, 2010

Deadline for artwork: October 7, 2010

**Deadline for payment: With submission of contract
(see reverse)**

Contact: Christine Davis, American Mathematical Society:
cpd@ams.org; 1-800-321-4267, ext. 4137, or 401-
455-4137 (worldwide)

Ad Specifications:

The overall size of the program is 7" x 10". Ads will be printed in black and white only. **The preferred submission format is pdf files sent electronically to Christine Davis at cpd@ams.org.**

Acceptable line screen is 120. All pdf files should:

- be created to be the same size as the ad itself
- be made with Distiller as opposed to using PDF export from other applications
- have Type 1 PostScript fonts used wherever possible
- have either embedded fonts or have all text converted to outlines
- have all images embedded. Embedded images should be at a minimum resolution of 300 dpi.
- do not include crop marks.
- All ads should be bordered with a minimum 1 pt rule around the edge.

Hard copy proofs are required for all ads submitted in electronic format. Faxed proofs will not be accepted.

Distiller Job options available upon request.

Reinforce those sales today... place an ad

Joint Mathematics Meetings 2010 • Program Advertisements Contract

Company:

Contact:

Mailing Address:

Telephone:

Fax

Email

Signature of Contact Person:

Date:

Total Amount Due for Ad: _____ 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 sent to : Mathematics Meetings Service Bureau (MMSB), PO Box 6887, Providence, RI 02940-6887.

1. General. A signed contract must be submitted by the company/association/agency (Advertiser) to the American Mathematical Society and Mathematical Association of America ("Group") by **October 1, 2010**. By submitting advertising for inclusion in the 2010 Joint Meetings Program (Program), Advertiser agrees to be bound by the terms of this contract. No conditions other than those set forth herein shall be binding on Group unless specifically agreed to in writing by Group. Group will not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the Advertiser. This contract supersedes all terms and conditions on Group rate sheets.

2. Electronic submission. The overall size of the program is 7" x 10". Ads will be printed in black and white only. The submission format is pdf files sent electronically to Donna Salter at dls@ams.org. Acceptable line screen is 120. All pdf files should: a) be created to be the same size as the ad itself b) be made with Distiller as opposed to using PDF export from other applications c) have Type 1 Postscript fonts used wherever possible d) have either embedded fonts or have all text converted to outlines e) have all images embedded. Embedded images should be at a minimum resolution of 300 dpi f) do not include crop marks g) ads should be bordered with a minimum 1 pt rule. Hard copy proofs are required for all ads submitted in electronic format. Faxed proofs will not be accepted.

Deadline for all artwork is October 7, 2010.

3. Payment terms. All advertisers are required to provide payment in full at the time reservations are made. If Advertiser has to be invoiced to make a payment, Group shall invoice Advertiser for all amounts due. Invoices must be paid within 30 days of receiving said invoice to avoid interest charges. Group may charge 3% interest on all sums outstanding beyond the date on which payment is due. Advertisers and their agencies have dual liability to the Group in the event of nonpayment for advertising space. Group reserves the right to cancel this Contract at any time upon Advertiser's failure to pay any bill when due. In the event that Group must employ an attorney to collect sums due hereunder or to enforce compliance by Advertiser with any of the terms of this Contract, Advertiser shall pay to Group attorney's fees and other costs incurred by Group in connection with any legal actions and appeals thereof.

4. Right to Edit or Reject. All advertising is subject to Group's approval. The Group reserves the right to reject advertising. Advertisers and their agencies assume liability for all content (including text representation and illustration) of advertisements printed and assume responsibility for any resulting claims against the Group. The Group assumes no responsibility if, for any reason, it becomes necessary to omit an advertisement.

5. Ownership of advertising copy. On delivery of advertising copy to Group said advertising copy will become wholly and entirely the property of the Group to be published in the Program. Group shall not publish Advertiser's advertising in any other medium. Group assumes no responsibility for the return or storage of any photographs or art work of the Advertiser.

All advertising copy that represents the creative effort of the Group and/or the use of creativity, labor, composition or material furnished by it, is and remains the property of the Group, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such

advertising copy for use in any other medium without the Group's prior written consent.

6. Positioning of Advertisements. Group shall have full latitude with respect to positioning all advertisements; provided, however, that Group will use its reasonable efforts to accommodate the Advertiser's positioning requests, if any.

7. Typographical errors, Incorrect Insertions or Omissions. The Advertiser's contract cannot be invalidated, and the Group will not be liable, for (a) the incorrect publication (including, without limitation, typographical errors) or insertion or any omission of the Advertiser's advertising or (b) any resulting losses.

8. Cancellations and Changes. Cancellations or changes cannot be guaranteed in advertising between the time the ad is ordered and the initial publication. Once an Advertisement Order has been accepted, Advertiser can only cancel or alter an Advertisement Order up to **October 17, 2010**. A 10% cancellation fee will be applied for all cancellations made by this date. Cancellations will not be accepted after this date and thus, no refunds will be issued. After this date, a written consent of the Director of Meetings is required for any cancellations due to special circumstances. If such consent is not granted then the Advertiser will not receive a refund. If such consent is granted then the Advertiser will receive a refund minus 10%.

9. Indemnification. Advertiser agrees to indemnify, defend and hold harmless the Group from all claims (whether valid or invalid), suits, judgements, proceedings, losses, damages, costs, and expenses, of any nature whatsoever (including reasonable attorneys' fees) for which the Group or any of its affiliates may become liable by reason of Group's publication of Advertiser's advertising.

All advertisements are accepted and published in the Program upon the representation by the Advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication (or availability) will not violate the rights of, or be harmful to, any person, corporation or other entity, and will not infringe any copyright, trademark, or patent rights. In consideration of the publication of advertisements, the Advertiser will, jointly and severally, indemnify and save harmless the Group, and its members, employees, officers, and staff, against all liability, loss, damage, and expense of any nature, including attorneys' fees arising out of any claims for libel, invasion of privacy, copyright or trademark infringement and/or any other claim or suit that may arise out of Advertiser's Advertisement.

10. Force Majeure. Each party's obligations under the advertising contract are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of the party.

11. Governing Law. This contract shall be construed under the laws of Rhode Island. Venue for any legal actions regarding this contract shall be in Rhode Island.

12. Full Contract. This writing contains the entire Contract of the Parties. No representations were made or relied upon by either party, other than those expressly set forth in this Contract. No agent, employee or other representative of either party is empowered to alter any of the terms hereof, unless done in writing and signed by a duly authorized officer, employee or other representative of the respective parties.



Advertise With a Promotional Flyer



Highlighting a special event?



Announcing something important?

\$ Jump starting your \$ales?

- **Put your Promotional Literature directly in the hands of participants before the meeting!**
- **Your organization's literature combines with EACH JMM participant's registration packet!**

YES, you read this right! We offer you an inexpensive way to reach thousands of participants before AND during the meetings! Registration packets are mailed in December via first-class mail to participants registered in advance. They contain the meeting program, badges, and other important information about the meeting. Packets are also handed out at the meetings. **Now information from your company can be included in BOTH!**

Reservations for promotional material inserts can be made by using the contract on the other side of this page. Since space in the registration packet is **limited**, **reservations are accepted only on a first-come, first-served basis. Reserve your space NOW!**

→ See Opposite Side



Promotion Flyer Contract

Joint Mathematics Meetings

January 6-9, 2011

New Orleans, LA

Company _____

Address _____

Telephone _____ Fax _____ email: _____

Signature _____

Specifications:

- Price: **US\$676 prepayment required**; only one flyer allowed per company
- Paper: 8½" x 11" maximum trim size, 50# maximum weight (any color stock or ink allowed); only flat sheets accepted, **no fold**
- Quantity: 5000 copies (to be provided by you)
- Printing allowed on both sides at your discretion
- If you are scheduling any type of session, all sessions must be scheduled at times that do not conflict with the Joint Mathematics Meetings' scientific sessions. If you are not sure of these times when scheduling your session, please call Kim Albanese, Logistics Coordinator, at 1-800-321-4267, ext 4053, to verify.
- Any reference to the meeting must be "Joint Mathematics Meetings".
- Reservation (signed contract and payment) required by **November 8, 2010**.
- **No refunds given after November 8, 2010.**
- All materials must arrive at the Mathematics Meetings Service Bureau no later than **November 15, 2010**. *A sample flyer must be approved by the Director of Meetings before shipment is sent. Sample flyer may be emailed to Christine Davis at cpd@ams.org or by fax to 401-455-4004.*
- The AMS shall not be responsible for the condition of any materials shipped to us.
- Advertising space in the registration packet is limited.
- Reservations are accepted on a first-come, first served basis.

Payment Total: _____ 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 US Bank and payable in US 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 send contract, payment, and sample flyer to: Mathematics Service Bureau, PO Box 6887, Providence, RI 02940-6887, USA. **For overnight deliveries**, please send contract, payment, and sample flyer to: Mathematics Service Bureau, 201 Charles Street, Providence, RI 02904-2294, USA.



Mailing Lists



Buy your ticket to successful pre-and-post show marketing, now at a low price!!!

Descriptions/availability:

- Registrants for the 2011 New Orleans Joint Mathematics Meetings (partial lists before and full lists after January 2011)
- Lists are printed in zip code order, unless otherwise specified. Lists may be sorted in a variety of ways.
- Partial lists selected by various criteria are also available. Such criteria may include geographic area, zip code ranges, membership, and type of participant (such as student), etc. These types of lists require permission from the Director of Meetings and an additional charge of US\$ 15.
- Lists are available on CD (comma-delimited ASCII or Excel).
- Email addresses cannot be provided on any list.
- A copy of all mailing list material must be approved by the Director of Meetings before list can be sold.
- This offer is available to any company who exhibits and/or purchases an ad for this meeting.

Payment and Fee Information:

- Full mailing lists are available at a cost of US\$ 300 + shipping/handling (see below) each, or two lists at a cost of US\$ 500 + shipping/handling.
- Additional charges are as follows:
 - list sent by email – US\$ 15
 - list sorted or selected by unusual criteria – US\$ 15
- Minimum charge for a partial (selected) list is US\$ 100; exact charge to vary based on request.
- Payment may be made by credit card (VISA, AMEX, Discover, and Master Card, submitted by phone only) personal check, or money order All checks must be made payable to the American Mathematical Society. Full payment is due with mailing list application (see other side).

Shipping/Handling:

- All lists will be delivered by regular UPS, unless Express Mail or email is requested.
- Cost for shipping by regular UPS is US\$ 4.95 per package. Please allow two weeks for delivery.
- Cost for shipping by Express Mail is US\$ 14.95 per package.

Use of information:

A copy of all mailing list material must be approved by the Director of Meetings before list can be sold. All mailing lists of participants in the JMM are rented for one-time use only and are not to be copied for reuse or incorporation into other lists without permission of the Director of Meetings. Commitment to these terms is required via the Mailing List Application/Agreement on the reverse of this flyer. Please complete and sign this application/agreement and send it with payment.

Mailing List Application and Agreement



Company Information

Company Name: _____

Mailing Address: _____

Email: _____ **Fax:** _____

Telephone: _____

Contact Name: _____ **Title:** _____

Signature: _____ **Date:** _____

Description of List and Intended Use: (please call to discuss details): _____

This agreement made this date of _____, 2010 confirms that _____ (hereinafter referred to as "Customer") agrees to abide by all established terms and rules hereunder for the 2011 Joint Mathematics Meetings (hereafter referred to as "JMM").

Customer will receive names and addresses of the participants of the JMM in the form of CD or an email file, and agrees that these names are the exclusive property of the JMM. Because this list is valuable property and is of a highly confidential nature, the Customer will not disclose, transfer, duplicate, reproduce, or retain in any form or manner whatsoever all or any portion of the mailing list(s) nor permit any third party, agent, employee, or contractor and their respective agents and employees to do so.

Each use of said list shall be limited solely and exclusively to the agreed upon usage as described in the sample mailing piece provided to the Mathematics Meetings Service Bureau (hereafter referred to as MMSB) each time a list is requested and approved by the Director of Meetings for rental.

If requested, MMSB agrees to provide the CD or email file to the mail house or service company designated by the Customer, who will be responsible for the merge/purge of the JMM list with any other list. This third party will agree to all of the above conditions set herein and authorized below by a duly appointed representative.

Exhibitor Authorized Representative: _____ Title _____
(Authorized signature)

Date: _____

Mailhouse (if requested): _____ Title _____
(Authorized signature)

Date: _____

Choice of Mailing List(s) to be purchased: ☐ One Full List ☐ Two Full Lists

Additional costs, please list: _____

Total Amount Due for Mailing Lists: _____ Payment Type: ☐ Check ☐ Credit Card ☐ Other

Full payment is required with this application. Make checks payable to 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 to: Mathematics Meetings Service Bureau (MMSB), PO Box 6887, Providence, RI 02940-6887.



Advertise in *JointMeetingsNews*

JointMeetingNews is the meeting's daily newsletter. It is circulated to thousands of participants each day of the meeting, and contains important program updates, arrangements for social events, etc. **Will you be promoting a new product or service? Need to advertise a booksigning?** *JointMeetingNews* is a great way to get the word out.



**Advertise for 5 days
for less than \$200!!!**

Pre-Meeting Submission

Exhibitors and non-exhibitors may submit a maximum of two ads per issue before the meeting for only **US\$52 per ad per day** or take advantage of a **SPECIAL DISCOUNT for this meeting ONLY--US\$199 per ad per five days**. A separate form is required for each ad. Maximum size for each ad is 3-1/2" x 2" (business card size). Only camera-ready copy will be accepted. Based on space availability, ads will be printed on a first-come, first-served basis in the order in which they are received (subject to editor's discretion for layout design). Copies of newsletters will not be available for advance approval.

Deadline

Deadline for advance submission is December 1, 2010. Payment must accompany each form. Ads submitted without advance payment will not be considered.

On-Site Submission

During the Joint Mathematics Meetings, ads will also be accepted subject to all specifications listed above. Exhibitors interested in submitting ads onsite should contact the Program Manager at the Meetings Registration Desk.

Refunds

While every attempt will be made to print paid ads, 100% refunds will be issued after the meeting for ads that could not be printed because of space limitations.

Company Information

Company Name: _____

Mailing Address: _____

Email: _____ **Fax:** _____

Telephone: _____

Contact Name: _____ **Title:** _____

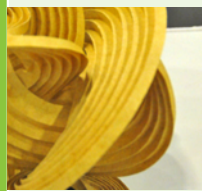
Signature: _____ **Date:** _____

Total Amount of JointMeetingNews ads: _____ **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 US Bank and payable in US 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 to:** Mathematics Service Bureau (MMSB), PO Box 6887, Providence, RI 02940-6887, USA



Become a Sponsor



2011 Joint Mathematics Meetings Sponsorship Opportunities

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 which offers a variety of benefits, visibility and more 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 plus read about the **NEW Patron Sponsorship** opportunity! Looking for a custom fit? Call us; we'd be happy to create a package to suit your individual needs/requirements.

Get Preferred Booth Location

Secure your sponsorship today! **Sign up by June 7, 2010 and get preferred booth location!** Exhibitors will be given one month to sign up as sponsors and receive preferred booth location based on order of receipt.

All sponsorships and co-sponsorships are limited and are offered on a first-come, first-serve basis. They include:

- Preferred booth location (with receipt of contract and payment by June 7)*
- Company name and link to company website on official JMM website*
- Company name on sponsor page in the JMM Program Booklet
- First option for your booth personnel to receive reservations at one of the two headquarter hotels*
- Recognition on the directional towers placed in high traffic areas at the meeting
- Highlighted recognition on the Directory of Booths placed inside exhibits*
- Recognition at sponsored event*

*patron sponsorships excluded

See following pages for details!

Types of Sponsorships

LEVEL 1

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 flock to the invited talks given by some of the most prestigious 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 2

Email Center



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

Participants flock to the email center to check email messages and surf the Web. It is the most heavily visited areas of the meeting. Your company name and link to company website will be included on every computer monitor in the center. All equipment and utilities needed to run the email center will be provided by the JMM.

LEVEL 1: Audio-Visual for Major Sessions

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 7)
- One complimentary exhibit booth (cost for additional booths at regular booth fee)
- Company logo and link to company website on official JMM website
- One podcast interview promoting your products and services posted to the JMM Exhibits page
- Complimentary 1/2-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 web page
- Complimentary flyer in the registration packets
- Preliminary and post meeting mailing list of participants
- Company banner hung in major sessions' room
- Unstaffed literature table in the major sessions' room
- Recognition on signage at entrance to major sessions
- Five additional booth personnel badges at no charge
- Additional sponsor benefits as noted

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



LEVEL 2 Relaxation Station



Exhibitor	\$10,000
Non Exhibitor	\$12,000

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 it 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 your company shirts. Participants will need to come to you for a coupon to redeem at the station for a 15-minute massage (coupons included on participants' badge sheets if sponsor is not exhibiting). Coupons can be provided by the JMM upon request.



LEVEL 2: Email Center and Relaxation Station

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 7)
- Company name and logo with link to company website displayed on computer monitors (for email center)
- One complimentary exhibit booth (cost for additional booths at regular booth fee)
- Company logo and link to company website on official JMM website
- One podcast interview promoting your products and services posted to 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 email center or relaxation station, where applicable, and based on space availability
- Preliminary and post meeting mailing list of participants
- Unstaffed literature table at the email center, or in the waiting area of the relaxation station, where applicable.
- Recognition on signage at entrance to email center, or relaxation station, where applicable
- Five additional booth personnel badges at no charge
- Additional sponsor benefits as noted

Banners, literature, and graphics provided by company; maximum banner size is 8' X 4'; free standing banners preferred; company responsible for collecting banner at the end of the meeting
Shirts for the massage therapists may be provided by the sponsor.



LEVEL 3

Registration Bags



Exhibitor	\$4,800
Non Exhibitor	\$5,000

Put your company logo, along with the JMM logo, on the tote bag given to each participant, and they will be reminded of your organization long after the meeting. Your company name will be carried everywhere our participants travel, whether to work or around the globe! Sponsorship cost does not include cost of bags and shipping. Bags provided by sponsor and shipped by sponsor to the meeting. Cloth and eco-friendly bags are preferred but not mandatory. JMM will assist with the ordering process at your request and specifications.

Water Bottles **NEW!**



Exhibitor	\$4,800
Non Exhibitor	\$5,000

Your name on each bottle secures a brand and booth reminder with every sip. Sponsorship does not include the cost of the water bottles and shipping. Eco-friendly water bottles are preferred, but not mandatory. JMM will assist with the ordering process at your request and specifications.

LEVEL 3: Registration Bags

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 7)
- 50% off one 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 booth personnel badges at no charge
- Additional sponsor benefits as noted

*Bags, graphic, flyer, and shipping provided by company.
Bags MUST be delivered to the AMS by
November 1, 2010.*

LEVEL 3: Water Bottles

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 7)
- 50% off one 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 booth personnel badges at no charge
- Additional sponsor benefits as noted

Water bottles, graphic, flyer, and shipping provided by company. Water bottles MUST be delivered to the meeting by December 31, 2010

LEVEL 4

Personal Daily Scheduler



Exhibitor \$4,000

Non Exhibitor \$4,500

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 of the Program Booklet — AT NO CHARGE. This sponsorship also includes having your company logo placed on the first page of the meeting timetable. Participants can't miss it!

LEVEL 5

Networking Area



Exhibitor \$3,500

Non Exhibitor \$5,000

Co-Sponsor \$2,000

NETWORK! NETWORK! NETWORK! Over 70% of JMM participants indicate “networking” as one of their prime reasons for attending the meeting. Don't miss this opportunity to have your banner hung in the prime networking location of each co-headquarter hotel!! This is one way to be recognized by thousands of participants every day of the meeting. And that's not all! You will be able to place your literature on all tables in both networking areas.

LEVEL 4: Personal Daily Scheduler

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 7)
- 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 booth personnel badges at no charge
- Additional sponsor benefits as noted

LEVEL 5: Networking Area

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 7)
- One thirty five-word description posted on the JMM main web page
- 50% off flyer in the registration packets
- Banner placed in BOTH networking areas
- Unstaffed literature table at BOTH locations
- Preliminary and post meeting mailing list of participants
- Five additional booth personnel badges at no charge
- Additional sponsor benefits as noted

Graphics, flyers, banner, and shipping provided by company; maximum banner size is 8' X 4'; free standing banners preferred; company responsible for collecting banners at the end of the meeting



LEVEL 5

Graduate Student/First Timers Reception



Exhibitor	\$3,500
Non Exhibitor	\$5,000
Co-Sponsor	\$2,000

Thursday, January 6, 2011, 5:30 pm – 6:30 pm. Be the first to welcome first timers and future mathematicians to the JMM. At this reception, you will be the exclusive sponsor. This sponsorship includes verbal recognition at the reception and signage at the entrance to the reception. Close to 1,000 people came to this reception last year. Refreshments are served.

Meeting Signage



Exhibitors	\$3,500
Non Exhibitor	\$5,000
Co-Sponsor	\$2,000

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 2011 Joint Mathematics Meetings! These signs will be seen by close to 6,000 participants at the entrance of every session and event.

LEVEL 5: Graduate Students/ First Timers Reception

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 7)
- One thirty five-word description posted on the JMM main web page
- 50% off flyer in the registration packets
- Unstaffed literature table at the reception
- Preliminary and post meeting mailing list of participants
- Five additional booth personnel badges at no charge
- Additional sponsor benefits as noted

*Literature provided by company;
signs provided by JMM*

LEVEL 5: Meeting Signage

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 7)
- One thirty five-word description posted on the JMM main web page
- 50% off flyer in the registration packets
- Preliminary and post meeting mailing list of participants
- Five additional booth personnel badges at no charge
- Additional sponsor benefits as noted

Graphics provided by company



LEVEL 5

Hotel Room Keys

Exhibitor	\$3,500
Non Exhibitor	\$5,000
Co-Sponsor	\$2,000

SOLD OUT

Participants will carry your company's name in their pockets everywhere they go during the meeting. This is an opportunity to place your company name and logo on the first 2000 room keys (1000 each headquarter hotel) of participants of the meeting. Sponsorship cost does not include key or hotel costs. JMM will assist with the ordering process at your request and specifications.

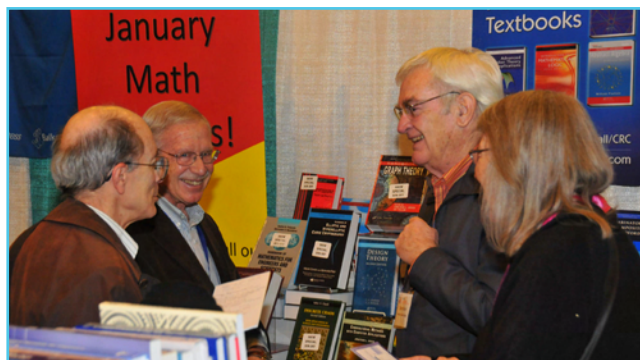
Badge Lanyards



Exhibitor	\$3,500
Non Exhibitor	\$5,000

SOLD OUT

See every participant wearing your name! Lanyards are worn around the neck and attached to each participant's badge. Provide lanyards with your company name and/or logo to offer maximum exposure. Sponsorship cost does not include cost of lanyards and shipping.



LEVEL 5: Hotel Room Keys

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 7)
- One thirty five-word description posted on the JMM main web page
- 50% off flyer in the registration packets
- Preliminary and post meeting mailing list of participants
- Five additional booth personnel badges at no charge

Sponsor responsible for key and hotel costs.

LEVEL 5: Badge Lanyards

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 7)
- 50% off flyer in registration packet
- One thirty five-word description posted on the JMM main web page
- Preliminary and post meeting mailing list of participants
- Additional sponsor benefits as noted

Lanyards and shipping provided by sponsoring company. Lanyards MUST be delivered to the AMS by November 1, 2010.



LEVEL 6

Note pads

Exhibitor	\$2,500
Non Exhibitor	\$4,000

Place note pads imprinted with your company's logo in the hands of mathematical professionals who take a lot of notes! Participants will be thankful to have a place to keep their thoughts organized. Pads will be distributed in all high traffic areas of the meeting. Sponsorship cost does not include cost of pads and shipping.



Pens

Exhibitor	\$2,500
Non Exhibitor	\$4,000

Place pens imprinted with your company's logo in the hands of mathematical professionals who write a LOT! Participants will be thankful to have a means to keep their thoughts organized. Pens will be distributed in all high traffic areas of the meeting. Sponsorship cost does not include cost of pens and shipping.

Pocket Protectors **NEW!**

Exhibitor	\$2,500
Non Exhibitor	\$4,000

This is an opportunity to place your company name and logo on something that participants will keep long after the meeting is over. Participants will thank you for helping them organize their writing instruments and safeguard their clothes from ink leakage, pen or pencil marks, and sharp objects. Sponsorship cost does not include cost of protectors and shipping.

LEVEL 6: Note pads and Pens

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 7)
- One thirty five-word description posted on the JMM main web page
- Preliminary and post meeting mailing list of participants
- Pads and Pens included in registration packets
- Pads and Pens distributed in high traffic areas of the meeting
- Additional sponsor benefits as noted

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

Pens and shipping provided by sponsoring company.

Both pads and pens MUST be delivered to the AMS by November 1, 2010.

LEVEL 6: Pocket Protectors

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 7)
- One thirty five-word description posted on the JMM main web page
- Pocket Protectors included in registration packets
- Preliminary and post meeting mailing list of participants
- Additional sponsor benefits as noted

Pocket protectors and shipping provided by sponsoring company. Pocket protectors MUST be delivered to the AMS by November 1, 2010.

LEVEL 6

Key Chains **NEW!**

Exhibitor	\$2,500
Non Exhibitor	\$4,000

Make an impression by placing your logo on a key chain that every participant will receive. Every time participants start their cars or unlock their front doors they will see your logo. Sponsorship cost does not include cost of key chains and shipping.

Book Marks **NEW!**

Exhibitor	\$2,500
Non Exhibitor	\$4,000

Create instant awareness of your company by placing your company name and/or a message on book marks that will be distributed to professionals who read many books! Sponsorship cost does not include cost of book marks and shipping.

Patron Sponsorship **NEW THIS YEAR!**

Exhibitors and Nonexhibitors \$500

Are you unable to represent your company at the 2011 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 and in the meeting program

LEVEL 6: Key Chains

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 7)
- One thirty five-word description posted on the JMM main web page
- Key chains included in registration packets
- Preliminary and post meeting mailing list of participants
- Additional sponsor benefits as noted

Key chains and shipping provided by sponsoring company. Key chains MUST be delivered to the meeting by December 31, 2010.

LEVEL 6: Book Marks

Additional Benefits

- Preferred booth location (with receipt of contract and payment by June 7)
- One thirty five-word description posted on the JMM main web page
- Book marks included in registration packets
- Preliminary and post meeting mailing list of participants
- Additional sponsor benefits as noted

Book Marks and shipping provided by sponsoring company. Book marks MUST be delivered to the AMS by November 1, 2010.



Joint Mathematics Meetings January 6 – 9, 2011 New Orleans, LA

Sponsorship Signup

Company: _____

Address: _____

Telephone: _____ Fax _____

Email: _____

Contact: _____

Signature: _____

Type of Sponsorship: _____ ☐ Exhibitor \$ _____ ☐ Nonexhibitor \$ _____
☐ Co Sponsor \$ _____

- ◆ 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 to the: Mathematics Meetings Service Bureau (MMSB), PO Box 6887, Providence, RI 02940-6887.

Deadlines and Cancellations

- **September 4, 2010**– 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 23, 2010.
- **October 1, 2010** – Sponsorships signed in time to be listed in the program booklet
- **October 22, 2010** – **No refunds for cancellations after this date**
- **November 1, 2010** – lanyards, bags, pens, pads, book marks, and pocket protectors 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 the JMM.