



Become a Sponsor



2010 Joint Mathematics Meetings Sponsorship Opportunities

Moscone West Convention Center
San Francisco, CA

Reduce your Costs, Maximize your Outreach!
Invest in your Success!

Grab the attention of close to 6,000 Joint Mathematics Meetings (JMM) Attendees, your potential customers, with one of our sponsorship opportunities.

Available to both JMM Exhibitors and Non-Exhibitors

Don't miss out on reaching your target prospects, secure your sponsorship today! **Secure your sponsorship by May 31, 2009 and get preferred booth location!** All potential sponsors will have one month to sign up as sponsors and be given preference to booth space.

The JMM offers your company numerous ways to position your product and/or service to be noticed by key purchase decision makers. Individual item and tiered-level sponsorships are available.

Don't see a sponsorship option that is right for you? Suggest a sponsorship. The JMM will entertain many sponsorship prospects that could be beneficial for your organization.

Sponsorships are limited and are offered on a first-come, first-serve basis.

**Flat fees provided for non-exhibitors only.
Co-sponsorships available where indicated.**

ALL sponsorships include:

- Preferred booth location (with receipt of contract and payment by May 31)
- Company name and link to company website on official JMM website
- Company name on sponsor page in the JMM Program Booklet
- First option for company staff to receive reservations at the headquarters hotel
- 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

See following pages for details!



Types of Sponsorships

Level 1

Audio Visual - Major Sessions



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

What better way to keep your organization in the minds of JMM attendees than to sponsor the audio-visual services/equipment needed to run the Major Sessions—the most attended daily events of the meeting? This is an opportunity to receive one of the highest levels of recognition at the meeting. Thousands of attendees flock to the invited talks given by some of the most prestigious mathematicians in the world.

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

Level 2

Email Center



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

The JMM's e-mail center is always one of the most popular features of the JMM. Provide attendees with the tools they need to connect with the world while making a connection with you onsite. Sponsor is welcome to provide mouse pads or other gift items to e-mail center users. All equipment and utilities needed to run the e-mail center will be provided by the JMM.

Banners, literature, and graphics provided by company; maximum hanging banner size is 8' X 4'; free standing banners preferred; company responsible for collecting banner at the end of the meeting; company descriptions subject to approval by Director of Meetings

Level 1: Audio-Visual for Major Sessions

Exclusive Recognition

- Preferred booth location (with receipt of contract and payment by May 31)
- One complimentary exhibit booth (cost for additional booths at regular booth fee)
- Company logo and link to company website included on official JMM website
- One podcast interview promoting your products and services posted to the JMM Exhibits web page
- Complimentary ½-page black and white ad in the Program Booklet
- Complimentary business card sized ad in the JointMeetingNews, JMM newsletter, for each day of the meeting
- One fifty-word description included in the Program Booklet and posted on the JMM Exhibits web page
- One complimentary flyer in the registration packets
- Preliminary & post meeting mailing list of attendees
- Company banner hung in major session room
- One unstaffed literature table in the major session room
- Recognition on signage at entrances to major sessions
- Five additional booth personnel badges
- Additional sponsor benefits as noted

Level 2: Email Center

Exclusive Recognition

- Preferred booth location (with receipt of contract and payment by May 31)
- Company name and logo with link to company website displayed on screen savers
- One complimentary exhibit booth (cost for additional booths at regular booth fee)
- Company logo and link to company website included on official JMM website
- One podcast interview promoting your products and services posted to the JMM Exhibits web page
- One thirty five-word description included in the Program Booklet and posted on the JMM Exhibits web page
- One complimentary flyer in the registration packets
- Company banner hung in e-mail center
- Preliminary & post meeting mailing list of attendees
- One unstaffed literature table at the e-mail center
- Recognition on signage at entrance to e-mail center
- Five additional booth personnel badges at no charge
- Additional sponsor benefits as noted

Level 2 (continued)

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 the JMM again! JMM participants will thank you for the relaxing and revitalizing service you provided while 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 will be provided on attendee badge sheets for non-exhibitors.

Banners, literature, shirts, and graphics provided by company; maximum hanging banner size is 8' X 4'; shirts are optional; coupons can be provided by JMM; free standing banners preferred; company responsible for collecting banners at the end of the meeting; company descriptions subject to approval by Director of Meetings

Level 3

Registration Bags



Exhibitor \$ 3,200

Non-Exhibitor \$ 5,000

Have your company name be one of the most recognizable at the JMM (and after) by sponsoring the official meeting registration bags. The bags, which are distributed to every JMM attendee and an imprint of your company logo on the registration bags, will be a sure way for your company to get noticed! Sponsorship cost does not include cost of bags and shipping. Bags provided by sponsor and shipped by sponsor to the AMS office. Cloth and eco-friendly bags preferred but not mandatory. JMM will assist with the ordering process at your request and specifications.

Bags, graphic, flyer, and shipping provided by company; company descriptions subject to approval by Director of Meetings

Level 2: Relaxation Station:

Exclusive Recognition

- Preferred booth location (with receipt of contract and payment by May 31)
- One complimentary exhibit booth (cost for additional booths at regular booth fee)
- Company logo and link to company website included on official JMM website
- One podcast interview promoting your products and services posted to the JMM Exhibits page
- One thirty five-word description included in the Program Booklet and posted on the JMM Exhibits web page
- One complimentary flyer in the registration packets
- Company banner hung at relaxation station (based on space availability)
- Preliminary & post meeting mailing list of attendees
- One unstaffed literature table at the relaxation station
- Recognition on signage at entrance to relaxation station
- Five additional booth personnel badges at no charge
- Additional sponsor benefits as noted

Level 3: Registration Bags

Exclusive Recognition

- Preferred booth location (with receipt of contract and payment by May 31)
- Company name and link to company website included on official JMM website
- One complimentary flyer in the registration packets
- One thirty five-word description posted on the JMM Exhibits web page
- Preliminary & post meeting mailing list of attendees
- Five additional booth personnel badges at no charge
- Additional sponsor benefits as noted

Level 4

Networking Area



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

SOLD OUT

NETWORK! NETWORK! NETWORK! Over 70% of JMM attendees 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 location of the message boards, student hospitality center, and networking area AND be recognized by thousands of attendees every day of the meeting. And that's not all! We will place your literature on all tables in the networking area.

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

Graduate Students/First Timers Reception



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

Wednesday, January 13, 2010 at 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 with graphic at the bar station and at the entrance to the reception. Close to 1,000 people came to this reception last year. Refreshments are served.

Literature and graphic provided by company; signs provided by JMM; maximum hanging banner size is 8' X 4'; free standing banners preferred; company responsible for collecting banners at the end of the meeting; company descriptions subject to approval by Director of Meetings

Level 4: Networking Area

Exclusive Recognition

- Preferred booth location (with receipt of contract and payment by May 31)
- Company name and link to company website included on official JMM website
- One thirty five-word description posted on the JMM Exhibits web page
- Banner placed in networking area
- Literature placed on networking tables
- Preliminary & post meeting mailing list of attendees
- Five additional booth personnel badges at no charge
- Additional sponsor benefits as noted



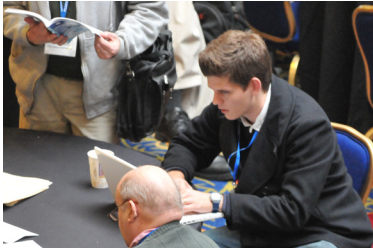
Level 4: Graduate Students/First Timers Reception

Exclusive Recognition

- Preferred booth location (with receipt of contract and payment by May 31)
- Company name and link to company website included on official JMM website
- One thirty five-word description posted on the JMM Exhibits web page
- Unstaffed literature table at the reception
- Banner placed in networking area
- Preliminary & post meeting mailing list of attendees
- Five additional booth personnel badges at no charge
- Additional sponsor benefits as noted

Level 4 (continued)

Personal Daily Scheduler



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

SOLD OUT

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 the inside back cover of the program booklet — AT NO CHARGE. This sponsorship also includes having your company logo placed on the first page of the meeting timetable. JMM attendees can't miss it!

Graphics and camera copy of ad provided by company; company descriptions subject to approval by Director of Meetings

Meeting Signage



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

Have your name or graphic prominently displayed on the bottom of each informational and directional sign posted at the meeting. Your company name will be seen at key areas throughout the meeting.

Graphics provided by company; company descriptions subject to approval by Director of Meetings

Photographs in this flyer were provided by David Luria at the JMM 2009.

Level 4: Personal Daily Scheduler

Exclusive Recognition

- Preferred booth location (with receipt of contract and payment by May 31)
- Company name and link to company website included on official JMM website
- One thirty five-word description posted on the JMM Exhibits web page
- Preliminary & post meeting mailing list of attendees
- Five additional booth personnel badges at no charge
- Additional sponsor benefits as noted



Level 4: Meeting Signage

Exclusive Recognition

- Preferred booth location (with receipt of contract and payment by May 31)
- Company name and link to company website included on official JMM website
- One thirty five-word description posted on the JMM Exhibits web page
- Preliminary & post meeting mailing list of attendees
- Five additional booth personnel badges at no charge
- Additional sponsor benefits as noted

Level 5

Badge Lanyards



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

Create walking billboards to be worn by all attendees at the JMM. Place your company name or logo on the lanyards. You will be assured to drive high volumes of traffic to your booth and create brand awareness. Sponsorship cost does not include cost of lanyards and shipping.

Lanyards and shipping provided by company; company descriptions subject to approval by the Director of Meetings

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 are constantly taking notes that they refer to often! Don't miss your chance to let them know you're at the show by providing them with note pads. Pads will be distributed in all high traffic areas of the meeting. Sponsorship cost does not include cost of pads and shipping.

Pads and shipping provided by company; minimum size for pads 5 1/2" x 8"; company descriptions subject to approval by Director of Meetings

Pens

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

Place pens imprinted with your company's logo in the hands of mathematical professionals who are constantly taking notes! Don't miss your chance to let them know you're at the show by providing them with pens. Pens will be distributed in

Level 5: Badge Lanyards

Exclusive Recognition

- Preferred booth location (with receipt of contract and payment by May 31)
- Company name and link to company website included on official JMM website
- One thirty five-word description posted on the JMM Exhibits web page
- Preliminary & post meeting mailing list of attendees
- Additional sponsor benefits as noted

Level 5: Note pads

Exclusive Recognition

- Preferred booth location (with receipt of contract and payment by May 31)
- Company name and link to company website included on official JMM website
- One thirty five-word description posted on the JMM Exhibits web page
- Pads included in registration packets
- Pads distributed in high traffic areas of the meeting
- Preliminary & post meeting mailing list of attendees
- Additional sponsor benefits as noted

Level 5: Pens

Exclusive Recognition

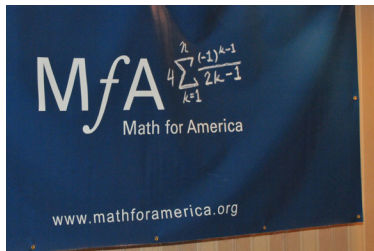
- Preferred booth location (with receipt of contract and payment by May 31)
- Company name and link to company website included on official JMM website
- One thirty five-word description posted on the JMM Exhibits web page
- Pens included in registration packets
- Pens distributed in high traffic areas of the meeting
- Preliminary & post meeting mailing list of attendees
- Additional sponsor benefits as noted

all high traffic areas of the meeting. Sponsorship cost does not include cost of pens and shipping.

Pens and shipping provided by company; company descriptions subject to approval by Director of Meetings

Level 5 (continued)

Lobby Banner



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

Make your presence at the show more visible by going beyond the basic listing! Place your banner in the prime location of the meeting—the main lobby of the Moscone West Convention Center—where everyone will pass through multiple times a day. This is the location with the highest traffic and your banner will be seen by every attendee and exhibitor.

Banner and shipping provided by company; maximum hanging banner size is 8' X 4'; free standing banners preferred; company responsible for collecting banner at the end of the meeting; company descriptions subject to approval by Director of Meetings

Lobby Distribution



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

Even before attendees walk the floor, thousands of them will pass through the lobby receiving your company's flyer or product sample. Instantly gain long-lasting exposure for your company by handing out promotional materials or product in one of the busiest spots of the Moscone West Convention Center. This sponsorship is available for distribution on the first day of the meeting only, Wednesday, January 13, 2009, 8:00 a.m. to 4:00 p.m.

Staff person, distribution, and materials provided by company; items for distribution subject to approval by the Director of Meeting; Director of Meetings reserves the right to cancel distribution activity with no refund if it is deemed by her that it is disruptive to attendees; company descriptions subject to approval by Director of Meetings

Level 5: Lobby Banner

Exclusive Recognition

- Preferred booth location (with receipt of contract and payment by May 31)
- Company name and link to company website included on official JMM website
- One thirty five-word description posted on the JMM Exhibits web page
- Preliminary & post meeting mailing list of attendees
- Additional sponsor benefits as noted



Level 5: Lobby Distribution

Exclusive Recognition

- Preferred booth location (with receipt of contract and payment by May 31)
- Company name and link to company website included on official JMM website
- One thirty five-word description posted on the JMM Exhibits web page
- Preliminary & post meeting mailing list of attendees
- Additional sponsor benefits as noted



2010
Joint Mathematics Meetings
San Francisco, CA
January 13–16, 2010



**Joint Mathematics Meetings
January 13 – 16, 2010
San Francisco, CA**

Sponsorship Signup

Company: _____

Address: _____

Telephone: _____ Fax _____

Email: _____

Contact: _____

Signature: _____

Type of Sponsorship: _____ Exhibitor \$ _____ Nonexhibitor \$ _____

- ◆ 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.

Form of Payment: _____ **MUST BE RECEIVED WITH ORDER**

Note: May be paid by check payable to the American Mathematical Society, or by Visa, MasterCard, Discover, or American Express.

Card Number: _____ Exp. Date _____

Signature: _____

Zip code of your credit card billing address: _____

Deadlines and Cancellations

- **September 4, 2009** – 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, 2009**.
- **October 1, 2009** – Sponsorships signed in time to be listed in the program
- **October 22, 2009** – No refunds after this date

Send completed copy of this form and payment to:

Mathematics Meetings Service Bureau

P. O. Box 6887

Providence, RI 02940-6887

Fax: 401-455-4004 (for credit cards only)

Email: mmsb@ams.org

PDF copy may be requested by sending email to mmsb@ams.org.

Questions:

Contact Christine P. Davis at 1-800-321-4267, Ext. 4137 (U.S. and Canada) or 401-455-4137 (worldwide)

Email: cpd@ams.org