

The Joint Mathematics Meetings (JMM) is a four day meeting (Wednesday through Saturday). The JMM encompasses the activities of six societies, including the American Mathematical Society, Mathematical Association of America, Association for Women in Mathematics, Association for Symbolic Logic, National Association of Mathematicians, and the Society for Industrial and Applied Mathematics.

The program is organized around talks by individuals (over 2000!), workshops, minicourses, poster presentations, and panel discussions on pedagogical issues and research within the broad sphere of mathematics. The meeting is held with the purpose of advancing mathematical achievement, encouraging research, and providing the communication necessary to progress in the world of mathematics.

The JMM is the largest mathematics convocation held annually in the world. It continues to offer a wide-ranging program, attracting senior and mid-career mathematicians employed at colleges, universities, and in the private sector, as well as post docs just starting their careers, and an array of graduate and undergraduate students whose numbers increase every year. Keeping abreast of the progress in mathematics results in furthering the universal interest of mathematical scholarship and research, as many of our international participants will tell you.

The 2010 Joint Mathematics Meetings will be held at the Moscone West Convention Center in San Francisco, CA, USA. Many opportunities have been created for our exhibitors to interact with our attendees. Take advantage of these opportunities to network and showcase your offerings in a beautiful national meeting and business destination.

Why Exhibit?

This is the ultimate selling environment for suppliers of products, publishers, and related services in the field of mathematics. The Exhibition brings your company face-to-face with a captive audience of buyers from the field looking to help them be as productive as they can be.

- Experience the **benefits of personal selling in an exciting and secure environment**
- **Present your product and services** to the best qualified audience available
- Answer questions and **offer solutions direct to Academic Professionals**
- **Gather new contacts and leads** for sales well into the future

OUR ULTIMATE GOAL IS TO DELIVER YOUR SUCCESS!!!

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 Moscone West Convention Center 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.

Booth Information/Space Rental

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. The hall has accessible street level loading docks.

Each exhibitor is furnished with a 10' x 10' booth, minimum, 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' back wall, 8' skirted table, two chairs, a waste basket, and 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 in the Exhibits Hall is 11'.

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 Minnis @ 401-455-4053 or kjm@ams.org.

Cancellation

A penalty charge of US\$200 per booth will be applied for booths cancelled before August 28, 2009. Refunds will not be issued for booths cancelled after August 28, 2009. Refunds cannot be issued for any changes made in booth rentals after October 28, 2009.

Liability

It is agreed that the Exhibitor will assume all responsibility for any loss, damage, or injury that it has or causes, and that it will indemnify and hold harmless the AMS, the MAA, Moscone West Convention Center and Brede Exposition Services from all liability which may ensue from any cause, provided it is caused by Exhibitor.

Move-In Hours

January 12, 2010
8:00 a.m. – 5:00 p.m.
January 13, 2010
8:00 a.m. – 11:00 a.m.

Move-Out Hours

January 16, 2010
Noon – 5:00 p.m.

All exhibitors are required to be set up by 11:00 a.m. on January 13, 2010 or they will forfeit the use of their assigned space.

Booth Staffing

Exhibitors are required to keep their booth(s) staffed by at least one attendant during all exhibit hours; failure to do so may result in removal of the exhibit from the show at the Exhibitor's expense.

Packing of equipment, books, literature, etc., or breakdown of exhibits will not be permitted before noon on January 16, 2010. 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.

Show Hours

January 13, 2010.....12:15 p.m. - 5:30 p.m.

Grand Opening at 12:15!

January 14, 2010.....9:30 a.m. - 5:30 p.m.
January 15, 2010.....9:30 a.m. - 5:30 p.m.
January 16, 2010.....9:00 a.m. - 12:00 p.m.

Note: Schedule subject to change

Use of Display Space

All demonstrations and distribution of literature and promotional materials must be confined to the limits of the Exhibitor's booth or assigned table display space. Exhibitors who need to store boxes behind their display must keep them out of the attendee's line of sight for a professional appearance. 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.

OVER 

Regulations for Exhibiting (Continued)

Sound

Exhibitor will be responsible for obtaining all appropriate licenses from either ASCAP or BMI, or both, and paying the fees due there under if copyrighted music is played in their booth(s). Exhibitors must monitor their own booths to be sure the noise levels from demonstrations or sound systems are kept to a minimum and do not interfere with others. Remember that the use of sound systems or equipment-producing sound is an exception to the rule, not a right. Announcements will be made by the Exhibits Coordinator only.

Internet Access

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

Lighting

Lighting by use of lanterns and candles is prohibited.

Exhibitor Services

Information on registration for a badge, hotel reservations, shipping, etc., will be sent by the Mathematics Meetings Service Bureau in mid September 2009 to all exhibitors who have reserved space. An exhibitor services kit will be sent directly from Brede Exposition Services by the second week of October by email in pdf format. This kit will contain forms and rates for the various services offered by the official contractors. 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.

Security

The AMS and MAA will provide security guard service in the hall commencing with the installation of the exhibits and ending with the final hours of move-out. This includes all hours during which the exhibits are closed. In their own interest, exhibitors are required to keep an attendant in their booths during the exhibit hours. After exhibit hours, only those exhibitors properly identified and with permission from the Exhibits Coordinator may enter the exhibit area. Otherwise, exhibitors may not have access to the exhibit area until one hour prior to the daily opening of the exhibit.

Catering

Contact Jennifer Bittner, Exhibits Manager, Moscone West, 747 Howard Street, San Francisco, CA, 94103 at 415-974-4048 or at jbittner@moscone.com for any catering needs for the Exhibit Hall Floor.

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. Exhibitor will submit to the Logistics Coordinator, Kimberly Minnis (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.

Smoking

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

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.

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.

Taxes

As of April 1, 2009, the tax rate for San Francisco is 9.50% and is levied on all goods (books, t-shirts, souvenir items, etc.) taken and filled at the meeting and orders taken but filled after the meeting.

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 or other disposable items (i.e. confetti cannons) 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 Moscone West Convention Center. No pins, tacks, nails, staples, or adhesives of any kind are permitted on any wall, door or column.

Important Contact Information:

Exhibits Coordinator:

Christine Davis, American Mathematical Society, 201 Charles Street, Providence, RI 02904-2294, 401-455-4137, 401-455-4004, fax or cpd@ams.org.

Mathematics Meetings Service Bureau:

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

Official Decorator

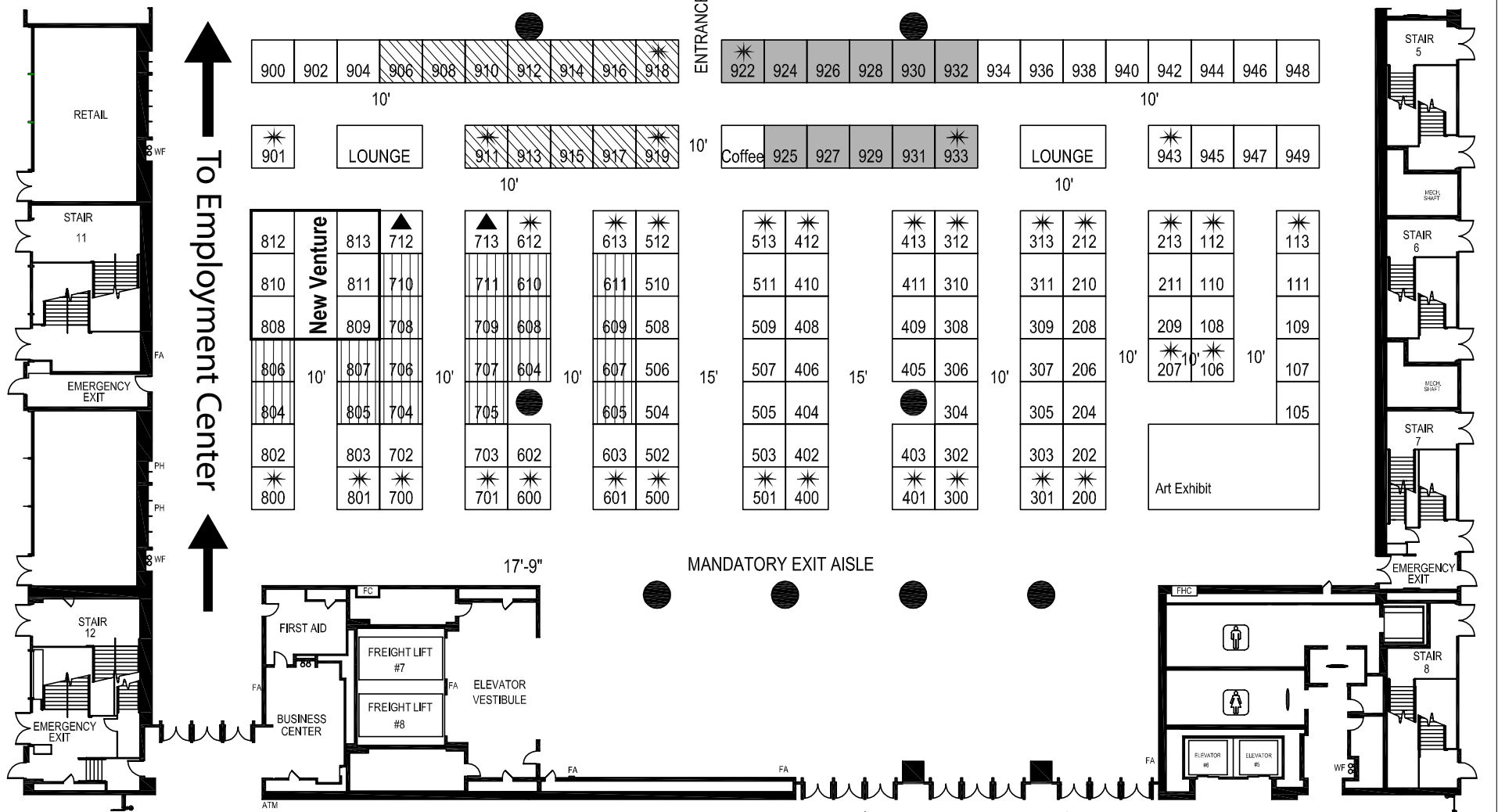
Brede Exposition Services, 2501 East Magnolia St., Phoenix, AZ 85034-6918, 602-275-5900, 602-275-5959 fax.

2010 Joint Mathematics Meetings Exhibits

January 13 - 16, 2010

Moscone West Convention Center - 1st Floor - Exhibit Hall

San Francisco, CA



Joint Mathematics Meetings, January 13-16, 2010

Moscone West Center

EXHIBIT SPACE CONTRACT

Terms for Exhibit Space

Please refer to the enclosed floor plan for your choice of booths. Exhibit space is assigned on a first-come, first-served basis and **payment is required in full** prior to consideration. If all spaces selected are no longer available, the Exhibits Coordinator will assign space as equitably as possible. To optimize exhibit space, the AMS and MAA reserve the right to move booth assignments or deny changes in booth assignments, where and when necessary. **Cancellation Policy:** A penalty charge of US\$200 per booth will be applied for booths cancelled by **August 28, 2009**. Refunds cannot be issued for space cancelled after **August 28, 2009**. Refunds will not be issued for any changes made in booth rentals after **October 28, 2009**.

Special Note: All booth assignments will begin in June and will be based on date of receipt with priority given to sponsors.

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' x 10')

Prime Corner **US\$1762**
 Prime In-Line **US\$1655**
 Non-Prime Corner **US\$1417**
 Non-Prime In-Line **US\$1354**

Special Category (10' x 10')

for companies exhibiting "special" types of products
 Non-Prime In-Line **US\$599**

New Ventures Row US\$408

(8' x 10' in rear of hall)
 (First time exhibiting companies only)
 Table space that includes 8' back wall and 8' skirted table, and 2 chairs

Special Category SOLD OUT

Company Information

Company Name: _____
 Mailing Address: _____
 Telephone: _____
 Federal ID Number: _____
 Contact Name: _____
 Signature: _____

Email: _____
 Fax: _____
 Title: _____
 Date: _____

Who is your marketing decision maker or contact?

Marketing Information:

Name: _____
 Title: _____ Telephone: _____ Email: _____

Space Choice

Number of Booths Required: _____ Type: Singles Special Category New Ventures

First: Booth Number(s) _____ Product Type
 Second: Booth Number(s) _____ Publications Hardware
 Third: Booth Number(s) _____ Software Special/Other

Top three competitive companies: _____
 Special arrangements requested: _____

Full payment is required with this application. Make checks payable to the AMS. Foreign checks must be drawn on an U.S. bank and payable in U.S. Funds. You may charge this total to your VISA, MasterCard, Discover, or American Express.

Total Paid: _____ Card Number: _____ Expiration Date: _____
 Signature: _____
 Zip code of your credit card billing address: _____

Assignment (office use only)

Assigned Booth Number(s): _____ Approved by: _____
 Acceptance by the AMS and MAA: _____ Date: _____

Please keep a copy of this contract for your records and send to:

Mathematics Meetings Service Bureau (MMSB) Overnight Deliveries: MMSB, 201 Charles St., Providence, RI 02904-2294, USA
 P.O. Box 6887 Telephone: 401-455-4137 or 1-800-321-4267, x4137
 Providence, Rhode Island 02940-6887, USA Fax (for credit card payments only): 401-455-4004

Joint Mathematics Meetings January 13-16, 2010 San Francisco, CA JOINT BOOKS CONTRACT

Price & Terms

Book	US\$50	Poster (not exceeding 32" x 40")	US\$73
Journal	US\$50	Catalogs (per 200 or fewer copies)	US\$50
Poster (not exceeding 14" x 18")	US\$63	Promotional Literature (per 300 or fewer copies)	US\$50

- The AMS and MAA are not liable for loss of or damage to, any Joint Books Exhibit materials.
- This exhibit booth cannot be attended and/or staffed by any representative of participating publishers.
- Hardware displays, including laptop displays, are not allowed.
- **Order forms to be provided by you and must be shipped with your materials to the meeting. Materials cannot be displayed without their accompanying order forms.**
- Books and journals displayed at the Joint Books Exhibit will be donated to the library of the sponsoring or local university after the meeting.
- The AMS and MAA are not liable for any shipment of Joint Books Exhibit materials not received at the meeting.
- **All fees are nonrefundable.**

Company Information

Company Name	_____		
Mailing Address	_____		
		Email	_____
Telephone		Fax	_____
Contact Name		Title	_____
Signature		Date	_____

(By signing, I agree that I am authorized to sign and enter into this contract and agree to abide by all 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 required, please attach list to this form) and agree to all terms set forth in this contract. We offer a discount of _____% on books and/or _____% on journals ordered from the Joint Books Exhibit. Prices below reflect the discount.

Books and Journals: Title	Author	Subscription	Price

Posters, Catalogs, and Promotional Literature (Item Description):

Payment

Please keep a copy of this contract and return original to:

Mathematics Meetings Service Bureau
P.O. Box 6887, Providence, RI 02940-6887, USA
Overnight: MMSB, 201 Charles St., Providence, RI 02904-2294, USA
FAX (for credit card payments only): 401-455-4004
Telephone: 401-455-4137 or 1-800-321-4267, x4137

_____ Books at US\$50	_____
_____ Journals at US\$50	_____
_____ Posters at US\$63	_____
_____ Posters at US\$73	_____
_____ Catalogs at US\$50	_____
_____ Promo at US\$50	_____
Total Paid	_____

Checks payable to AMS. Foreign checks must be drawn on a U.S. bank & payable in U.S. Funds.
American Express, Discover, MasterCard, Visa:

Card# _____ Exp. Date: _____ Zip code billing address _____

Signature: _____ Title: _____

Further information on where to send all books, journals, and promotional materials will be sent to you by mid September 2009.

Please do not send materials to the AMS.

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

CONGRATULATIONS TO THE LONG-TIME EXHIBITORS OF THE JMM!

25 Years and Over

Addison -Wesley Pearson – Birkhauser Boston, Inc. – Brooks/Cole, Cengage Learning – Cambridge University Press – Elsevier – McGraw-Hill – National Science Foundation – Prentice Hall – Princeton University Press – Springer – W. H. Freeman – Wiley

20-24 Years

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

15-19 Years

ACTEX Publications – AK Peters – Budapest Semesters in Math – Casio – MathType by Design Science – Society of Actuaries –World Scientific Publishing

Companies That Exhibited in 2009

Association of Christians in Math Sciences– ACTEX Publications – AK Peters – American Institute of Mathematics – American Mathematics Competitions – American Mathematical Society – American Statistical Association – Art Exhibit – Association for Women in Mathematics – Author Resource Center – Birkhauser – Brooks/Cole, Cengage Learning – Budapest Semesters in Mathematics – Bulatov Abstract Creations –Cambridge University Press – Casio America– CURM – Dover Publications – Duke University Press – Educational Advancement Foundation – Elementary Math for Teachers – Elsevier – European Math Society – Fit to a Tee – Glass & Geometry – Green Lion Press – Hawkes Learning – Helaman Ferguson Sculptor – Institute for Math & Education – Integre Technical – IOP Publishing – JEM Thematic Network Enterprises – Jones & Bartlett – Kadon Enterprises – Kappa Mu Epsilon – MacKichan Software – Maplesoft – MASS Program – Math for America – Mathematicians Against Free Trade – Mathematical Association of America – Mathematical Sciences Publishers – Math Type by Design Science – Math Alive & Applied – Matrix Editions – McGraw Hill – Michael Cherry – Minitab – National Research Council – National Science Foundation – National Security Agency – Nat's Knots – Navajo Jewelry – Oxford University Press – Pearson – Personal TeX – Pi Mu Epsilon – Powell's Technical Books – Princeton University Press – Project NEXt – RVJ International/Happy Feet – SAGE: Open Source Math – SAS Institute – SIAM – Society of Actuaries – Springer – Taylor & Francis/CRC Press – Tessellations – TeX Users Group – Texas Instruments –The Johns Hopkins University Press – ThinkFun – University of Tulsa – W. H. Freeman – Walter de Gruyter – WebAssign – Wholemovement Geometry – Wiley – Wolfram Research –World Scientific Publishing – xyAlgebra – Ymir Inc. –

JOIN THEM IN 2010!



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\$ 3,226	5 3/4" x 8 1/2"
Covers 2 & 3	US\$ 1,873	5 3/4" x 8 1/2"
2 page spread	US\$ 2,809	12 1/2" x 8 1/2"
1 page	US\$ 1,561	5 3/4" x 8 1/2"
1/2 page, horizontal	US\$ 1,004	5 3/4" x 4 1/8"
1/4 page	US\$ 609	2 3/4" x 4 1/8"

Deadline for insertion order: October 1, 2009

Deadline for artwork: October 7, 2009

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

Contact: Donna Salter, American Mathematical Society: dls@ams.org; 1-800-321-4267, ext. 4146, or 401-455-4146 (worldwide)

Payment Questions: Christine Davis, mmsb@ams.org, 1-800-321-4267, ext. 4137, or 401-455-4137

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 Donna Salter at dls@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

Program Advertisements Contract

Company _____

Contact: _____

Address _____

Telephone _____

Fax _____

Email _____

Signature of Contact Person: _____

check payable to the American Mathematical Society

Total Payment: _____

Size of advertisement(s): _____

Method of Payment: _____

Visa MasterCard Discover AMEX

Card #: _____

Exp Date: _____

Billing Zipcode: _____

Signature: _____

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, 2009**. 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, 2009.**

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, 2009**. 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 attendees before the meeting. You can have your organization's literature prepackaged with every JMM attendee's registration materials. This is a great way to draw people to your booth and a great option for those of you who can't attend the Meeting.

YES, you read this right! We are NOW offering 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. Meeting bags are 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**. Reservations can only be made for **BOTH** the packets and bags.

→ See Opposite Side



Promotion Flyer Contract
Joint Mathematics Meetings
January 13-16, 2010
San Francisco, CA

Company _____
 Address _____
 Telephone _____ Fax _____ email: _____
 Signature _____

Specifications:

- Price: **US\$663 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 Minnis, 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 9, 2009**.
- **No refunds after November 9, 2009.**
- All materials must arrive at the Mathematics Meetings Service Bureau no later than **November 16, 2009**. *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: US\$_____ **Note:** May be paid by check payable to the American Mathematical Society or Visa, MasterCard, Discover, or American Express cards.

Card number: _____ Exp.date: _____

Signature _____ Zip code of credit card billing address _____

Send sample flyer, contract, and payment to:
 Mathematics Meetings Service Bureau
 Attn: Christine Davis, P.O. Box 6887
 Providence, RI 02940-6887, USA
 Telephone: 800-321-4267, extension 4137
 Fax: 401-455-4004 (for credit cards only)

Overnight delivery: Send sample flyer, contract, and payment to:
 Mathematics Meetings Service Bureau
 Attn: Christine Davis
 201 Charles Street
 Providence, RI 02904-2294, USA



Mailing Lists

As an exhibitor or an advertiser, you can purchase a JMM attendee mailing list at a significantly reduced price. As you know, this benefit is your ticket to successful pre-and-post-show marketing!



Descriptions/availability:

- Registrants for the **2010 San Francisco Joint Mathematics Meetings (partial lists before and full lists after January 2010)**
- 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.

Payment 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 MasterCard), 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.
- Cost for shipping by Express Mail is US\$ 14.95 per package.
- Please allow two weeks for delivery.

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.

Contact:

Mathematics Meetings Service Bureau, P.O. Box 6887, Providence, RI 02940-6887, USA

Telephone: 401-455-4137 (worldwide), 1-800-321-4267, ext. 4137 or 4144 (U. S. and Canada) **Fax:** (401)-455-4004



Mailing List Application and Agreement

Company _____

Address _____

Telephone _____

Fax _____

Email _____

Contact _____

Signature _____

Total Payment: _____

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

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

Card Number: _____

Exp. Date _____

Signature _____

Zipcode of credit card billing address: _____

This agreement made this date of _____, 2009 confirms that _____ (hereinafter referred to as "Customer") agrees to abide by all established terms and rules hereunder for the 2010 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 _____

Date: _____

(Authorized signature)

Mailhouse (if requested): _____

Title _____

Date: _____

(Authorized signature)

Send copy of this form, and copy of proposed mailing piece for approval, and full payment to:

Mathematics Meetings Service Bureau, P. O. Box 6887, Providence, RI 02940-6887, USA

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

Questions: Tel: 1-800-321-4267, ext. 4137 (U.S. and Canada) or 401-455-4137 (worldwide); email: mmsb@ams.org



Advertise in the Joint Meetings News

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 book signing?** *JointMeetingNews* is a great way to get the word out.



Pre-Meeting Submission

Exhibitors and non-exhibitors may submit a maximum of two ads per issue before the meeting at a cost of US\$51 per ad per day or US\$205 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, 2009. 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. The on-site charge is US\$60 per ad per day. Exhibitors interested in submitting ads onsite should contact the Meetings Registration Desk Supervisor 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.

**Please complete and return this form with payment to: Mathematics Meetings Service Bureau
P.O. Box 6887
Providence, RI 02940**

Exhibitor: _____ Booth: _____

Contact person: _____ Phone: _____

Display ad description: _____ Email: _____

Day(s) ad should run: _____

Paid by: check _____ cash _____

To pay by MasterCard, Visa, Discover, or American Express, complete this section.

Card Number: _____ Expiration Date: _____ Total: _____

Signature: _____ Zip Code of credit card billing address: _____

FOR OFFICE USE ONLY

Date Submitted: _____

Publication Day (s): Tues Wed Thur Fri Sat

Payment Amount: US\$ Cash Check Money Order Credit Card

Accepted by: _____ Entered for publication by: _____



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

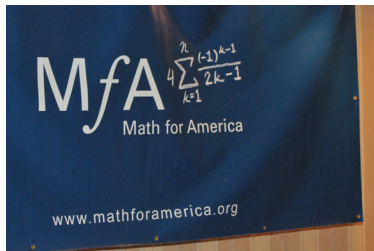
- Preferred booth location (with receipt of contract and payment by May 31)
- Company name and link to company website included on official JMM website
- One thirty five-word description posted on the JMM Exhibits web page
- Pens included in registration packets
- Pens distributed in high traffic areas 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 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.

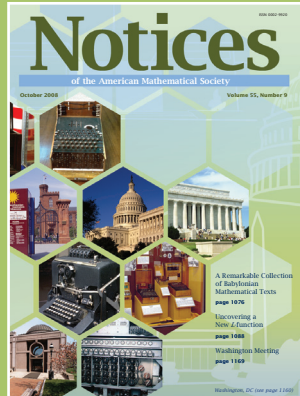
Questions:

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

Email: cpd@ams.org

Advertise in the *Notices*

Reach
6000 attendees
& 30,000
readers!

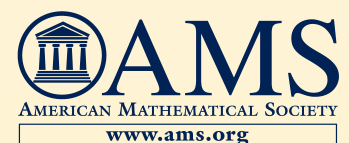


By advertising in the *Notices* of the AMS you can reach out to 6,000 mathematical professionals who attend the Joint Mathematics Meetings, as well as the 30,000 readers that the *Notices* circulates to each month.

Let your customers know in advance that you will be an exhibitor at the Joint Mathematics Meetings in San Francisco, California this coming January.

Reach out early by advertising in the December and January issues of the *Notices*.

For advertising rates and information visit:
<http://www.ams.org/notices/genintr.html>



MathFest 2010



Save the Date for MathFest 2010

August 5-7, Pittsburgh, PA

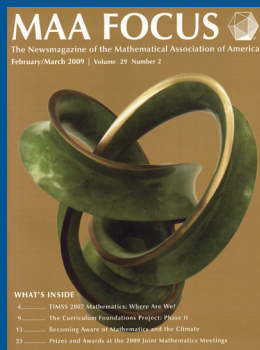
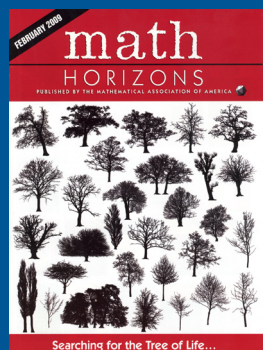
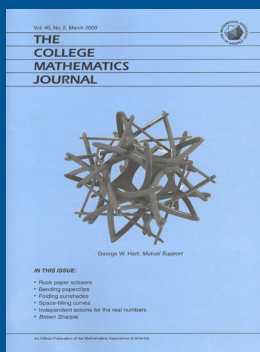
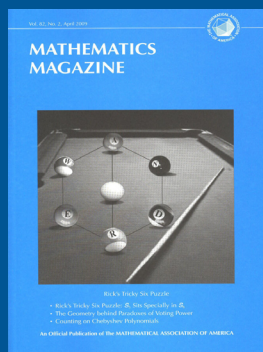
MathFest is the largest annual summer meeting of mathematicians in the United States bringing together more than 1,400 math enthusiasts every year.

Check www.maa.org/mathfest for updated information.



Mathematical Association of America

Advertise Your Products with the MAA



Reach over 21,500 college mathematics professionals by advertising with the Mathematical Association of America (MAA). The MAA is the largest professional society devoted to the teaching of undergraduate mathematics in the world.

2009 Opportunities Include:

The October/November 2009 issue of MAA FOCUS contains the program for the Joint Mathematics Meetings in San Francisco, CA in January 2010.

MAA FOCUS is the newsmagazine for the MAA and it is the only MAA publication that is read by all 21,500 members of the Association. Published six times a year, MAA FOCUS provides members with the latest information on events in the mathematical community as well as articles on professional development, teaching ideas, interviews, meeting information, and employment opportunities.

The American Mathematical Monthly is the most widely read journal of collegiate mathematics in the world. If you want to reach those engaged in the teaching and learning of undergraduate mathematics there is no better way to do it than by advertising in the Monthly. The Monthly is published ten times a year.

Mathematics Magazine is targeted specifically to teachers of undergraduate students. Mathematics Magazine offers lively, readable, and appealing exposition on a wide range of mathematical topics. The Magazine is published five times a year.

The College Mathematics Journal is designed to enhance classroom learning and stimulate thinking regarding undergraduate mathematics. It publishes articles, short notes, problems, solutions, media reviews and other pieces. All are aimed at the college mathematics curriculum with emphasis on topics taught in the first two years. The CMJ is published five times a year.

Math Horizons is the MAA student magazine. It reaches undergraduate students and offers career guidance, broadly accessible articles on contemporary mathematics, essays, puzzles, and a problems section.

MathFest Program Book. MathFest is the largest annual summer meeting of mathematicians in the United States and draws approximately 1,400 attendees. Don't miss this opportunity to showcase your product to this highly targeted audience by advertising in the MathFest Program.

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