

## Increase Sales Beyond the Exhibit Hall



Welcome to Opportunity! Sign up now to be a sponsor of the Joint Mathematics Meetings (JMM) and get preferred booth location!

Generate high visibility for your company before, during and after the meeting. Be seen by over 5,000 participants at the JMM.

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

SPONSORSHIP OPPORTUNITIES	LEVEL/PRICE	EXCLUSIVE RECOGNITION
<p><b>Email Center &amp; Hot Spot Wireless Lounge</b></p> <p>The meeting's e-mail center is always one of the most popular features of the JMM and will be located next to the JMM Registration Desk in Hall B. Your company name or logo on a computer terminal will catch the attention of thousands of participants as they come to check their e-mail and/or access the web! All equipment and utilities needed to run the e-mail center will be provided by the JMM.</p> <p>Get Double Exposure! For the first time, there will also be a hot spot wireless lounge in prime location at the entrance of Hall B. Participants will see your name every time they enter the hall!</p>	<p><b>Level 1</b> Full: \$10,000 Co-sponsor: \$7,000</p>	<ul style="list-style-type: none"> <li>• Preferred booth location (those that sign up for sponsorship and booth location in May only)</li> <li>• Your company logo on the San Diego page with a hyperlink to your company's web page</li> <li>• Free business card sized ad in the Joint Meetings newsletter for five days</li> <li>• One free exhibit booth (cost for additional booths at regular booth fee)</li> <li>• Preliminary and post meeting mailing list of meeting participants</li> <li>• Your company banner (maximum size 8' X 4', provided by you) hung at highly visible location inside the email center</li> <li>• Sign (provided by you) placed in the wireless lounge</li> </ul> <p><i>Continued on Page 2 (opposite side)</i></p>

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SPONSORSHIP OPPORTUNITIES	LEVEL/PRICE	EXCLUSIVE RECOGNITION
		<p><i>Continued from Page 1</i></p> <ul style="list-style-type: none"> <li>• Table (provided by JMM) placed outside the email center for your company handouts</li> <li>• Your company logo or home page placed on each computer in the email center as well as other computers used in JMM sessions</li> <li>• Additional sponsor benefits as noted</li> </ul>
<p><b>Relaxation Station</b></p> <p>Seated massage relaxation stations are very popular at hundreds of trade shows and conferences throughout the U.S. Let's bring it to the JMM! JMM participants will thank you for the relaxing and revitalizing service you provided as you collect valuable leads. Participants will need to come to you for a coupon to redeem at the station for a 5 to 15-minute massage. JMM will provide the coupons.</p>	<p><b>Level 2</b> Exhibitor: \$7,000</p>	<ul style="list-style-type: none"> <li>• Preferred booth location (those that sign up for sponsorship and booth location in May only)</li> <li>• Your company logo on the San Diego page with a hyperlink to your company's web page</li> <li>• Preliminary and post meeting mailing list of meeting participants</li> <li>• Sign (provided by you) placed at the station</li> <li>• Your company name and on the coupons for all to see</li> <li>• Additional sponsor benefits as noted</li> </ul>

<p><b>Registration Bags</b></p> <p>Be seen everywhere! Take advantage of one of the meeting's most highly visible marketing opportunities and display your company's name prominently on registration bags which are distributed to every participant at the meeting. An imprint of your company logo on the registration bags will be a sure way for your group to get noticed! Bags provided by you and shipped by you to the meeting. Cloth bags preferred but not mandatory. JMM will assist with the ordering process at your request and specifications. This has always been one of the most requested amenities by JMM participants.</p>	<p><b>Level 2</b> Exhibitor: \$3,000 Non: \$4,000</p>	<ul style="list-style-type: none"> <li>• Preferred booth location (those that sign up for sponsorship and booth location in May only)</li> <li>• Your company logo on the San Diego page with a hyperlink to your company's web page</li> <li>• Preliminary and post meeting mailing list of meeting participants</li> <li>• Your company name and logo on the registration bags for all to see</li> <li>• Additional sponsor benefits as noted</li> </ul>
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SPONSORSHIP OPPORTUNITIES	LEVEL/PRICE	EXCLUSIVE RECOGNITION
<p><b>Badge Lanyards</b></p> <p>Take advantage of a very visible marketing opportunity and provide badge lanyards with your company name imprinted on them. These will be the official lanyards used by all participants. Lanyards provided by you and shipped by you to the AMS office by November 19, 2007 to be included in the registration packets mailed in December. JMM will order lanyards at your request and specifications.</p>	<p><b>Level 3</b> Exhibitor: \$2,000 Non: \$3,500</p>	<ul style="list-style-type: none"> <li>• Preferred booth location (those that sign up for sponsorship and booth location in May only)</li> <li>• Preliminary and post meeting mailing list of meeting participants</li> <li>• Name and logo on every badge holder for all to see</li> <li>• Additional sponsor benefits as noted</li> </ul>

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<p><b>Personal Daily Scheduler</b></p> <p>Place a full-page black and white ad in one of the most advantageous locations in the program—opposite the personal daily scheduler on Cover 3. Every participant will see it! This is the most requested feature of the program. Participants use this to create their own personal itineraries. You provide camera copy of the ad.</p>	<p><b>Level 3</b> Exhibitor: \$2,000 Non: \$4,000</p>	<ul style="list-style-type: none"> <li>• Preferred booth location (those that sign up for sponsorship and booth location in May only)</li> <li>• Preliminary and post meeting mailing list of meeting participants</li> <li>• Additional sponsor benefits as noted</li> </ul>
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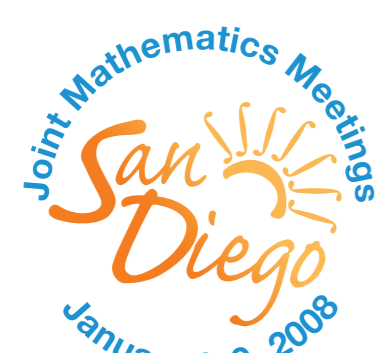
<p><b>Notepads</b></p> <p>Provide 5 1/2" X 8" notepads with your company name, logo, telephone number and/or booth number imprinted on them to be distributed at the registration desk, networking area, Employment Center, major session rooms, and committee meeting rooms. Notepads provided by you and shipped by you to the meeting.</p>	<p><b>Level 3</b> Exhibitor: \$2,000 Non: \$3,000</p>	<ul style="list-style-type: none"> <li>• Preferred booth location (those that sign up for sponsorship and booth location in May only)</li> <li>• Preliminary and post meeting mailing list of meeting participants</li> <li>• Your company name on the notepads that all participants use both during and after the meeting</li> <li>• Your company name will be seen every time a participant takes notes.</li> <li>• Additional sponsor benefits as noted</li> </ul>
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SPONSORSHIP OPPORTUNITIES	LEVEL/PRICE	EXCLUSIVE RECOGNITION
<p><b>Pens</b></p> <p>Grab the opportunity to bring attention to your company whenever a participant writes! Provide pens with an imprint of your company name and they will be distributed at the registration desk, the networking area, hotel lobbies, Employment Center, major session rooms, and committee meeting rooms. Pens provided by you and shipped by you to the meeting.</p>	<p><b>Level 3</b> Exhibitor: \$2,000 Non: \$3,000</p>	<ul style="list-style-type: none"> <li>• Preferred booth location (those that sign up for sponsorship and booth location in May only)</li> <li>• Preliminary and post meeting mailing list of meeting participants</li> <li>• Your company name on pens that everyone at the meeting will use both during and after the meeting</li> <li>• Additional sponsor benefits as noted</li> </ul>

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## BECOME A SPONSOR INCREASE SALES BEYOND THE EXHIBIT HALL

**Sign Up Now!**

**Additional benefits are:**

- Preferred booth location (those that sign up for sponsorship and booth location in May only)
- Your company name listed as sponsor on the San Diego Meetings web page and linked to your company's web site
- Acknowledgment on the sponsor page in the Program Book
- First option to your staff to make reservations at the headquarters hotel
- Recognition on the directional towers placed at the meeting

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Contact: \_\_\_\_\_ Signature: \_\_\_\_\_

Type of Sponsorship \_\_\_\_\_ <-> Exhibitor \$ \_\_\_\_\_ <-> Nonexhibitor \$ \_\_\_\_\_

I understand that my payment is based on my 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 credit card billing address: \_\_\_\_\_

Cancellations: A 30% penalty charge (plus cost of any items ordered per your request) will be applied for any sponsorship cancelled before September 3, 2007. A 60% penalty charge (plus cost of any items ordered per your request) will be applied for any sponsorship cancelled after September 3, 2007 and before October 25, 2007. No refunds can be given after October 25, 2007.

Send completed copy of this form 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 Judy Mosteiro at 401-455-4143 or jlm@ams.org