



CALL FOR SPONSORS **for the** **Joint Mathematics Meetings** **January 5-8, 2005 - Atlanta, GA**

High visibility!

Increased sales!

New customers!

Better booth space!

Increased traffic!

***Increase recognition of your company name
beyond the exhibit hall!***

Increase sales beyond the exhibit hall!

Add thousands to your customer base!

Become a SPONSOR!

This is your chance to generate high visibility for your company before, during and after the meeting. Close to 5,000 participants attend the Joint Mathematics Meetings (JMM). These are individuals who have high levels of awareness and actively participate in their various mathematical and scientific fields and are among the thought leaders in their respective areas of interest. This year's sponsorships are limited and are offered on a first-come, first-serve basis. **Sign up now for this exclusive opportunity to shine!**



All Sponsors will receive:

- Preferred booth location (requires sign up for sponsorship and booth location in May only)
- Your company name listed as sponsor on the Atlanta Meetings web page and linked to your company's web site
- Acknowledgment on the sponsor page in the Program Book
- Recognition on the directional towers at the meeting

**Don't miss out on this chance! Choose
from Level 1, Level 2, or Level 3
and sign up now.**

Questions:

Contact Judy Mosteiro at
1-800-321-4267, Ext. 4143
(U.S. and Canada) or
401-455-4143
(worldwide)
jlm@ams.org



www.MAA.ORG

Level 1

Email Center

Full sponsorship \$14,000
Co-sponsor \$7,000

The meeting's email center is one of the most popular features of the JMM and is located near the entrance to the exhibit area. Sponsor the email center and gain ultimate exposure. All equipment and utilities needed to run the email center are provided by the JMM.

Exclusive Recognition:

- Preferred booth location (requires sign up for sponsorship and booth location in May only)
- Your company logo on the Atlanta Meetings page with a hyperlink to your company's web page
- Free business card sized ad in the Joint Meetings newsletter for five days
- One exhibit booth (cost for additional booths at regular booth fee)
- Preliminary and post meeting mailing list of meeting attendees
- Banner (provided by you) will be placed on a wall of the email center
- Your company banner (maximum size 8' x 4', provided by you) hung at a highly visible location in the exhibit hall
- Table (provided by the JMM) placed outside the email center for your company handouts
- Your company logo placed on each computer in the email area to brand your company as the official email sponsor of the JMM. It will also be placed on other computers used in JMM sessions.
- Additional sponsor benefits as noted

Level 2

Registration Bags

Exhibitor \$3,500
Nonexhibitor \$3,000

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 on site at the registration desk. Bags provided by you and shipped by you to the meeting. Cloth bags preferred but not mandatory. JMM will order the bags at your request and specifications. This is one of the most requested amenities preferred by JMM participants.

Exclusive Recognition:

- Preferred booth location (requires sign up for sponsorship and booth location in May only)
- Your company logo on the Atlanta Meetings page with a hyperlink to your company's web page
- One exhibit booth (cost for additional booths at regular booth fee)
- Preliminary and post meeting mailing list of meeting attendees
- Additional sponsor benefits as noted

Level 3

1. Hotel Keys (for Exhibitors only) \$3,000 per headquarters hotel

Participants will see your logo every time they use their hotel room keys (artwork provided by exhibitor). Work with both hotels if you choose! Hotel staff will distribute keys to guests during primary check in. Sponsor pays for cost of keys and shipping, sends artwork to the hotel(s), and must meet hotel requirements. JMM assists with all arrangements.

Exclusive Recognition:

- Preferred booth location (requires sign up for sponsorship and booth location in May only)
- Preliminary and post meeting mailing list of meeting attendees
- Additional sponsor benefits as noted

2. 5K Fun Run/Walk and Breakfast

Exhibitor \$2,000

Nonexhibitor \$4,000

Thursday, January 6, 2005, 7:00 AM–8:00 AM. This popular event provides a healthy eye-opener to participants. Upon finishing their route, runners are invited to a complimentary continental breakfast. Sponsor organize the whole event (includes ordering and paying for food and organizing run onsite). The JMM will market the event in the meeting announcement, in the program, and on the web.

Exclusive Recognition:

- Preferred booth location (requires sign up for sponsorship and booth location in May only)
- Table (provided by the JMM) placed outside the breakfast for your company handouts
- Acknowledgment on a sign (provided by the JMM) posted at the breakfast
- Preliminary and post meeting mailing list of meeting attendees
- Additional sponsor benefits as noted

3. Badge Lanyards

Exhibitor \$2,000

Nonexhibitor \$4,000

Take advantage of a very visible marketing opportunity and provide badge lanyards with your company name imprinted. These will be the official lanyards used by all participants. Lanyards provided by you and shipped by the you to the AMS office by November 22, 2004 to be included in the mailing of registration packets. JMM will order lanyards at your request and specifications.

Exclusive Recognition:

- Preferred booth location (requires sign up for sponsorship and booth location in May only)
- Preliminary and post meeting mailing list of meeting attendees
- Additional sponsor benefits as noted

4. Pocket Planner

Exhibitor \$2,000

Nonexhibitor \$3,000

The pocket version of the program is a thumbnail sketch of all sessions and events and includes a self-scheduler. It is published separately from the detailed meeting program and in a size that can be conveniently folded and placed in one's pocket. This handy version of the program has proved to be the most preferred method of finding sessions onsite by JMM participants. Put your logo on the front page and include a full black and white ad inside! Pocket planner provided by the JMM. You provide camera copy of your logo and ad for the planner.

Exclusive Recognition:

- Preferred booth location (requires sign up for sponsorship and booth location in May only)
- Preliminary and post meeting mailing list of meeting attendees
- Additional sponsor benefits as noted



Sponsorship Signup

Joint Mathematics Meetings

Company: _____

Contact: _____

Address: _____

Telephone: _____

Fax: _____

Email: _____

Signature: _____

Type of Sponsorship: _____

Full Sponsor Co-Sponsor Exhibitor Non-Exhibitor

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: Check Credit Card **MUST BE RECEIVED WITH ORDER**

Make checks payable to the American Mathematical Society.

Visa, MasterCard, American Express & Discover Accepted.

Card Number: _____

Exp. Date _____

Signature: _____

Zip code of your credit card billing address: _____

Cancellations:

A 40% penalty charge (plus cost of any items ordered per your request) will be applied for any sponsorship cancelled before September 1, 2004. A 60% penalty charge (plus cost of any items ordered per your request) will be applied for any sponsorship cancelled after September 1, 2004, and before October 20, 2004. No refunds can be given after October 20, 2004.

Send copy of contract and payment to:

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

Judy Mosteiro
American Mathematical Society
201 Charles Street
Providence, RI 02904-2294, USA
1-800-321-4267 ext 4143 (U. S. and Canada)
or 401-455-4143(worldwide)
Email: jlms@ams.org