



# Joint Mathematics Meetings

## SPONSORSHIPS

**Broad Exposure**

**Exclusive Recognition**

**More Sales**

**More Customers**

**Enhanced Profile**

**Great Marketing Tool**

### **Stand Apart from the Crowd ...**

The annual Joint Mathematics Meetings (JMM) invites you to become a sponsor of the most prominent mathematical meeting of the year. The JMM draws a record-breaking attendance of over 5,000 participants—mathematicians, employers, exhibitors and students.

The JMM attracts people with some of the most substantial personal spending authority in the industry. This unique environment offers companies the ideal opportunity to focus their marketing activity by gaining both exposure and access to a highly targeted panel of speakers and participants. The meeting includes invited addresses, special sessions, courses, a prize ceremony, receptions, exhibits, contributed paper and poster sessions, an Employment Center, special events, and many opportunities to connect with colleagues old and new.

### **Benefits to your Company Include: ...**

- **Increased customer contact and business opportunities**
- **A unique opportunity to give clients "hands on" experience with your products and services**
- **An opportunity to launch new products**
- **An opportunity to enhance and promote your company profile**
- **Broad exposure to the industry before the meeting through promotional material**

### **Don't let your competition beat you to the draw!**

The following are ways to keep your name before the mathematical community and make a lasting impression.

### All sponsorships include:

- Preferred booth location (requires sign up for sponsorship and booth location by end of May)
- Your company name listed as sponsor on the Phoenix Meetings web page and linked to your company's web site
- Free promotional flyer (provided by exhibitor) in the pre-meeting registration mailing which reaches over 2500 participants
- Acknowledgment on the sponsor page of the Program Book
- Recognition on the registration kiosk at the meeting
- Your company banner (maximum size 10' X 4', provided by exhibitor) hung at a highly visible location in the exhibit hall

### Types of Sponsorships:

#### Level 1

##### 1. E-Mail Center

**Full sponsorship - \$14,000**  
**Co-sponsor ~~SOLD~~ \$7,000**

The meeting's e-mail center is one of the most popular features of the JMM. Sponsor the e-mail center and gain ultimate exposure. All equipment and utilities needed to run the e-mail center are provided by the JMM.

#### Exclusive Recognition

- Preferred booth location (requires sign up for sponsorship and booth location by end of May)
- One exhibit booth (cost for additional booths at regular booth fee)
- Your company logo on the Phoenix meetings page with a hyperlink to your company's web page
- Free business card sized ad in the Joint Meetings newsletter for five days
- Preliminary and post meeting mailing list of meeting participants
- Banners (provided by exhibitor) will be placed on a wall of the e-mail center as well as in the exhibit area.
- Table (provided by the JMM) placed outside the e-mail center for your company handouts
- Your company logo placed on each computer in the e-mail center
- Additional sponsor benefits as noted

##### 2. Exhibitor Pavilion

**Full sponsorship - \$7,500**

**NEW!** The JMM is now offering exhibiting companies an opportunity to hold a session for 3 days (Wednesday - Friday) in the exhibits area during the meeting; i.e. short course, lecture, workshop, focus group, etc. Screen, overhead projector, LCD, and chairs are provided by the JMM.

### Exclusive Recognition

- Preferred booth location (requires sign up for sponsorship and booth location by end of May)
- One exhibit booth (cost for additional booths at regular booth fee)
- Your company logo on the Phoenix meetings page with a hyperlink to your company's web page
- Separate listing in the Program Book and Timetable
- Free business card sized ad in the Joint Meetings newsletter for five days
- Preliminary and post meeting mailing list of meeting participants
- Additional sponsor benefits as noted

### Level 2

#### 1. Registration Bags

**Exhibitor - \$4,500**  
**Nonexhibitor - \$6,000**

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 exhibitor and shipped by exhibitor to the meeting. Cloth bags preferred but not mandatory. JMM will order the bags at your request.

### Exclusive Recognition

- Preferred booth location (requires sign up for sponsorship and booth location by end of May)
- One exhibit booth (cost for additional booths at regular booth fee)
- Your company logo on the Phoenix meetings page with a hyperlink to your company's web page
- Free business card sized ad in the Joint Meetings newsletter for five days
- Preliminary and post meeting mailing list of meeting participants
- Additional sponsor benefits as noted

#### 2. Relaxation Station

**Exhibitor (only) - \$6,500**

**NEW!** Participants can now be treated to an upper-body massage on special non-mechanical massage chairs located at a Relaxation Station in the exhibits. Three therapists will help relax tension areas in the neck, back, shoulders and arms for three days (Wednesday - Friday). Foot massage stations will also be included. Participants will have to go to your booth to receive a voucher (provided by the JMM) for a free massage.

### Exclusive Recognition

- Preferred booth location (requires sign up for sponsorship and booth location by end of May)
- One exhibit booth (cost for additional booths at regular booth fee)
- Your company logo on the Phoenix meetings page with a hyperlink to your company's web page

- Free business card sized ad in the Joint Meetings newsletter for five days
- Preliminary and post meeting mailing list of meeting participants
- Additional sponsor benefits as noted

### **Level 3**

#### **1. Sponsor one of our three meeting receptions:**

- a. Graduate Student Reception**      **Exhibitor - \$3,000**  
**Nonexhibitor - \$4,000**

Wednesday, January 7, 2004, 5:00 - 6:00 pm. Mathematicians representing a wide range of disciplines will join several hundred graduate students and future mathematicians at an informal reception. This event is always a success for both the graduate students and the mathematicians attending. Refreshments are served.

- b. Reception for First-Time Participants**      **Exhibitor - \$3,000**  
**Nonexhibitor - \$4,000**

Wednesday, January 7, 2004, 6:00 - 7:00 pm. All first-time participants are encouraged to come and meet some "old-timers" and pick up a few tips on how to get the most out of this large and complex meeting. A few hundred will attend the reception. Refreshments are served.

- c. Reception for JMM Prize Session**      **Exhibitor - \$4,500**  
**Nonexhibitor - \$5,500**

Thursday, January 8, 2004, 5:45 - 7:00 pm. This reception follows the Joint Prize Session and showcases the achievements of the recipients of the prestigious Prizes in Mathematics. All participants of the JMM are invited to attend this reception. Refreshments are served.

#### **Exclusive Recognition**

- Preferred booth location (requires sign up for sponsorship and booth location by end of May)
- Free business card sized ad in the Joint Meetings newsletter for five days
- Special introduction of your company during the reception
- Table (provided by the JMM) placed outside the reception for your company handouts
- Preliminary and post meeting mailing list of meeting participants
- Additional sponsor benefits as noted

- 2. Hotel Keys (for exhibitors only)**      **\$2,500 headquarters hotel **sold****  
**\$1,000 each additional hotel**

Participants will see your logo every time they use their hotel room keys (artwork provided by the exhibitor). Work with as many hotels as you choose! Hotel staff will

distribute keys to guests during primary check in. Sponsor pays for cost of keys, 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 by end of May)
- Free business card sized ad in the Joint Meetings newsletter for five days
- Preliminary and post meeting mailing list of meeting participants
- Additional sponsor benefits as noted

### **3. Badge Lanyards**

**Exhibitor - \$2,000**  
**Nonexhibitor - \$4,000**

Take advantage of a highly 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 exhibitor and shipped by exhibitor to the AMS office by November 24, 2003 to be included in the mailing of registration packets. JMM will order lanyards at your request.

### **Exclusive Recognition**

- Preferred booth location (requires sign up for sponsorship and booth location by end of May)
- Free business card sized ad in the Joint Meetings newsletter for five days
- Preliminary and post meeting mailing list of meeting participants
- 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. 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 by end of May)
- Free business card sized ad in the Joint Meetings newsletter for five days
- Preliminary and post meeting mailing list of meeting participants
- Additional sponsor benefits as noted