

# Joint Mathematics Meetings Exhibits

Phoenix, Arizona • January 7–10, 2004

## Dear Friend of Mathematics:

Make a lasting impression. Exhibit with us in 2004! We invite you to personally meet with over 3,000 scientific and mathematical professionals. Join us in Phoenix, Arizona, one of the most outstanding visitor destinations in the country—full of excitement and Old West character. The added benefit to exhibitors is the expanded audience represented by the combined meetings of six societies (American Mathematical Society, the Mathematical Association of America, the Association for Women in Mathematics, the Association for Symbolic Logic, the National Association of Mathematicians, and the Society for Industrial and Applied Mathematics). The Joint Mathematics Meetings exhibits enhance the meeting and serve as the ideal forum where everyone comes together. There is nothing like making a lasting impression in person. This meeting is where connections are made and attendees can learn about your products and services. Simply, there is no substitute for face-to-face communication.

**DON'T HESITATE! Reserve prime exhibit space while you can.** Booth prices are listed in the enclosed contract. **To reserve space send in your contract and payment today.** For further questions on exhibits, call us at 1-800-321-4267, ext. 4143, or email us at [MMSB@ams.org](mailto:MMSB@ams.org).

Increase traffic at your booth by sending a personal invitation. Placing an ad in the Program Book is an excellent way to invite attendees to learn about your company and provide a place for introductions and another reinforcement of your sales message.

**ACT NOW!** Now is the time to make the right decision for your company. Become an exhibitor at the Joint Mathematics Meetings Exhibits, the premiere marketplace for you to meet the needs of the mathematical community.



Penny Pina

Exhibits Coordinator

## NEW EXHIBITORS to the Joint Mathematics Meetings!

Join us in the New Ventures Row!

First-time exhibitors have the opportunity to:

- Gain exposure at a fraction of the regular cost
- Attract potential new customers
- Introduce new products and services to the mathematical community
- Find out why so many companies come back every year.

**Qualifications:** Companies who have never exhibited at the Joint Mathematics Meetings (see contract for details).

**Take advantage of this unique opportunity to reach your target audience!**

Get in  
the **SPOTLIGHT**

**by sponsoring one of the most popular events of the meeting!**

See details inside.

## EXPERIENCE:

- crowds waiting for the exhibits to open
- high-volume traffic
- increase in \$ales
- four (4) days of direct sales and promotions to thousands of mathematicians
- exposure through the popular Joint Mathematics Meetings website

## SELL PRODUCTS TO PEOPLE WHO:

- travel thousands of miles to buy your products and services
- make buying decisions for their universities/colleges
- depend on the resources you provide to disseminate information in the mathematical community

## EXHIBIT ALONGSIDE:

- leading scientific publishers
- well-known computer hardware and software manufacturers
- database services organizations
- professional associations
- health and lifestyle companies
- anyone wishing to reach key educators and researchers in mathematics, engineering, computer science, or statistics

**Your competitors will be exhibiting, so why not you?**

Bookmark [www.ams.org/amsmtgs/2078\\_intro.html](http://www.ams.org/amsmtgs/2078_intro.html) for current details on the Program, Invited Speakers, Contributed Papers, Special Events, Registration and Housing, the list of exhibitors signed, and more!