



Happening Virtually in 2021

JANUARY 6-9, 2021



*Join your colleagues online
for the latest in mathematics.*

2021 Virtual Joint Mathematics Meetings Exhibits

We are excited to introduce you to the first-ever Virtual Joint Mathematics Meetings Exhibits! Join us in the JMM Exhibit Center, where you will have the opportunity to connect with current and potential new customers without leaving the comfort of your home office.

Why Exhibit Virtually?

- **You will save money** on resources - travel, lodging, promotional items, and other costly expenses.
- Virtual exhibit **fees are discounted by 39%**.
- Virtual meetings are easier for people to attend, giving you access to a **larger audience**; hence, more qualified leads.
- You will get **increased data on participants**. At virtual meetings, reporting and analytics track every move the participants make.
- **Your exposure will increase**. Not only will you be able to keep your exhibit space open 24 hours/day for the duration of the meeting, your information will remain posted on the JMM online platform for up to 3 months after the meeting.

How will the Virtual JMM Exhibit Center work?

We will have a prominent tab to The JMM Exhibit Center on the main navigation panel of the virtual JMM environment.

The JMM Exhibit Center will guide visitors using both an Exhibitor Index and a "Floorplan". The Exhibitor Index will list all exhibiting companies and organizations, and will be searchable by company name. The Floorplan will be a grid of several blocks, one for each exhibitor booth space purchased. The final size (length and width) of the Floorplan image will be determined by the final number of booth spaces reserved across all exhibitors. Note: you can purchase multiple booth spaces to increase your visual presence.

Each block will contain a graphic, provided by you. It can be your logo or another graphic of your choosing. Your graphic will link to your booth space. When a participant clicks on your graphic, they will be taken directly to your booth.

How are booth spaces assigned?

With the exception of space occupied by AMS and MAA, all booth spaces will be assigned on a first-come, first-served basis. AMS and MAA will be placed first on the Floorplan. After that, all blocks will be placed on the Floorplan in the order that they were reserved and purchased. If

you purchase multiple booth spaces, each space will have its own block, individually labeled with a graphic of your choosing. Exhibitors can reserve booth spaces until **December 7, 2020**. After this date, reservations cannot be made. There is no limit on the amount of booth spaces that can be reserved as long as they are reserved by **December 7, 2020**.

What can we include in our booth spaces?

- You will be able to bring your brand to life not just with your logo, but with documents, virtual demonstrations, and multimedia content of your creation.
- You can upload your own handouts and materials in a resource library associated with your booth.
- You can embed a video, allowing your marketing opportunities to go beyond the regular in-person event signage.
- You can collect leads.
- You can connect with participants through asynchronous Q&A.

All promotional materials (video links, PDFs, PPT slides, etc.) in your booth's resource library will give participants an immediate snapshot of your company and what you offer. And remember, participants can visit your materials 24 hours a day.

Schedule Individual Zoom Rooms to Engage with Participants

In addition to your booth space(s) in the JMM Exhibit Center, you have the option of scheduling Individual Zoom Rooms in which you can directly chat with participants, engage in live Q&A discussions, give demonstrations, or other activities. Each Individual Zoom Room will be scheduled for 1 hour at a time. Details about each of them can be listed for free in an Exhibitor Activities and Events Page and daily email to participants. (See details below.) Note that these rooms cannot be listed in the JMM program itself but we will help you promote them.

Each Individual Zoom Room costs \$150 for one hour. Please request your Individual Zoom Rooms by emailing the Mathematics Meetings Service Bureau (mmsb@ams.org) to the attention of Christine Davis by **November 27, 2020**.

Around the Clock Exhibit Center Hours and Set Up

All booths will be continuously open for viewing from 9:00 am on Wednesday, January 6 to noon on Saturday, January 9. Participants from any time zone will be able to access your booth space. Exhibitors are free to determine the hours at which you will have staff online and in your booth spaces. Each exhibitor is responsible for listing those hours in their spaces.

You will be sent detailed instructions, along with specifications for graphics, on how to upload documents and images to the JMM Platform by **December 11, 2020**. The deadline to upload all graphics to the JMM Platform is **December 21, 2020**.

Virtual Exhibits give you Lead Retrieval and Traffic Reports

Get maximum value out of the exhibit by generating leads! Participants who opted to share their contact information can request information from exhibiting companies, similar to having

their badge scanned at an in-person meeting. You will have more opportunities to know who visited your booth and how many times.

Connect with Participants through Asynchronous Q&A

Your pages will have a text box where participants can enter questions when they visit, or request more information. This feature is available around the clock, ensuring you capture as many leads as possible. It will add them to your lead reports and send you a message to contact them.

Helping you Get the Word Out: Exhibitor Activities and Events Promotions

JMM staff will create a webpage exclusively for exhibitors that will help you promote your activities or events during the meeting.

Free Submissions: Exhibitors can send us, free of charge, anything special that you are doing inside your booth spaces or individual Zoom rooms such as raffles, presentations, special discounts, new products or services, etc. This can include links to scheduled Zoom rooms; however, it cannot include links to exhibit spaces. Links and small graphics can be included. Maximum size for graphics TBD.

- Your submissions will be placed on two pages: a static page on the JMM Virtual Platform (visible to registered participants) and a webpage on the JMM website (visible to anyone). The content will be identical on both pages.
- We will create prominent navigation links to both pages.
- An email will be sent out each day of the meeting to all registered participants and will **feature a link to the JMM webpage.**
- We will promote this page on social media.

How to submit your content: We will start accepting your content on **December 1, 2020**. Send your content for this page to mmsb@ams.org. We will start posting the page by **December 21, 2020** and will update it as we receive submissions. To ensure that the page is updated with information in time for the daily email to participants, **exhibitors must send in their submissions by 3:00 pm EST** on the day before the scheduled email. The last daily email will be sent to participants on the last day of the meeting, Saturday January 9, 2021.

See additional opportunities to promote your company or exhibit on the Advertising Opportunities Page in this invitation.

Costs

JMM Virtual Exhibit Booth Space - **\$900 each**

Individual Zoom Room - **\$150 each**

Submissions to Exhibitor Activities and Events page and daily email - **\$0**

Exhibitor Rules & Regulations

ADA Policy

We strive to take the appropriate steps required to ensure that no individual with a disability is excluded, denied services, segregated, or otherwise treated differently. All requests for special accommodations under the Americans with Disabilities Act of 1990 (ADA) must be made allowing enough time for evaluation and appropriate action by the AMS and MAA. Any information obtained about any disability will remain confidential.

Please tell us before the meeting what you require to help make your participation more enjoyable and meaningful. If you require special assistance, auxiliary aids or other reasonable accommodations to fully participate in this event, please check off the appropriate box on the JMM Registration Form or email the MMSB at mmsb@ams.org.

Cancellations

Any cancellations of booth spaces received by **December 7, 2020** will receive a 100% refund of funds paid. Any cancellations received after **December 7, 2020** and by **December 21, 2020** will receive a 50% refund of funds paid. No refunds will be issued after **December 21, 2020**.

Any exhibitor that remains registered but does not access the meeting or exhibits shall still be responsible for their payment. The AMS and MAA shall not be obligated to refund all or a portion of any exhibit fees after the meeting has started.

Eligibility to Exhibit

The 2021 Virtual JMM Exhibits strive to maintain a professional atmosphere for all the participants and exhibitors. To demonstrate this, rules and regulations have been established to govern the Exhibit Center. Companies are eligible to exhibit if they are planning to exhibit:

- Products and services directly related to and useful in the practice of the mathematical sciences,
- Products and services indirectly related to the practice of the mathematical sciences that are used by, support, or are otherwise beneficial to mathematicians in their practices; or
- Products and services not specified here and are unrelated to mathematical sciences but have been approved in writing by the AMS Director of Meetings.

The JMM reserves the right to require any exhibitor to remove a virtual exhibit or any part of a virtual exhibit that, in its sole judgement, is misleading or deceptive, in poor taste, or unsuitable to or not in keeping with the character and objectives of the meeting. The JMM also reserves the right to refuse virtual space to any company or organization that it deems inappropriate.

Inability to Perform

In the event of uncontrollable circumstances rendering the JMM meeting platform unfit or unavailable for use and no access can be given to any exhibit space or Zoom room, or making it

inadvisable or impossible for the JMM to occur, this contract will not be binding and all fees paid by exhibitors will be promptly refunded to exhibitors.

Limitation of Liability

The AMS and MAA shall not be responsible for any loss or damage due to personal internet connections, inadequate bandwidths, or faulty equipment before, during, or after the meeting or exhibits. The exhibitor assumes full responsibility for any loss or damage due to personal internet connections, inadequate bandwidths, or faulty equipment before, during, or after the meeting or exhibits.

Payment

Full payments must be received with all applications. Block assignments cannot be made without full payment. Payments can only be made by credit card. All major credit cards accepted.

Software Provider

The platform for the 2021 JMM will be provided by Conference Exchange (Confex). Confex's Zoom licenses will only be used for this meeting,

Welcoming Environment Policy

The AMS and MAA strive to ensure that participants in the JMM, including exhibitors enjoy a welcoming environment. In all its activities, the AMS and MAA seek to foster an atmosphere that encourages the free expression and exchange of ideas. The AMS and MAA support equality of opportunity and treatment for all participants, regardless of gender, gender identity or expression, race, color, national or ethnic origin, religion or religious belief, age, marital status, sexual orientation, disabilities, veteran status, or immigration status.

Harassment is a form of misconduct that undermines the integrity of the AMS and MAA, and their activities and missions.

The AMS and MAA will make every effort to maintain an environment that is free of harassment, even though it does not control the behavior of third parties. A commitment to a welcoming environment is expected of all participants of JMM activities, including mathematicians, students, guests, staff, contractors and exhibitors, and participants in scientific sessions. To this end, the AMS and MAA will include a statement concerning its expectations towards maintaining a welcoming environment in registration materials for the JMM, and has put in place a mechanism for reporting violations. Violations may be reported confidentially and anonymously to 855-282-5703 or at www.mathsociety.ethicspoint.com. The reporting mechanism ensures the respect of privacy while alerting the AMS and MAA to the situation. Violations may also be brought to the attention of the AMS Director of Meetings & Conferences at pop@ams.org and that person can provide advice about how to proceed.

Exhibitors are expected to include content in their exhibit spaces and conduct business in a manner that is welcoming to all participants during the meeting.



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2021 Virtual Joint Mathematics Meetings Exhibit Space and Zoom Room Application

Please complete the following application and send a completed copy to the MMSB at mmsb@ams.org.

Contact Information

Company Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

Email: _____ Daytime Telephone: _____

Marketing Contact: _____ Title: _____

Email: _____

Cost

Booth space - \$900 each

Zoom room - \$150 each

Reservations and Payment

Number of Booth Spaces: _____

Number of Zoom Rooms: _____

Total of Exhibit Booth Spaces : _____

Total of Zoom Rooms: _____

Grand Total Due: _____

Full payment is required with this application. Only credit cards and bank transfers can be accepted for payment. All major credit cards will be accepted and must be sent by phone and fax only. Credit card numbers cannot be sent by postal mail or email. Any credit card information sent via the fax number provided below will be sent through a secure encrypted portal. All transactions will be in U.S. funds.

To pay, please call Christine Davis at 401-455-4137 or 800-321-4267 x 4137 or send payment information by fax to 401-455-4004. For questions, contact the MMSB at mmsb@ams.org.

Signatures

Exhibitor Representative

Print Name and Title: _____

Signature: _____ Date: _____

JMM Representative

Print Name and Title: _____

Signature: _____ Date: _____



2021 Virtual Joint Mathematics Meetings Advertising Opportunities

***NEW* Dedicated Page - \$5000 (1 Available)**

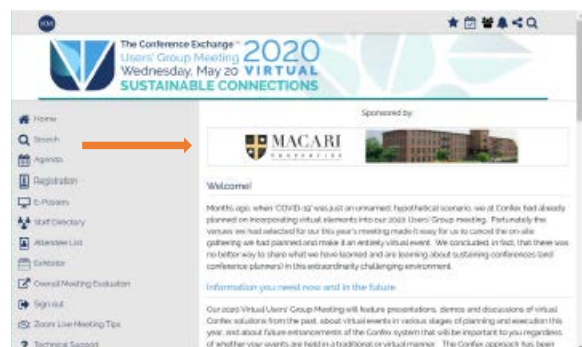
Be the company that stands out! Your company can have a dedicated tab on the navigation bar of the Meeting Platform that links to a page that you create! Create a full page that promotes your company. It can include content such as logo, descriptive text, images, social media links, videos, and asynchronous Q&A. This opportunity will only be offered to one lucky company!

Landing Page Ad - \$5000 (1 Available) SOLD OUT

Exclusive opportunity to place an ad on the landing page of the JMM Platform! Everyone will see your ad and logo when they first connect to the JMM Platform and before they get to the Home Page. Imagine how many times that will happen for four (4) days and beyond that! Add a live link to a page of your choice.

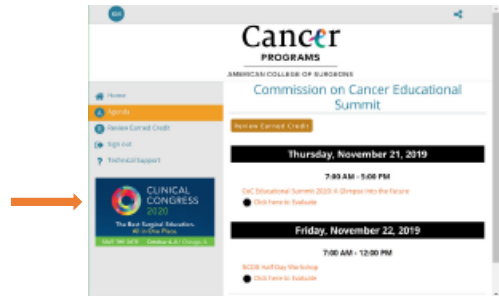
Home Page Banner - \$3500 (1 Available) SOLD OUT

Exclusive opportunity for one company to place a banner at the top of the Home Page of the JMM Platform! Your banner will appear every time someone comes to the Home Page. Add a live link to a page of your choice.



Ad in the Navigation Panel - \$3500 (1 Available) **SOLD OUT**

Be the only one to have an ad placed in the navigation panel of the JMM Platform! Your ad will be seen on every page! Add a live link to a page of your choice.



Footer Ad (Individual or Revolving) - \$3500 (2 Available)

Place a banner ad at the foot of the home page of the JMM Platform and link it to your company website or your booth space in the JMM Exhibit Center! If there are multiple banners, they will rotate every 7 seconds.



In-line Ads - \$2000 (4 Available) **SOLD OUT**

Place a half-size in-line ad in the schedule for participants to see as they scroll through the list of sessions! These ads can be strategically placed within sessions, topics, or programs of your choice. Add a live link to a page of your choice.



Splash Ad - \$1,500 (1 Available) **SOLD OUT**

Have your logo splash every time participants load the program, meeting program on the JMM Platform on the web, or mobile app! Your logo will appear for a few seconds every time!



Pop Up Ads - \$1500 (4 Available)

Have your company name and logo pop up on select pages. Your company name and logo will display and participants would have to click on 'x' to exit out.





2021 Virtual Joint Mathematics Meetings Advertising Application

Please complete the following application and send a completed copy to the MMSB at mmsb@ams.org.

Contact Information

Company Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

Email: _____ Daytime Telephone: _____

Marketing Contact: _____ Title: _____

Email: _____

Specifications for Ads

General Specs for Submitting Artwork: If you are submitting artwork according to specifications, Confex will use your artwork as is. The preferred format for final artwork submitted is png or jpg in RGB color mode. If you are not submitting artwork to specifications, the size will be subject to editing by Confex. Confex will change them to the appropriate sizes where necessary.

File Types accepted are Adobe Illustrator (ai, preferred), Photoshop (psd), InDesign (indd), eps, pdf or svg files, with fonts still intact when possible (not converted to paths). Confex will always use the fonts that were submitted in your original files.

***NEW* Dedicated Company Page - \$5000:** Contact Christine Davis at cpd@ams.org for more details and for specifications.

Landing Page Ad: N/A **SOLD OUT**

Home Page Banner: Specifications for the image size are flexible depending on the particular meeting setup, but generally, a 1200 px w X 100 px h image will work well for desktop widths and 600 px w x 75 px h image for mobile widths. **SOLD OUT**

Navigational Panel Ad: Specifications for the image size are flexible depending on the particular meeting setup, but generally, a 480 px w X 360 px h image will work well. **SOLD OUT**

Footer Ad: Artwork should be submitted as png or jpg in RGB color mode. Five sizes are needed when placing footer sponsor ads so that the images display well in all browser sizes and mobile devices.

- 1800 px w x 100 px h
- 1280 px w x 100 px h
- 960 px w x 100 px h
- 640 px w x 50 px h
- 480 px w x 50 px h

In-Line Ad: Submit as png or jpg in RGB mode. When submitting large sponsor inline ads, please provide the following 2 sizes (2:1 ratio):

- 1800 px w x 900 px h - desktop **SOLD OUT**
- 800 px w x 400 px h - mobile

Please note that images will shrink when displayed in smaller screens, so be aware of not making text and images too small.

Splash Page Ad: The splash page is always 2732 px w x 2732 px. Important content such as the meeting title, the meeting date, the meeting logo and the central part of the artwork all need to reside within the 1200 px x 1200 px center of the splash page. **SOLD OUT**

Pop Up Ad: Image dimensions are flexible, but they are generally squarer than a banner and should be at least 600 px wide in order to display well.

Requests and Payment

I would like to purchase the following ad(s):

Dedicated Company Page, 1 available - \$5,000

Land on Page Ad, 1 available - \$5,000

Home Page Banner, 1 available - \$3,500

Ad in the Navigation Panel, 1 available - \$3,500

Footer Ad, 2 available - \$3,500

In-Line Ad, 4 available - \$2,000

Splash Ad, 1 available - \$1,500

Pop up Ad, 4 available - \$1,500

Grand Total Due: _____

Full payment is required with this application. Only credit cards and bank transfers can be accepted for payment. All major credit cards will be accepted and must be sent by phone and fax only. Credit card numbers cannot be sent by postal mail or email. Any credit card information sent via the fax number provided below will be sent through a secure encrypted portal. All transactions will be in U.S. funds.

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To pay, please call Christine Davis at 401-455-4137 or 800-321-4267 x 4137 or send payment information by fax to 401-455-4004. For questions, contact the MMSB at mmsb@ams.org.

Signatures

Exhibitor Representative

Print Name and Title: _____

Signature: _____ Date: _____

JMM Representative

Print Name and Title: _____

Signature: _____ Date: _____