

Sponsorship Opportunities

January 3-6, 2024, San Francisco, CA
Moscone Center South

Take advantage of high-visibility sponsorship and branding opportunities at the JMM!

The American Mathematical Society (AMS) invites you to take advantage of high-visibility sponsorship and branding opportunities at the 2024 Joint Mathematics Meetings (JMM), which draws over 5,000 mathematics students and professionals.

What can a JMM sponsorship do for you?

- Expand your brand awareness with mathematics students and professionals
- Demonstrate your relevance and importance to the mathematical sciences
- Showcase your products, services, and brand story
- Attract and retain clients, customers, or members
- Have a presence amid key influencers, decision-makers, potential authors, and customers
- Set you apart from your competitors

The JMM realizes that every company, foundation or organization has different goals and financial resources. Therefore, we have created a variety of sponsorship packages designed to meet your objectives. All sponsorships are exclusive unless otherwise indicated; i.e., no other companies will share the space you buy, unless indicated. Sponsorships are not limited to exhibitors attending the meeting. Costs are the same for all groups. All fees are in US\$.

Titanium Sponsorship (Multiple available) – \$15,000

A. High-Profile Digital Signage (Multiple Available) – As a High-Profile Digital Signage sponsor, you have the opportunity to reach every participant on multiple occasions, and at multiple points, creating numerous impressions with potential customers. The Digital Signage Network consists of twelve 46" LED screens, one 73' x 9'10" LED screen, and one 59' x 9'10" LED screen strategically positioned in high-traffic locations, including main hallways and the rotundas. Specs and locations are available to review, per request.

Benefit: High-profile digital presence in high-traffic locations throughout the center

B. Wi-Fi Hotspot (2 Available) - As one of the two Wi-Fi Hotspot sponsors, you will be providing complimentary wireless internet access for meeting participants in one of two high traffic areas: one in the main networking area (exact location tbd), and another near session rooms (exact location tbd). Your logo and/or ad will also appear on the Wi-Fi splash page that participants will see as soon as they connect to the internet.

Benefit: High-profile presence in high-traffic locations, and logo on Wi-Fi splash page, visible as participants connect to the internet.

C. Exhibitor Demonstration Area - The Exhibitor Demonstration Area is a 40'x40' space where companies give presentations and engage with current and prospective customers. This year, the area will be more inviting with comfy seating and JMM activities will be designed to draw participants to the area. The Demonstration Area will be highly visible from the entrance of the hall via a 20' aisle. Include your banner outside the demonstration area and hear your company name read when announcements of scheduled demonstrations are made.

Benefit: Prominent presence in an engaging setting with high visibility in the Exhibit Hall

D. Relaxation Center – The JMM "Relaxation Station" is a proven generator of booth traffic and goodwill, packing more "WOW" power than any other exhibitor activity. Collect leads by offering pampering to attendees! Participants must go to YOUR booth to receive a voucher or ticket to redeem at the Relaxation Station for their FREE 10-minute neck and/or back massage. You may opt to provide branded clothing, such as golf shirts, for the four (4) massage therapists to wear, and company logo recognition in Relaxation Station. Sponsorship includes two full days (six hours each) on Thursday Jan 4, and Friday Jan 5, 2024.

Benefit: Increased traffic to your exhibit booth; special good-will and logo placement for visitors

Choose Titanium Sponsorship A, B, C or D and also receive:

- 1 prime in-line booth
- Preferred booth location with receipt of full payment by July 10
- 1-hour slot in the Exhibitor Demonstration Area in the Exhibit Hall with Titanium A, B or D sponsorship; Two 1-hour slots with Titanium C sponsorship
- Company logo, link, and a 50-word advertisement posted on the JMM website
- Company logo and a 50-word advertisement included on the sponsor page of the Program Book
- half-page black and white ad in the Program Book
- Opportunity to place your company banner in your sponsored area (A, B, C or D), where applicable
- Opportunity to place promotional materials in your sponsored area (A, B, C or D), where applicable
- Receive 1 preliminary and 1 post-meeting mailing list of JMM participants
- First option for reservations at the headquarters hotel if booked by October 1, 2023
- Recognition on the directional towers placed in high-traffic areas during the meeting
- Recognition on the Directory of Exhibitors placed inside exhibits
- Company name listed as sponsor on the JMM Mobile App
- Minimum of 2 mentions on the JMM Twitter and Facebook accounts with the potential to reach 18,800 followers

Sponsorship does not include any costs related to graphics, shipping, branded clothing, branded items, or production. Sponsorship includes all fees due to the center for placement on screens, massage therapist fees, and cost of refreshments for the demonstration area (up to \$4,000). Refreshments exceeding \$4,000 will be at the expense of the sponsor. The sponsor will provide any banner placed in a location. Maximum size of a free-standing banner is 8' X 4'. Sponsor is responsible for collecting their banner at the end of the meeting and removing their literature each day. JMM logo or Joint Mathematics Meetings must be included on all signage and banners. All benefits and inclusions listed may be subject to modifications in the event that the format of the meeting changes.

Platinum Sponsorship (Multiple available) – \$10,000

A. JMM Mobile App – JMM Mobile App has become the primary way in which participants navigate the JMM. It provides up-to-the-minute information about all aspects of the meeting. Over 4,000 downloads are expected, with participants clicking on it multiple times a day.

Benefit: Your linked company logo displayed on loading screen every time the app opens, plus, a linked banner ad displayed along the bottom of each screen

B. Invited Address Room Ad (Multiple available) – Have a 30-second advertisement play before 4 lectures, in one of two rooms, each day of the meeting. The Invited Address Rooms hold marquee events such as invited speakers and are very well-attended. All lectures, upon speaker approval, will be recorded and placed on the JMM YouTube channel after the meeting, to remain there indefinitely. Your advertisement will precede the presentation in these recordings in perpetuity.

Benefit: Your 30-second (max.) advertisement on in front of hundreds of live attendees and on the JMM YouTube channel indefinitely

Choose Platinum Sponsorship A or B and also receive:

- Preferred booth location with receipt of full payment by July 10
- 1 prime in-line booth
- 1-hour slot in the presentation area
- Company logo, link, and a 40-word advertisement posted on the JMM website
- Company logo and a 40-word advertisement included on the sponsor page of the Program Book
- 1 preliminary and 1 post-meeting mailing list of JMM participants
- Opportunity to place your company banner in your sponsored area (A or B) where applicable
- Opportunity to place promotional materials in your sponsored area (A or B) where applicable
- First option for reservations at the headquarters hotel if booked by October 1, 2023
- Recognition on the directional towers placed in high traffic areas during the meeting
- Recognition on the Directory of Exhibitors placed inside exhibits
- Company name listed as sponsor on the JMM Mobile App
- Minimum of 2 mentions on the JMM Twitter and Facebook accounts with the potential to reach 18,800 followers

Sponsorship does not include any costs related to graphics, shipping, and production. Advertisements in the lecture rooms may not exceed 30 seconds and must be approved by the Director of Meetings. Selection of lectures for advertising will be based on availability and Director of Meetings approval. The Prize Ceremony will not be preceded by advertisement. JMM logo or Joint Mathematics Meetings must be included on all products, where possible. Banner, literature, or graphics to be provided by sponsor. Maximum size of banner is 8' X 4', free-standing banner only. Sponsor is responsible for collecting the banner at the end of the meeting and removing any literature each day. All benefits and inclusions listed may be subject to modifications in the event that the format of the meeting changes.

Gold Sponsorship (1 available) – \$7,500

JMM E-newsletter –The JMM E-newsletter (*JointMeetingNews*), is sent to all registered participants each morning of the meeting. It includes highlights, updates, announcements, and much more. Potentially, 4,000+ participants will read it every day. Include your ad in the heart of this key information.

Benefit: Your company ad with link displayed at the bottom or right side of the E-newsletter

Gold Sponsorship also includes:

- Preferred booth location with receipt of full payment by July 10
- Company logo, link, and a 30-word advertisement posted on the JMM website
- Company logo included on the sponsor page of the Program Book
- 1 preliminary and 1 post-meeting mailing list of JMM participants
- First option for reservations at the headquarters hotel if booked by October 1, 2023
- Recognition on the directional towers placed in high-traffic areas during the meeting
- Recognition on the Directory of Exhibitors placed inside exhibits
- Company name listed as sponsor on the JMM Mobile App
- Minimum of 2 mentions on the JMM Twitter and Facebook accounts with the potential to reach 18,800 followers

Sponsorship does not include any costs related to graphics, shipping, and production. All benefits and inclusions listed may be subject to modifications in the event that the format of the meeting changes.

Silver Sponsorship (2 available) – \$5,000

A. Mathematical Art Exhibit – This is a unique opportunity to show your appreciation of those who express the beauty and elegance of mathematics through art. The Mathematical Art Exhibit is one of the most popular exhibits in the Exhibit Hall and is well-attended each day of the meeting.

Benefit: Your company banner and promotional materials displayed amid regularly-viewed and fascinating mathematical art

B. Coffee Station – The one thing most JMM participants have in common is that they love coffee! The coffee station is always crowded and is located in a high-traffic area on the exhibit floor.

Benefit: Company banner and promotional materials displayed at this popular, well-loved station

Choose Silver Sponsorship A or B and also receive:

- Preferred booth location with receipt of full payment by July 10
- Company logo, link, and a 25-word advertisement posted on the JMM website
- Company logo included on the sponsor page of the Program Book
- 1 preliminary and 1 post-meeting mailing list of JMM participants
- Opportunity to place your company banner in your sponsored area (A or B), where applicable
- Opportunity to place promotional materials in your sponsored area (A or B), where applicable
- First option for reservations at the headquarters hotel if booked by October 1, 2023
- Recognition on the directional towers placed in high-traffic areas during the meeting

- Recognition on the Directory of Exhibitors placed inside exhibits
- Company name listed as sponsor on the JMM Mobile App
- Minimum of 2 mentions on the JMM Twitter and Facebook accounts with the potential to reach 18,800 followers

Sponsorship does not include any costs related to décor or supplies. Sponsorship does not include costs related to graphics, shipping, and production. Banner, literature, or graphics to be provided by sponsor. Maximum size of banner is 8' X 4', free-standing banner only. Sponsor is responsible for collecting the banner at the end of the meeting and removing any literature each day. JMM logo or Joint Mathematics Meetings must be included on all products, where possible. All benefits and inclusions listed may be subject to modifications in the event that the format of the meeting changes.

Bronze Sponsorship (Multiple available) – \$2,500

A. Aisle Signs – Every participant visits the Exhibit Hall at least once during the meeting! Your company name and logo will be seen as they navigate through the Exhibit Hall.

Benefit: Your company logo displayed on the bottom of each aisle sign

B. Directional Footprints – This is an exclusive opportunity to direct JMM participants to your booth with these highly-visible footprints on the Exhibit Hall floor. These footprints will start at the entrance of the exhibits and will lead participants right to your booth.

Benefit: Your company name and logo displayed on the footprints

C. Merchandise – Put your logo on merchandise that participants will use throughout the meeting and afterward. Provide branded merchandise, such as face masks, water bottles, hand sanitizers, or merchandise of your choice.

Benefit: Company name and logo on merchandise made available to all participants

Choose Bronze Sponsorship A, B, or C and also receive:

- Preferred booth location with receipt of full payment by July 10
- Company logo, link, and a 20-word advertisement posted on the JMM website
- Company logo included on the sponsor page of the Program Book
- 1 preliminary and 1 post-meeting mailing list of JMM participants
- First option for reservations at the headquarters hotel if booked by October 1, 2023
- Recognition on the directional towers placed in high-traffic areas during the meeting
- Recognition on the Directory of Exhibitors placed inside exhibits
- Company name listed as sponsor on the JMM Mobile App
- Minimum of 2 mentions on the JMM Twitter and Facebook accounts with the potential to reach 18,800 followers

Sponsorship does not include any costs related to graphics, shipping, and production. Sponsorship does not include the cost of any merchandise. Footprints must be ordered from Levy Exposition Services. Levy Exposition Services will provide aisle signs. Banner, literature, or graphics to be provided by sponsor.

Maximum size of banner is 8' X 4', free-standing banner only. Sponsor is responsible for collecting the banner at the end of the meeting and removing any literature each day. JMM logo or Joint Mathematics Meetings must be included on all products, where possible. All benefits and inclusions listed may be subject to modifications in the event that the format of the meeting changes.

Patron Sponsorship – \$1,000

Do you have a limited budget but would still like to show your support of the JMM? Let your company be represented as a Patron Sponsor. Your company name will be listed on directional signage, on the sponsor page in the meeting program, and in the JMM Mobile App.

Sponsorship Application and Payment

Sponsorship Choice: _____

Company Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

Email: _____ Daytime Telephone: _____

Marketing Contact: _____ Title: _____

Email: _____

Signature: _____

Grand Total: _____ Payment Type: _____ Check _____ Credit Card

Full payment is required with this application: Payment can be made by credit card, check, or wire transfer and must be in U.S. currency. For payments by credit card, we will send you a copy of your application along with an invoice that will include instructions on how to pay online. All major credit cards accepted. Credit card payments cannot be accepted via postal mail, email, phone, or fax. For payments by check, keep a copy of this application for your records, and send the original with your check to: Mathematics Meetings Service Bureau (MMSB), PO Box 845904, Boston MA 02284-5904. For payments by wire transfer, we will send you a copy of your application along with an invoice that will include instructions on how to send a wire transfer. For questions, contact the MMSB at mmsb@ams.org.

Deadlines and Cancellations

- **October 16, 2023** – Sponsorships signed in time to be included in the JMM Program Book
- **October 23, 2023** – A 60% cancellation charge (plus the cost of any items ordered per exhibitor's request) will be applied for any sponsorship cancelled after this date.

Internal Use ONLY: Sponsorship Approved

DOM Signature: _____ Date Approved: _____