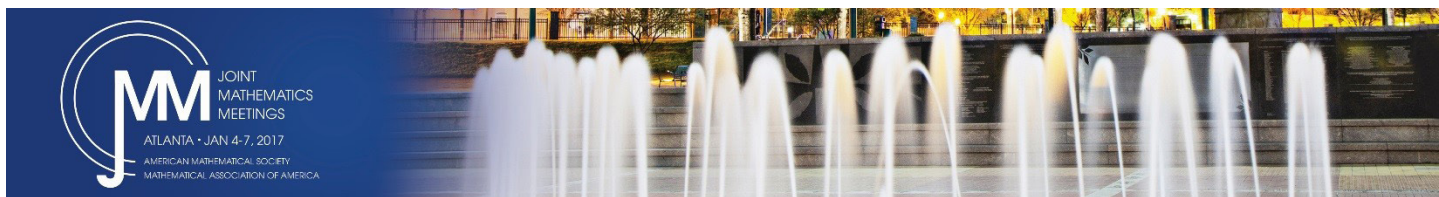


Invitation to Exhibit

Largest Mathematics Meeting in the World!



www.jointmathematicsm meetings.org



2017 Joint Mathematics Meetings Exhibits Atlanta, GA

The largest mathematics meeting in the world is returning to Atlanta, a city with Southern charm, a rich history, and a world-class culinary scene. The Mathematical Association of America (MAA) and the American Mathematical Society (AMS) invite you to join them for the next Joint Mathematics Meetings (JMM).

This will be the 100th annual winter meeting of MAA and the 123rd annual meeting of AMS. The JMM will again host sessions by the Association for Symbolic Logic (ASL), the Association for Women in Mathematics (AWM), the National Association for Mathematicians (NAM), and the Society for Industrial and Applied Mathematics (SIAM).

This meeting will include:

- a comprehensive and rich scientific program, offering something for mathematicians at all levels;
- prize and award ceremonies, honoring the achievements of outstanding mathematicians;
- the AMS Short Course and the MAA Minicourses, offering opportunities for continued education;
- the Grad School Fair and the Undergraduate Poster Session for undergraduate students;
- the AMS Employment Center for job opportunities;
- the Annual Mathematical Art Exhibition, a multi-media exhibition; and
- the “Who Wants to Be a Mathematician Game” and Math Wrangle Competitions, showcasing the brilliance of some of the nation’s best high school math students.

We invite your company/organization to join the country’s leading scientific publishers, professional organizations, companies that offer mathematics-enrichment products and services, and computer hardware and software companies who exhibit at this meeting.





Who are your customers?

With close to 7000 total participants and over 2000 talks, the JMM offers a broad program, attracting senior and mid-career mathematicians employed at colleges and universities as well as those in the private sector. An increasing number of new doctorates and graduate and undergraduate students attend the meeting each year. As an exhibitor at the JMM, you will have direct access to an audience of over 6000 mathematical professionals who purchase your products and services.

About the JMM Participants:

- 91% visit the Exhibit Hall. 42% visit daily, while an additional 18% visit twice or more a day.
- Nearly 75% made purchases in the exhibit hall last year.
- Approximately 47% are mathematics faculty in colleges and universities.

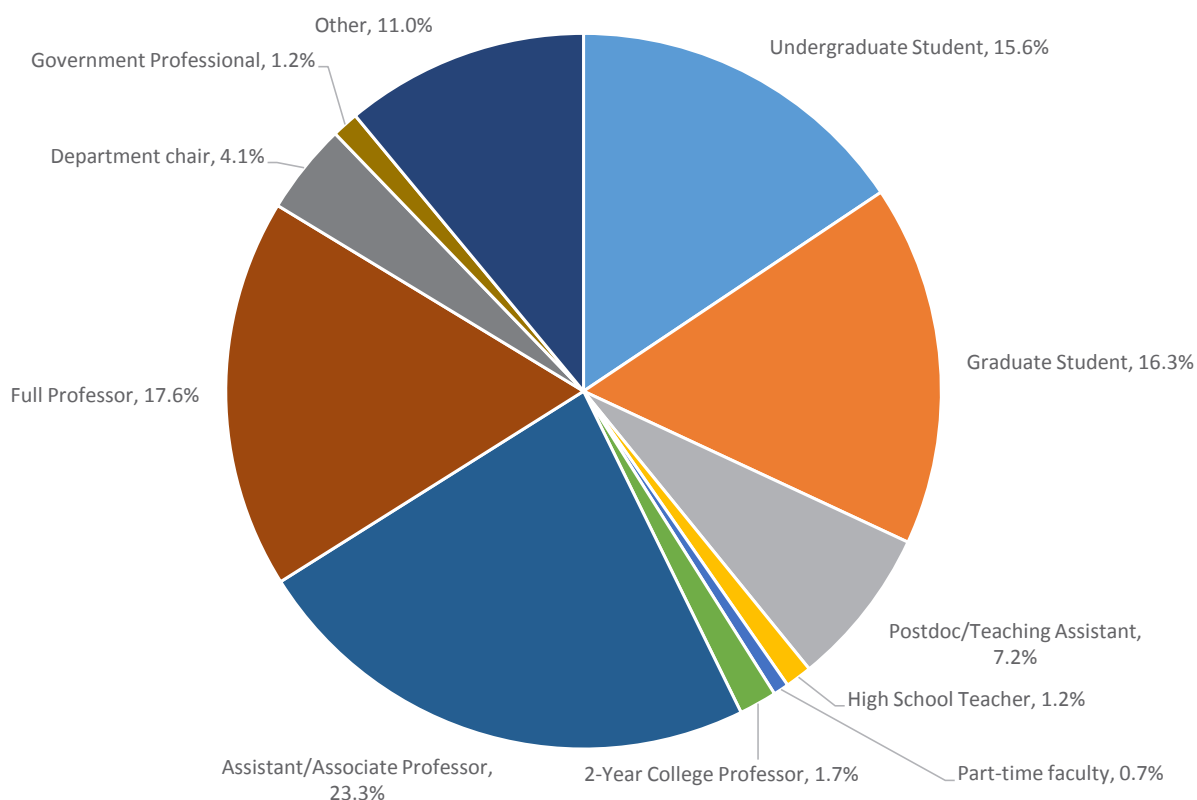




Exhibit Space and Joint Books Display Contract

Joint Mathematics Meetings, January 4-7, 2017 Hyatt Regency Atlanta, Atlanta, GA

Please select one of the following: ☐ Exhibit Space ☐ Joint Book Display ☐ Both

Company Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

Email: _____ Daytime Telephone: _____

Marketing Contact: _____ Title: _____

Email: _____

Signature: _____ Date: _____

Exhibit Space

Terms for Exhibit Space

Please refer to the enclosed floor plan for your choice of booths. **All booth assignments will start on June 10, 2016 and will be based on date of receipt, with priority given to sponsors.** Exhibit space is assigned on a first-come, first-served basis and **payment is required in full** prior to consideration. If all selected spaces are no longer available, space will be assigned as equitably as possible. To optimize exhibit space, the AMS and MAA reserve the right to move booth locations or deny changes to booth assignments, when necessary. **Special Category Booths and Islands can only be requested until August 30, 2016.**

☐ Please check. The undersigned agrees that he/she is authorized to enter into this contract and agrees to abide by all requirements, restrictions, and obligations listed in this **contract** and the enclosed **Rules for Exhibiting**. The parties hereby agree that there are no other understandings or agreements which are not contained in said documents.

Booth Types and Rental Prices

Singles (10'x10')

Prime Corner	US\$2063
Prime In-Line	US\$1938
Non-Prime Corner	US\$1549
Non-Prime In-Line	US\$1481

New Venture Row (8'x10') -US\$478
First time exhibiting companies ONLY
 Non-Prime Space ONLY

Special Category (10'x10') - US\$711

Limited to companies with less than 6 employees - Non-Prime
 In-Line Space ONLY
 Deadline for submissions: **August 30, 2016**

Island Booth – US\$2039 per booth
 Minimum 4 booths per island (20x20)
 Deadline for submissions: **August 30, 2016**

Exhibit Space Choice

Number of Booths Required: _____ 1st Choice Booth #'s: _____ 2nd Choice Booth #'s: _____

Product/Service Type: (Circle all that apply to your company): Publications/Software/Hardware/Novelties/Other

Please list your top 3 competitive companies: _____

Special Requests: _____

Internal Use ONLY: Assigned Booth Numbers: _____

DOM Signature: _____ Date Approved: _____



Joint Books Display

Terms for Joint Books Display

The AMS and MAA are not liable for loss of or damage to any Joint Book Exhibit materials. This exhibit booth cannot be attended and/or staffed by any representative or affiliate of participating companies*. Hardware displays, including laptop displays, are not permitted. **All order forms must be provided by the participating company and must be shipped with all materials directly to the meeting.** Materials cannot be displayed without their corresponding order forms. All books and journals displayed at the Joint Books Exhibit will be donated to the library of a local university after the meeting. The AMS and MAA are not liable or responsible for any lost or forgotten shipments of Joint Books Exhibit materials sent to or from the meeting and cannot provide any reimbursements for any materials that could not be displayed for said reasons. **All fees are non-refundable.**

*Exhibitors who are exhibiting at the meeting but would also like to display some of their materials elsewhere in the hall may participate in the Joint Books Display. However, all rules of this display will apply to them too and arrangements must be made with the Exhibits Coordinator prior to the last day of the meeting to retrieve their materials. Otherwise, their materials will be discarded and/or donated to a local university.

Material Prices

Books	US\$50	Posters (max 32"x40")	US\$73
Journals	US\$50	Catalogs (max 200 copies)	US\$50
Poster (max 14"x18")	US\$63	Promotional Literature (max 300 copies)	US\$50

Joint Book Display Information

We wish to display the following books, journals, and promotional materials at the Joint Exhibit. If more space is needed, please attach an additional list to this form. We offer a discount of _____% on books and/or a _____% discount on journals ordered from the Joint Books Exhibit. **(Please use other side of this sheet for additional listings.) I understand that I must provide an order form for these materials.**

Books and Journals: Title

Author

Price

Posters, Catalogs, and Promotional Literature (Item Description)

Totals: ____ books ____ journals ____ posters ____ catalogs ____ promos

Payment Information – Exhibit Space and Joint Books Display

Special Service Fee: To provide an affordable way for all exhibitors to receive FREE Wi-Fi access in the exhibit hall, all exhibiting companies who are renting space are asked to pay a small one-time service fee of US\$150. ☐ I agree to pay this fee to receive free Wi-Fi in the exhibit hall for the duration of the JMM. By checking this box, I acknowledge that I read, understand, and abide by all of the access rules listed under "Internet Access" in the enclosed "Rules and Regulations for Exhibiting."

Total Amount of Exhibit Booth Space Rental: _____ ☐ **PLUS: US\$150 Service Fee (exhibit booth only)**

Total Amount for Joint Books Display Rental: _____

Grand Total To Be Paid: _____ **Payment Type:** ____ Check ____ Credit Card

Full payment is required with this contract. Make checks payable to the AMS. Foreign checks must be drawn on a US Bank and payable in US funds. All major credit cards also accepted (**by phone only**). To pay by credit card, please call Christine Davis at 401-455-4137 or 800-321-4267 x 4137. For your security, we do not accept credit card numbers by postal mail, email, or fax. **For questions,** contact the MMSB at mmsb@ams.org. For ALL check payments, **please keep a copy of this for your records and send to:** Mathematics Service Bureau (MMSB), PO Box 6887, Providence, RI 02940-6887, USA



Rules and Regulations for Exhibiting

Joint Mathematics Meetings, January 4-7, 2017 Hyatt Regency Atlanta, Atlanta, GA

Terms of Agreement

The enclosed Exhibits Space Contract, properly executed by the Exhibitor and accepted in writing by the American Mathematical Society (AMS) and the Mathematical Association of America (MAA), shall be considered a binding agreement between all parties and subject to the rules stated in this document and the regulations of the Hyatt Regency Atlanta. The parties hereby agree that there are no other understandings or agreements between the parties, which are not contained in these documents.

Hours of Operation

Set Up & Tear Down:

Move-In Hours: Tuesday, January 3, 2017 from 8:00 a.m. to 4:00 p.m. and Wednesday, January 4, 2017 from 8:00 a.m. to 11:30 a.m.

Move-Out Hours: Saturday, January 7, 2017 from noon to 4:00 p.m.

All exhibitors are required to be set up by 11:30 a.m. on Wednesday, January 4, 2017 or their contracted space may be forfeited.

The decorator will provide sufficient labor so that the move-in and move-out schedules listed above can be adhered to.

Show Hours: Wednesday, January 4, 2017 from 12:15 p.m. to 5:30 p.m.; Thursday, January 5, 2017 from 9:30 a.m. to 5:30 p.m.; Friday, January 6, 2017 from 9:30 a.m. to 5:30 p.m.; and Saturday, January 7, 2017 from 9:00 a.m. to noon

Product and Service Eligibility Requirements

- A. All exhibitors must provide accurate information and must not be deceptive or misleading.
- B. Companies are eligible to exhibit if they meet at least one of the following criteria:
 - 1. Products and services directly related to and useful in the practice of the mathematical sciences,
 - 2. 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
 - 3. Products and services not specified in these rules and regulations that are unrelated to mathematical sciences but have been approved in writing by the AMS Director of Meetings.

Booth Information/Space Rental

The exhibits will be located in the Grand Hall Ballroom in the Hyatt Regency Atlanta.

Each exhibitor will be furnished with a 10' x 10' booth that includes an 8' high background drape and a 3' high side divider drape. A 7" x 44" sign will be furnished with the exhibitor's company name in all upper case letters and booth number. Each New Venture exhibitor will be furnished with an 8' x 10' booth that includes an 8' high back wall, an 8' skirted table, two chairs, a waste basket, and a 7" x 44" sign.

All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. Display materials may occupy air space above a booth at a maximum height of 8'. Any plans for oversize displays or unusual installations must be submitted to the Exhibits Coordinator for approval in advance of the meeting. Please note that the ceiling height varies in different areas of the Exhibit Hall. Exhibits taller than 8' cannot be permitted. To optimize exhibit space, the AMS and the MAA reserve the right to move booth locations or deny changes to booth assignments, when necessary.



Use of Display Space

All demonstrations and distribution of literature and promotional materials must be within the confines of an exhibitor's contracted booth space. Should storage boxes interfere with the professional appearance of the hall, show management reserves the right to remove the boxes/materials or drape the area at the exhibitor's expense. Reassignment, subletting, or sharing any part of allotted booth space is prohibited. Solicitations and distribution of printed advertising must be confined to booth space only, unless other arrangements have been made prior to the Grand Opening Event. Interference with normal traffic flow and infringement on neighboring exhibits will not be permitted. Interactions with participants should occur within the confines of an exhibitor's contracted booth space.

Carpeting

The Grand Hall Ballroom is carpeted, however, exhibitors may order carpeting to place over the existing carpet through the decorator.

Sound

No music of any kind will be allowed in exhibits. Announcements may be made by the Exhibits Coordinator only.

Photography

Photography of a fellow exhibitor's exhibit or display is not permitted.

Smoking

Smoking is not allowed in the Hyatt Regency Atlanta at any time.

Lighting

Lighting by use of lanterns and candles is prohibited.

Balloons and Decorations

Balloons, of any kind, are not allowed in the Hyatt Regency Atlanta. No pins, tacks, nails, staples, screws, bolts, etc. or adhesives of any kind are permitted on any wall, door, floor, air wall, column, or any other furniture of the hotel. The use of confetti cannons, smoke machines, and pyrotechnics are also prohibited in the hotel.

Booth Staffing

Exhibitors are required to keep their booth(s) staffed with at least one attendant during exhibit hours. Failure to do so may result in removal of the exhibit from the meeting at the exhibitor's expense.

Packing of equipment, books, literature, etc., or breakdown of exhibits will not be permitted before noon on January 7, 2017. Those who violate these rules without sufficient cause or prior permission (to be determined by the Exhibits Coordinator) to do so will be required to pay a penalty of US\$100.

Security

Overnight security will be provided inside the Grand Hall Ballroom in the Hyatt Regency Atlanta. However, exhibitors are solely responsible for their own exhibit materials and personal property and should insure their exhibit and personal property against any damage or loss.

Catering

All catering needs for exhibit space MUST be ordered through the Hyatt Regency Atlanta. If outside catering vendors are used, penalty fees will be charged by the Hyatt Regency Atlanta. For all catering needs, please contact Joey Davis, Senior Event Manager, at joey.davis@hyatt.com.



Americans with Disabilities Act

Exhibitors shall at all times comply with the provisions of the American with Disabilities Act, including but not limited to, the wheelchair access provisions thereof.

Outside Contractors

- A. Exhibitors may use approved outside contractors to perform all work desired at their booth space. The AMS and the MAA assume no liability for any work performed by such contractors, and exhibitors shall look solely to damage resulting from work performed by such contractors.
- B. All outside installation and dismantling contractors or individuals hired directly by exhibitors to erect and dismantle exhibits shall provide the Exhibits Coordinator and the Official Contractor with a valid Certificate of Insurance at least 45 days prior to the opening of the JMM Exhibits so permission may be given for said contractor(s) to operate.
- C. All approved contractors must receive special 'outside' badges from Brede Exposition Services prior to the opening of the JMM Exhibits and must wear them at all times while in the exhibit hall.

Press Releases and Media Coverage

The JMM attracts widespread media attention and has its own press room. The JMM Press Room sends out news releases of highlights and key events of the JMM to key press representatives. All sponsors are invited to submit fact sheets/releases about their missions and news to the Public Awareness Office at pao-office@ams.org. Releases about products and services are not accepted.

Internet Access

To provide an affordable way for all exhibitors to receive FREE Wi-Fi access in the exhibit hall, all exhibiting companies are asked to pay a small one-time service fee of US\$150. This fee is calculated to cover a wireless network just for exhibitors for the duration of the meeting and will have the capacity to provide basic access to the internet. It will be capped at 1.5Mbps up/down per user.

The JMM will monitor the health of this wireless network for exhibitors, but while every practical effort will be made to provide stable reliable network services, there is no explicit service level agreement for any network provided through PSAV for the JMM, including wireless networks, nor are there any remedies available in the event that network services are lost.

Exhibitors acknowledge the ramifications of using outside switches, routers and other wireless access points (see below) and shall not hold the JMM responsible for any decreased or lost wireless network performance in the exhibit hall due to the use of said devices.

The wireless network provided in the exhibit hall is a best effort network. If any exhibitor is planning to run any demonstrations in their booth that require high availability network access, they are advised to order a wired network connection through the Audiovisual Exhibitor Services Form provided in their service kits or contact a PSAV representative on-site.

Use of outside switches, routers and wireless access points (including MiFi devices): The network infrastructure is specifically designed for the Hyatt Regency Atlanta and installed with specific equipment to handle a high volume of guest activity. The wireless access points are installed and configured to coordinate their activity and cooperate with each other.

The introduction of customer supplied switches, routers and wireless access points (including MiFi devices) into this specifically designed system creates interference and causes performance deterioration and possible failure of both the in house and customer supplied equipment. In order to ensure the success of everyone's event, PSAV should be notified well in advance of any intended use of outside switches, routers or wireless access points to ensure they will work without causing problems.



Customer supplied switches, routers and wireless access points are the responsibility of the customer to troubleshoot and PSAV does not maintain spares of consumer grade equipment.

Meeting Room Space

A limited number of meeting rooms will be available to registered exhibitors for a rental fee. If you are interested in reserving meeting space, please contact Eileen Muelhbauer at (401) 455-4143 or epm@ams.org.

Limitation of Liability

Each exhibitor must make provision for the safe guarding of his goods, materials, equipment and display at all times, and wherever the same may be located within, on, or about the Hyatt Regency Atlanta premises. The American Mathematical Society, Mathematical Association of America, Brede Exposition Services, and the Hyatt Regency Atlanta will not be responsible for property damage or loss by, or for, any cause, and exhibitor hereby waives any right to claim liability against them for the same.

The exhibitor assumes full responsibility for property damage, personal injury, or death to any party by reason of exhibitor's participation in the exhibits or in meeting activities, and exhibitor agrees to defend, indemnify, and hold the American Mathematical Society, Mathematical Association of America, Brede Exposition Services, and the Hyatt Regency Atlanta, its officers, staff, and subcontractors, harmless from all liability which might occur from any act of God or any cause whatsoever arising out of exhibitor's participation in the JMM Exhibits or in meeting activities. The American Mathematical Society, Mathematical Association of America, Brede Exposition Services, and the Hyatt Regency Atlanta, its officers, staff, and subcontractors will not be liable for injuries to any person or for damages to property owned or controlled by exhibitor, which claims for damages or injuries may be incident to, arise from, or be in any way connected with exhibitor's occupation of display space, and the exhibitor agrees to defend, indemnify and hold the American Mathematical Society, Mathematical Association of America, Brede Exposition Services, and the Hyatt Regency Atlanta its officers, staff, and subcontractors harmless against all such claims.

The exhibitor expressly understands and agrees that the foregoing limitation of liability clauses apply not only during the exhibit hours, but also at all other hours of the day for the period extending from the commencement of installations until the final removal of all the exhibitor's property and personnel from the Grand Hall Ballroom and to any latent contingent damage, injuries, or liability arising or discovered at a later date as the results of or arising out of exhibitor's participation in the JMM Exhibits.

The American Mathematical Society, Mathematical Association of America, Brede Exposition Services, and the Hyatt Regency Atlanta will not be responsible to any degree whatsoever for any ill effects caused any person or group of persons in attendance prior to, during, and after the close of the JMM Exhibits for any samples taken, or by other means given them by the exhibitor representative.

Compliance with the Law

The exhibitor shall not engage in any display, publication, performance, or other activity that is in conflict with any federal, state, or local law, regulations, rule or ordinance, nor shall the exhibitor, or its representatives or employees, engage in any lewd display, publication, or performance.

Cancellation

A cancellation fee of US\$200 per booth will be applied for booths cancelled before **August 30, 2016**. Refunds cannot be issued for booths cancelled after **August 30, 2016**. Refunds cannot be issued for any changes made in booth rentals after **October 26, 2016**. Refunds will be issued in the same form in which funds were received.



Violation of Contract

- A. The AMS and MAA reserve the right to inspect all products to be exhibited to ensure compliance with the Rules and Regulations set forth in this document.
- B. Any exhibitor shall be subject to eviction, without refund, if this contract is violated.

Insurance

Each exhibitor is required to be covered by Public Liability Insurance, naming the American Mathematical Society and the Mathematical Association of America as co-insured in the amount of not less than US\$300,000 for injury to each person, not less than US\$1,000,000 for each accident and not less than US\$1,000,000 property damage for each accident, to protect against possible claims arising out of the operation of its booth.

Theft and fire insurance floater policies are highly recommended. Small or easily portable articles of value should be properly secured or removed after exhibit hours. JMM insurance policies do not include fire and theft coverage for individual exhibit booths.

Inability to Perform

In the event of fire, strikes, or other uncontrollable circumstances rendering the exhibit area unfit or unavailable for use, this contract will not be binding and all fees paid by exhibitors will be promptly refunded to exhibitors.

Atlanta GA Tax Information

Atlanta, GA tax information will be sent to exhibitors by September 8, 2016.

Exhibitor Activities

Exhibitor agrees not to schedule or conduct any outside activity including, but not limited to, receptions, seminars, and hospitality suites that are in conflict with the official program of the Joint Mathematics Meetings, whether such activities are at or away from a contracted meeting facility. Exhibitors must email the Logistics Coordinator, Eileen Muelhbauser at epm@ams.org, for written approval as to time, date, and place of any program the exhibitor intends to hold in conjunction with its exhibit.

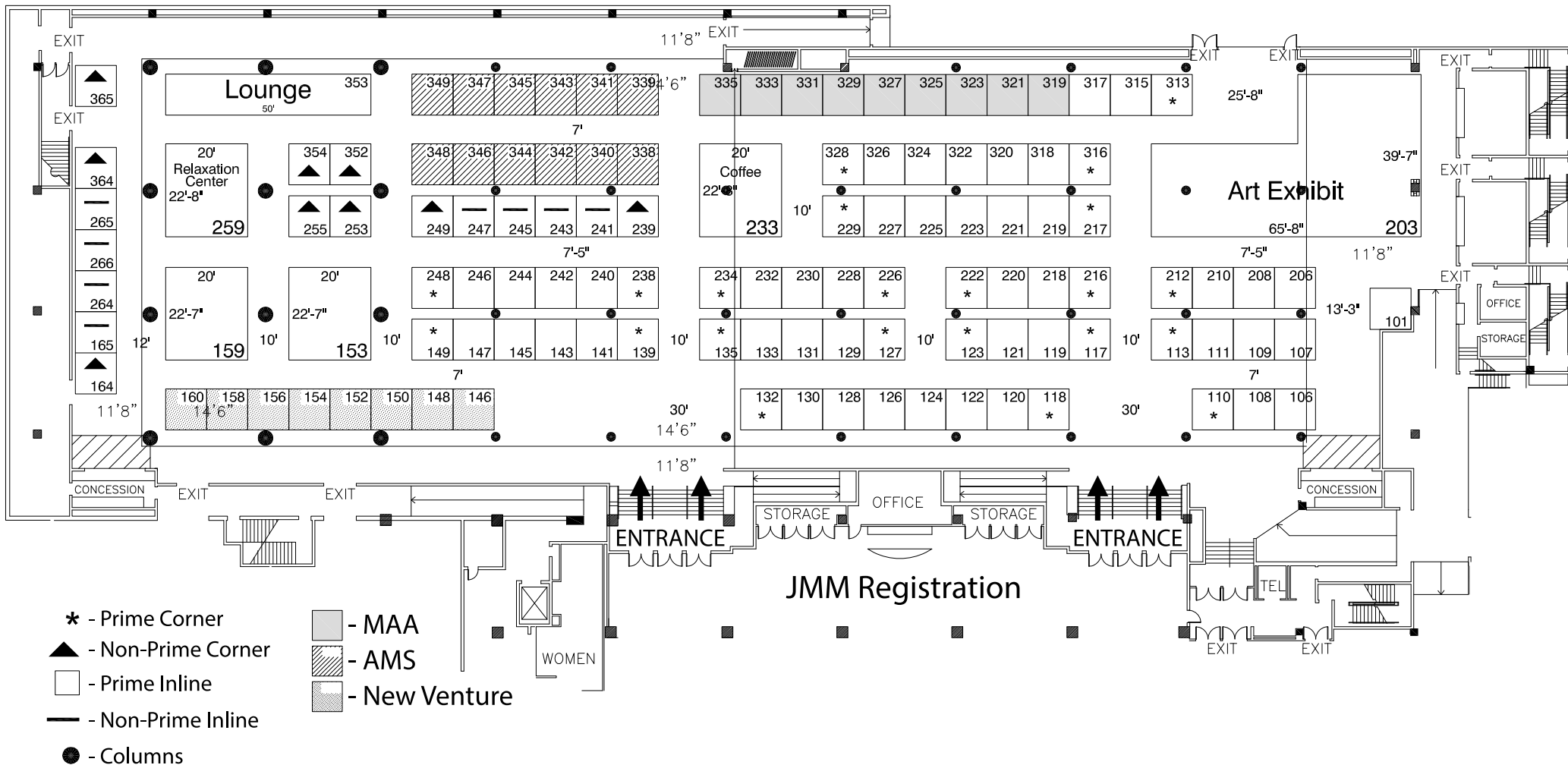
Exhibitor Services

Information on registration for a badge, hotel reservations, shipping, etc., will be sent by the Mathematics Meetings Service Bureau by **September 8, 2016** to all exhibitors who have reserved space. An Exhibitor Service Kit will be sent electronically from Brede Exposition Services to exhibitors by the second week of October. This kit will contain information and order forms for additional services. Please contact the decorator directly with any questions regarding the Service Kits. An Exhibitor Service Desk, which will be located on the exhibits floor, will be staffed by Brede Exposition Services throughout move-in, show hours, and move-out periods.

2017 Joint Mathematics Meetings Exhibits

Hyatt Regency Atlanta - Grand Hall Ballroom

Atlanta, Georgia





Take Advantage of High-Visibility Sponsorship and Branding Opportunities at the JMM!

The American Mathematical Society (AMS) and Mathematical Association of America (MAA) invite you to take advantage of high-visibility sponsorship and branding opportunities for over 6000 mathematical professionals at the 2017 Joint Mathematics Meetings (JMM).

What can a JMM sponsorship do for you?

- Demonstrate your support of the mathematics community
- Expand your brand awareness
- Showcase your products and services
- Retain and increase clients, customers or members
- Get feedback from leading educators, researchers and students
- Reinforce loyalty
- Connect with key influencers, decision-makers, potential authors, and members
- Enhance your sales, marketing campaigns, and objectives
- Set you apart from your competitors



Networking Center/Wi-Fi Hotspot

The JMM realizes every company, foundation or organization has different goals and financial resources. Therefore, we have created a variety of sponsorship packages designed to meet your marketing and financial goals and objectives. All sponsorships are exclusive unless otherwise indicated. Sponsorships are not limited to exhibitors at the meeting. All fees are quoted in U.S. Dollars.

Platinum Sponsorship

Cost: \$10,000 - Select one of the following:

- **Wi-Fi Hotspots (2 Available)** - As one of the 2 Wi-Fi Hotspot sponsors, you will be providing complimentary wireless internet access for meeting participants in one of two very high traffic areas: one in the main networking area located in the Hyatt, and another one TBD. Your logo and/or ad will also appear on the Wi-Fi splash page that is viewed when participants connect to the internet. **ONE SOLD**
- **Email Center** - The Email Center will be located in a well-trafficked area, the registration area, and is sure to provide your company with maximum exposure. Your company name, logo, and/or link can be added to all 20 computers in the center,
- **Relaxation Center** - Located directly in a very visible area of the exhibit hall, this center is a proven generator of booth traffic and goodwill, packing more “WOW” power than any other exhibitor activity. Special benefit: collect leads! Participants must go to YOUR booth to receive a voucher or ticket to redeem at the Relaxation Center for their FREE, 10-minute neck and back massage. You may opt to provide branded clothing, such as golf shirts, for the three (3) massage therapists to wear.

You Receive:

- Preferred booth location (with receipt of contract and full payment by June 10)
- One complimentary in-line exhibit booth (cost for additional booths at regular booth fees)
- Company logo, link, and fifty-word description posted on the JMM website
- One podcast interview promoting your products and services posted on the JMM Exhibits page
- Complimentary ½-page black and white ad in the Program Booklet



Email Center

- One fifty-word description listed on the sponsor page in the Program Booklet
- Preliminary and post meeting mailing list of participants
- Company banner placed in sponsored area
- Opportunity to place promotional materials on a table or magazine rack in sponsored area
- Five additional free badges for booth personnel
- First option for reservations at the headquarter hotel
- Recognition on directional towers placed in high traffic areas at the meeting
- Recognition on the Directory of Exhibitors placed inside exhibits
- Inclusion in list of sponsors on JMM mobile app
- Sponsor mention in Twitter, LinkedIn, and Facebook, with potential reach to over 30,000 viewers



Relaxation Center in Exhibit Hall

Sponsorship does not include any costs related to graphics, shipping, and production. JMM logo or name must be included on all products, where possible. Banner, literature, graphics, and clothing (where applicable) to be provided by company; maximum banner size is 8' X 4'; free-standing banner preferred; sponsoring company to be responsible for collecting banner at the end of the meeting and removing literature from applicable locations each day.

Gold Sponsorship

Cost: \$5,000 - Select one of the following:

- **Meeting Daily Newsletter** - Broadcast your company by reaching every participant at the meeting every day! As the sole sponsor of the JMM Newsletter, which is sent to everyone daily by email, your company name, logo, and link will be prominently displayed at the top!
- **Hotel Room Keys (2 Available)** - Custom hotel room keys will be provided to all meeting participants who stay in one of the headquarters hotels on the peak night of the meeting, which is Thursday. Your company name and logo prominently displayed; quantities - 900 in the Hyatt and 1100 in the Marriott.

You Receive:

- Preferred booth location (with receipt of contract and payment by June 10)
- One complimentary flyer placed in the registration packets
- Company logo, link, and thirty five-word description posted on the JMM website
- One podcast interview promoting your products and services posted on the JMM Exhibits page
- Preliminary and post meeting mailing list of participants
- Company banner placed in sponsored area
- Opportunity to place promotional materials on a table or magazine rack
- Five additional free badges for booth personnel
- Company name listed on sponsor page in the JMM Program Booklet
- First option for reservations at the headquarter hotel
- Recognition on directional towers placed in high traffic areas at the meeting
- Recognition on the Directory of Exhibitors placed inside exhibits
- Inclusion in the list of sponsors on the JMM mobile app
- Sponsor mention in Twitter, LinkedIn, and Facebook, with potential reach to over 30,000 viewers

Sponsorship includes any hotel service fees for keys. Sponsorship does not include any costs related to graphics, shipping, and production. JMM logo or name must be included on all products, where possible. Banner and literature to be provided by company; maximum banner size is 8' X 4'; free-standing banner preferred; sponsoring company responsible for collecting banner at the end of the meeting and removing literature from applicable locations each day.



Meetings Daily Newsletter

in sponsored area



Hotel Room Key

Silver Sponsorship

Cost: \$3,500 - Select one of the following:

- **Mathematical Art Exhibition** - This is a unique opportunity to show your appreciation of those whose works demonstrate the beauty and elegance of mathematics expressed in a visual art form. Display your company name and logo at one of the most visible exhibits in the exhibit hall.
- **Coffee Station** - The one thing our participants have in common is that they love coffee! As a coffee station sponsor, cups and napkins with your company name and logo can be placed at the JMM Coffee Station which will be located in a high traffic area on the exhibit floor.
- **Coffee Cup Sleeves** - Your personalized coffee cup sleeves will provide a creative way to get your name out, and keep people safe at the same time. Participants will carry your logo around as they drink their coffee or tea. Coffee sleeves will be displayed at the JMM Coffee Station which will be located in a high traffic area on the exhibit floor.
- **Graduate Students/First Timers Reception** - This premier event welcomes all graduate students and newcomers to the meeting. It is also your opportunity to make a first impression with over 2000 participants!
- **Meeting Tote Bags** - This is a great opportunity to give JMM participants something they will continue to use long after the meeting. Each registered participant will receive an environmentally-friendly manufactured tote bag with your company name and logo on it.
- **Badge Lanyards** - Participants will be wearing your company's name all week! The lanyard sponsorship provides a highly-visible level of exposure during the entire meeting.
- **Aisle Signs** - Your company name and logo will be visible to thousands in the exhibit hall throughout the meeting.

You Receive:

- Preferred booth location (with receipt of contract and payment by June 10)
- Company logo, link, and thirty five-word description posted on the JMM website
- One podcast interview promoting your products and services posted on the JMM Exhibits page
- Preliminary and post meeting mailing list of participants
- Opportunity to place promotional materials on a table or magazine rack in sponsored area
- Five additional free badges for booth personnel
- Company name listed on sponsor page in the JMM Program Booklet
- First option for reservations at the headquarter hotel
- Recognition on directional towers placed in high traffic areas at the meeting
- Recognition on the Directory of Exhibitors placed inside exhibits
- Inclusion in the list of sponsors on the JMM mobile app
- Sponsor mention in Twitter, LinkedIn, and Facebook, with potential reach to over 30,000 viewers

Sponsorship does not include the cost of napkins, cups, sleeves, bags, lanyards, or any graphics. It also does not include any costs related to any graphics, shipping, and production. Banner and literature to be provided by company; maximum banner size is 8' X 4'; free-standing banner preferred; sponsoring company responsible for collecting banner at the end of the meeting and removing literature from applicable locations each day. JMM logo or name must be included on all products, where possible.

Bronze Sponsorship

Cost: \$2,000 - Select one of the following:

- **Directional Footprints** - This is an exclusive opportunity to direct JMM participants to your booth with these highly-visible footprints on the exhibit hall floor. The footprints will display your company name and/or logo. They will start at the front of the exhibit hall



Mathematical Art Exhibition



Coffee in the Exhibit Hall



Graduate Student/First Timers Reception



Meeting Tote bags

and lead all the way to your booth – an excellent way to maximize your booth traffic. Footprints must be purchased from Brede Exposition Services.

- **Note pads** - Meeting participants appreciate having pads to take notes on during sessions. Sponsored pads will be included in all meeting bags.
- **Pens** – This is a great opportunity to maximize your company’s exposure! Meeting participants will use these pens, with your company name and logo, during the meeting and beyond. Sponsored pens will be included inside all meeting bags.

You Receive:

- Preferred booth location (with receipt of contract and payment by June 10)
- Company logo, link, and twenty five-word description posted on the JMM website
- One podcast interview promoting your products and services posted on the JMM Exhibits page
- Company name listed on sponsor page in the JMM Program Booklet
- First option for reservations at the headquarter hotel
- Recognition on directional towers placed in high traffic areas at the meeting
- Recognition on the Directory of Exhibitors placed inside exhibits
- Inclusion in the list of sponsors on the JMM mobile app
- Sponsor mention in Twitter, LinkedIn, and Facebook, with potential reach to over 30,000 viewers

Sponsorship does not include the cost of footprints, note pads, pens, or any graphics. It also does not include any costs related to graphics, shipping, and production. JMM logo or name must be included on all products, where possible.

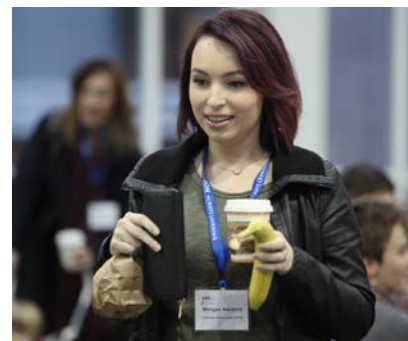
Patron Sponsor

Cost: \$500

Do you have a restrictive budget for sponsorships, but still want to show your support of the meeting? Let your company be represented as a Patron Sponsor! Company name will be listed as a “Patron Sponsor” on all signage at the meeting, in the meeting program and the mobile app.

Custom Sponsorship - \$TBD

Create your own customized sponsorship opportunity! Work directly with our meetings staff to create a unique sponsorship opportunity that fits your marketing budget. Contact Christine Davis with your sponsorship ideas or suggestions at (401) 455-4137 or cpd@ams.org.



Badge Lanyards



Aisle Signs



Directional Footprints



Notepads and Pens

Sponsorship Application

☐ YES, we want to increase our company's exposure and branding at the JMM and agree to sponsor the following activity(ies): _____

Company: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

Contact: _____

Signature: _____

Exhibitor Status: ☐ Exhibitor ☐ Non-exhibitor

Total Amount of Sponsorship: \$ _____

Payment Type: ☐ Check ☐ Credit Card ☐ Other _____

Full payment is required with this application. Make checks payable to the AMS. Foreign checks must be drawn on a U.S. Bank and payable in U.S. funds. All major credit cards also accepted (**by phone only**). To pay by credit card, please call Christine Davis at 401-455-4137 or 800-321-4267 x 4137. For your security, we do not accept credit card numbers by postal mail, email or fax. **For questions**, contact the MMSB at mmsb@ams.org.

For ALL check payments, **please keep a copy of this for your records and send the original to the: Mathematics Meetings Service Bureau (MMSB), PO Box 6887, Providence, RI 02940-6887.**

Deadlines and Cancellations

- **September 13, 2016** – A 40% cancellation charge (plus cost of any items ordered per your request) will be applied for any sponsorship cancelled by this date and before **October 27, 2016**.
- **October 18, 2016** – Sponsorships signed in time to be listed in the program booklet
- **October 18, 2016** – A 60% cancellation charge (plus the cost of any items ordered per your request) will be applied for any sponsorship cancelled after this date
- **October 27, 2016** – No refunds for cancellations after this date
- **November 15, 2016** – lanyards, pens, and note pads received in the AMS office

Questions

Sponsorships are limited and are granted on a first-come, first-serve basis. For more information on sponsorships, contact the Exhibits Coordinator, Christine Davis, at 1-800-321-4267, Ext. 4137 (U.S. and Canada), 401-455-4137 (worldwide) or by email to cpd@ams.org.



Advertising Opportunities at the Joint Mathematics Meetings

JMM App

With its complete and up-to-the-minute program information and helpful maps, the official JMM App has become an essential part of the meeting for many meeting participants, with **close to 3900 downloads** at last year's meeting. Now you can get your message in front of this audience with banner ads or app notifications.

Banner Advertising – US \$2,000. There is limited availability for this highly visible advertising space. Only 3 banners can be sold! Banner ads rotate throughout the app and can be linked to your company's webpage.

Deadline for insertion order and art work: **December 1, 2016**

Push Notifications – US \$150. Have a message pop up on each participant's screen!

There is no deadline for push notifications, however, only 15 can be allowed per day, and no more than 4 per hour. These are assigned on a first come, first-served basis.

*See the end of this contract for ad specs, complete details, and ordering information.

JMM Program Book

The JMM Program book is the most comprehensive guide to all facets of the JMM, and is distributed to over 6000 meeting participants, including each exhibiting company. Over 66% of participants keep their programs after the meeting, giving you added and long-term exposure.

	Price	Dimensions	
Cover 4	US\$ 2,999	5 3/4" x 8 1/2"	Special Discount!
Cover 2	US\$ 1,899	5 3/4" x 8 1/2"	Special Discount!
2-page spread	US\$ 2,799	12 1/2" x 8 1/2"	Special Discount!
1-page	US\$ 1,499	5 3/4" x 8 1/2"	Special Discount!
1/2 page, horizontal	US\$ 1,130	5 3/4" x 4 1/8"	
1/4 page	US\$ 698	2 3/4" x 4 1/8"	

Deadline for insertion order and art work: **October 18, 2016**

*See the end of this contract for ad specs, complete details, and ordering information.

Registration Packets

Are you hosting a special event, making an important announcement, or offering special discounts at the meeting? A registration packet flyer will put your offer directly in the hands of close to 3000 participants before the meeting even begins!



Registration packets will be mailed in December to participants who registered in advance. They will include the meeting program, badges, and other important information about the meeting. Packets will also be handed out at the meeting. **Your flyer will be included in BOTH!**

The cost to have your flyer included in the registration packet is US \$711. Since space in the registration packet is limited, reservations are accepted only on a first-come, first-served basis. Reserve your space NOW!

Deadline for insertion order and all flyer to be in-house: **November 8, 2016**

*See the end of this contract for flyer specs, complete details, and ordering information.

JMM Newsletter

JointMeetingNews is the daily Newsletter for the meeting. It includes important program updates and last-minute announcements. **Why not include your information, too?**

The *JointMeetingNews* will be posted on the meeting website AND sent electronically daily to every participant during the meeting. Whether you want to place an ad or make an announcement, *JointMeetingNews* is a great way to reach your audience. Ads are US \$60 per ad per day, or US \$199 for all four days of the meeting.

Ads can be ordered up to and during the meeting, however, for prime placement in the newsletter, the deadline for insertion and art work: **December 15, 2016.**

Exhibitors may submit announcements before the meeting, as a complimentary service, until **November 1, 2016.** These will be published on a page in the printed program AND on a flyer that will be included in the registration packets that are mailed before the meeting. After **November 1, 2016**, announcements will only be published in the *JointMeetingNews* at a low price of US \$1 per word per announcement per day or a SPECIAL DISCOUNT of US \$.50 per word per announcement for three (3) or more days.

*See the end of this contract for ad specs, complete details, and ordering information.

Mailing Lists

Get the word out early about your products and services by purchasing a mailing list of JMM participants! A list of pre-registrants will be available before January 2017, and a full list of participants will be available after the meeting.

One full mailing list may be purchased for US \$335, or two for US \$599. All lists will be sent as Excel files via email.

*See the end of this contract for complete details and ordering information.



Joint Mathematics Meetings Advertising Contract

Joint Mathematics Meetings, January 4-7, 2017 Hyatt Regency Atlanta, Atlanta, GA

Contact Information

Company Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

Email: _____ Daytime Telephone: _____

Marketing Contact: _____ Title: _____

Email: _____

Signature: _____ Date: _____

Terms for Advertising in the Mobile App

Banner Ads

1. **Rates:** Rates are listed above. Prepayment is required upon submission of contract.
2. **Cancellations and Changes:** Cancellations or changes cannot be guaranteed in advertising between the time the ad is ordered and the initial publication. Once an Advertisement Order has been accepted, Advertiser can only cancel or alter an Advertisement Order up to **December 15, 2016**. No refunds will be issued after this date.
3. **Specifications:** Contact Christine Davis at cpd@ams.org for all specs. Banner ads have a maximum size of 600KB.
4. **Approvals:** Sample ad must be approved by the AMS Director of Meetings.

Push Notifications

1. **Rates:** Rates are listed above. Prepayment is required upon submission of contract.
2. **Cancellations and Changes:** Cancellations and Changes can be made up to 24 hours prior to the time the notification is sent out.
3. **Specifications:** 70 characters max. (No photos, only text)

Terms for Advertising in the Program

1. **Rates:** Rates are listed above. Prepayment is required upon submission of contract.
2. **General:** A signed contract must be submitted by the company/association/agency (Advertiser) to the American Mathematical Society and Mathematical Association of America ("Group") by **October 18, 2016**. By submitting advertising for inclusion in the 2017 Joint Meetings Program (Program), Advertiser agrees to be bound by the terms of this contract. No conditions other than those set forth herein shall be binding on Group unless specifically agreed to in writing by Group. Group will not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the Advertiser. This contract supersedes all terms and conditions on Group rate sheets.
3. **Electronic submission:** The overall size of the program is 7" x 10". Covers can be printed in color. All other ads will be printed in black and white only. The preferred submission format is pdf files sent electronically to Christine Davis at cpd@ams.org. If your ad has been converted from color to black and white, please pay close attention to the greyscale contrast. The contrast between the background and objects, or objects that overlap one another, should be at least 20%. If this is not the case, your ad may have a muddy quality when printed on the press for the program. Ad Specifications: a) be created to be the same size as the ad itself; b) have either embedded fonts or have all text converted to outlines; c) have all



images embedded. Embedded images should be at a minimum resolution of 300 dpi; d) not include crop marks; e) be bordered with a minimum 1 pt. rule around the edge. **Deadline for all artwork is October 18, 2016.**

4. **Right to Edit or Reject:** All advertising is subject to Group's approval. The Group reserves the right to reject advertising. Advertisers and their agencies assume liability for all content (including text representation and illustration) of advertisements printed and assume responsibility for any resulting claims against the Group. The Group assumes no responsibility if, for any reason, it becomes necessary to omit an advertisement.

5. **Ownership of advertising copy:** On delivery of advertising copy to Group said advertising copy will become wholly and entirely the property of the Group to be published in the Program. Group shall not publish Advertiser's advertising in any other medium. Group assumes no responsibility for the return or storage of any photographs or art work of the Advertiser. All advertising copy that represents the creative effort of the Group and/or the use of creativity, labor, composition or material furnished by it, is and remains the property of the Group, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the Group's prior written consent.

6. **Positioning of Advertisements:** Group shall have full latitude with respect to positioning all advertisements; provided, however, that Group will use its reasonable efforts to accommodate the Advertiser's positioning requests, if any.

7. **Typographical errors, Incorrect Insertions or Omissions:** The Advertiser's contract cannot be invalidated, and the Group will not be liable, for (a) the incorrect publication (including, without limitation, typographical errors) or insertion or any omission of the Advertiser's advertising or (b) any resulting losses.

8. **Cancellations and Changes:** Cancellations or changes cannot be guaranteed in advertising between the time the ad is ordered and the initial publication. Once an Advertisement Order has been accepted, Advertiser can only cancel or alter an Advertisement Order up to **October 18, 2016**. No refunds will be issued after this date. After this date, a written consent by the AMS Director of Meetings is required for any cancellations due to special circumstances. If such consent is not granted then the Advertiser will not receive a refund. If such consent is granted then the Advertiser will receive a refund minus 10%.

9. **Indemnification:** Advertiser agrees to indemnify, defend and hold harmless the Group from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs, and expenses, of any nature whatsoever (including reasonable attorneys' fees) for which the Group or any of its affiliates may become liable by reason of Group's publication of Advertiser's advertising. All advertisements are accepted and published in the Program upon the representation by the Advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication (or availability) will not violate the rights of, or be harmful to, any person, corporation or other entity, and will not infringe any copyright, trademark, or patent rights. In consideration of the publication of advertisements, the Advertiser will, jointly and severally, indemnify and save harmless the Group, and its members, employees, officers, and staff, against all liability, loss, damage, and expense of any nature, including attorneys' fees arising out of any claims for libel, invasion of privacy, copyright or trademark infringement and/or any other claim or suit that may arise out of Advertiser's Advertisement.

10. **Force Majeure:** Each party's obligations under the advertising contract are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of the party.

11. **Governing Law:** This contract shall be construed under the laws of Rhode Island. Venue for any legal actions regarding this contract shall be in Rhode Island.

12. **Full Contract:** This writing contains the entire Contract of the Parties. No representations were made or relied upon by either party, other than those expressly set forth in this Contract. No agent, employee or other representative of either party is empowered to alter any of the terms hereof, unless done in writing and signed by a duly authorized officer, employee or other representative of the respective parties.

Terms for Advertising in the Registration Packet

1. **Rates:** US\$ 711, Prepayment is required and only one flyer allowed per company.

2. **Cancellations and Changes:** There are no refunds after the deadline of **November 8, 2016**.

3. **Specifications:** 8½" x 11" maximum trim size, 50# maximum weight (any color stock or ink allowed); only flat sheets accepted, no fold, 6000 copies (to be provided by you). Printing allowed on both sides at your discretion, any reference to the meeting must be "Joint Mathematics Meetings", flyers are required to be in-house by **November 8, 2016**, and a sample flyer must be approved by the AMS Director of Meetings before shipment is sent. Sample flyers should be emailed to Christine Davis at cpd@ams.org or by fax to 401-455-4004. The AMS shall not be responsible for the condition of any materials shipped to the AMS.



Terms for Advertising in the JMM Newsletter

Advertisements

1. **Rates:** US \$60 per ad per day or a SPECIAL DISCOUNT of US \$199 per ad for four (4) or more days.
2. **Cancellations and Changes:** Fees paid for ads submitted for the *JointMeetingNews* are nonrefundable.
3. **Specifications:** Contact Christine Davis at cpd@ams.org for all specs. All ads must be sent electronically. Ads will be accepted on a first-come, first-served basis in the order in which they are received. Acceptance will be subject to all specifications listed below, editor's discretion for layout design, and approval by the AMS Director of Meetings.

Announcements

1. **Rates:** US \$1 per word per announcement per day or a SPECIAL DISCOUNT of US \$.50 per word per announcement for three (3) or more days. Exhibitors may submit announcements before the meeting, as a complimentary service, until **November 1, 2016**. After **November 1**, announcements will only be published in the *JointMeetingNews*.
2. **Cancellations and Changes:** Fees paid for ads submitted for the *JointMeetingNews* are nonrefundable.
3. **Specifications:** The preferred format for ads is jpeg, maximum 300 pixels wide and 425 pixels high. All announcements must be sent electronically to the Exhibits Coordinator, Christine Davis, at cpd@ams.org. We reserve the right to adjust ads proportionately in size depending upon layout. The inclusion of any announcement is subject to the discretion of the AMS Director of Meetings.

Terms for Advertising using a JMM Mailing List

1. **Rates:** One full mailing list – US \$335, or two lists – US \$599.
2. **Cancellations and Changes:** Fees paid for ads submitted for the *JointMeetingNews* are nonrefundable.
3. **Specifications:** All lists are sent in Excel via email. Lists are printed in zip code order, unless otherwise specified. Such criteria may include geographic area, zip code ranges, membership, and type of participant (such as student), etc. Email addresses cannot be provided on any list. A copy of all mailing list material must be approved by the AMS Director of Meetings before list can be sold. All mailing lists of participants in the JMM are rented for one-time use only and are not to be copied for reuse or incorporation into other lists without the permission of the AMS Director of Meetings. Commitment to these terms is required via the Mailing List Contract on the reverse of this flyer. Please complete and sign this contract and send it with your payment.
4. **Use of Information:** Description and Intent of Use: (Please Print) _____

Amount Due for JMM App Advertising: \$ _____

Description: _____

I have read the above terms and conditions. (Please initial) _____

Amount Due for Program Book Advertising: \$ _____

Description: _____

I have read the above terms and conditions. (Please initial) _____

Amount Due for Registration Packet Advertising: \$ _____

Description: _____

I have read the above terms and conditions. (Please initial) _____



Amount Due for Newsletter Advertising: \$_____

Description: _____

I have read the above terms and conditions. (Please initial) _____

Amount Due for Mailing List Advertising: \$_____

Description: _____

I have read the above terms and conditions. (Please initial) _____

Total Amount due for Advertising for the Joint Mathematics Meetings: \$_____

Payment Type: ☐Check ☐Credit Card

Full payment is required with this application. Make checks payable to AMS. Foreign checks must be drawn on a U.S. Bank and payable in U.S. funds. All major credit cards also accepted (**by phone only**). To pay by credit card, please call Christine Davis at 401-455-4137 or 800-321-4267 x 4137. For your security, we do not accept credit card numbers by postal mail, email, or fax. **For questions**, contact the MMSB at mmsb@ams.org. For ALL check payments, **please keep a copy of this for your records**, and send to: Mathematics Meetings Service Bureau (MMSB), PO Box 6887, Providence, RI 02940-6887.