



# MathFest 2008

July 31 – August 2, 2008  
Monona Terrace and  
Convention Center  
Madison, Wisconsin



Mathematical Association of America

## EXHIBITOR PROSPECTUS



# Exhibit at the Mathematical Comm

# MAA M

## About MathFest

*MathFest* attracts the leading pioneers in the field of mathematics, as well as math educators, students, and applied mathematicians from the world of business.

*MathFest* offers exhibitors a great opportunity to generate brand awareness, lead generation, and product sales among the mathematical community.

*MathFest* has attracted more than 1,000 attendees every year since 2000. Sessions include noted speakers, contributed paper lectures, mini-courses, and student activities. And the Exhibit Hall offers a fabulous forum for organizations like yours to cultivate new prospects!

The impact of *MathFest* is not limited to just those who attend the conference though. Attendees often explore the latest products and services with the purpose of gathering information to share with their colleagues in the mathematical community. Exhibitors present tools that all mathematicians can use, whether for teaching, research, or real-world applications.

## About the MAA

The Mathematical Association of America (MAA) is the largest professional society that focuses on undergraduate level mathematics. The MAA's 25,000 members participate in a wide variety of activities that foster education, professional development, student involvement, and public policy. MAA's national focus is complemented by its 29 regional sections—together providing an extensive network that links the mathematical community.

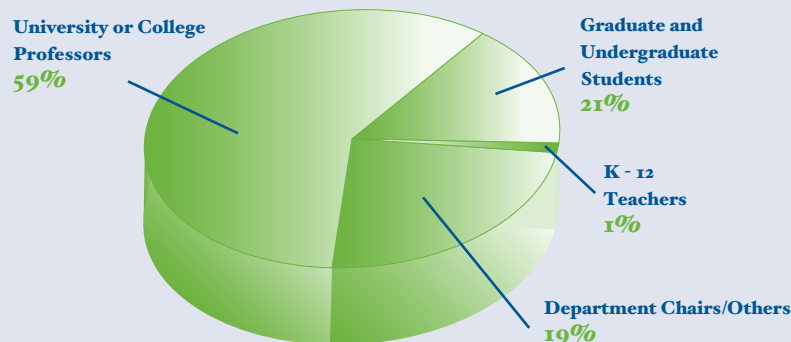
## Attendee Profile

Attendees include university, college, and high school teachers; graduate and undergraduate students; pure and applied mathematicians; computer scientists; statisticians; and many others in academia, government, business, and industry.

## Some Past Exhibitors:

- |  |  |
|--|--|
| Addison-Wesley Longman   | Key College Publishing                         |
| AK Peters, Ltd.  | Mathematical Association of America            |
| American Mathematical Society                                    | MacKichan Software                             |
| Association for Women in Mathematics                             | Maplesoft                                      |
| Baywood Publishing Co. Inc.                                      | McGraw-Hill                                    |
| Birkhauser Boston, Inc.  | National Science Foundation                    |
| Brooks/Cole Publishing   | National Security Agency                       |
| Cambridge University Press                                       | Prentice Hall                                  |
| Camelot Publishing Company                                       | Princeton University Press                     |
| Casio, Inc.  | Robert Carden Art                              |
| COMAP, Inc.  | Saunders College Publishing                    |
| Design Science, Inc.   | Sharp Electronics Corporation                  |
| Duke University Press  | Society for Industrial and Applied Mathematics |
| Everyday Learning  | Soft Warehouse, Inc.                           |
| Frog Publications  | Springer-Verlag New York, Inc.                 |
| Harcourt/Academic Press  | Teachers Teaching with Technology              |
| International Society of the Arts, Mathematics, and Architecture | Texas Instruments, Inc.                        |
| John Hopkins University Press                                    | Thinkwell.com                                  |
| John Wiley & Sons, Inc.  | Waterloo Maple                                 |
| Keith Distributors   | WebAssign                                      |
| Link Systems International, Inc.                                 | W.H. Freeman & Company                         |
|  | Wolfram Research Inc.                          |
|  | Wood Mobius                                    |

## Attendance Profile



# Community's Premier Summer Meeting MathFest 2008

## Location

The Exhibit Hall will be located at the Monona Terrace, Madison, Wisconsin. Lodging information will be sent in your exhibitor booth confirmation packet in March 2008.

**Exhibit Booth Fee is \$1,095**

**Early Bird: \$995**

*To qualify for the early bird rate return your contract by January 31, 2008*

## Exhibit Space Description

Each booth includes:

- Two complimentary show badges (additional badges - \$75 each)
- 10 x 10 exhibit space
- One 6' skirted table
- One identification sign
- One wastebasket
- Company listing in MathFest program and MAA website [www.maa.org/mathfest](http://www.maa.org/mathfest)

## Advertising Opportunities

Take advantage of these excellent opportunities to spotlight your company!

- Advertise in MAA FOCUS, the MAA's bimonthly magazine. See MAA FOCUS advertising insert enclosed.
- Advertise in the *MathFest* Program! See Program advertising insert enclosed.
- Insert a flyer promoting your company into the information packet that is sent to all attendees when they register!

## Sponsorship Opportunities

The MAA offers numerous ways to generate brand awareness, gain visibility for your products and services, and increase booth traffic via sponsorship. Maximize your presence at MathFest by becoming a sponsor.

**Have another sponsorship idea?** Customized sponsorships and commercial presentation opportunities are also available. For more information please contact **Cheryl Adams** at [cadams@maa.org](mailto:cadams@maa.org) or call **1.800.741.9415 ext 462**. **For more details, see inserts enclosed.**

## Table Top Opportunities

A limited number of table top opportunities are available. For more information, contact Cheryl Adams at [cadams@maa.org](mailto:cadams@maa.org).

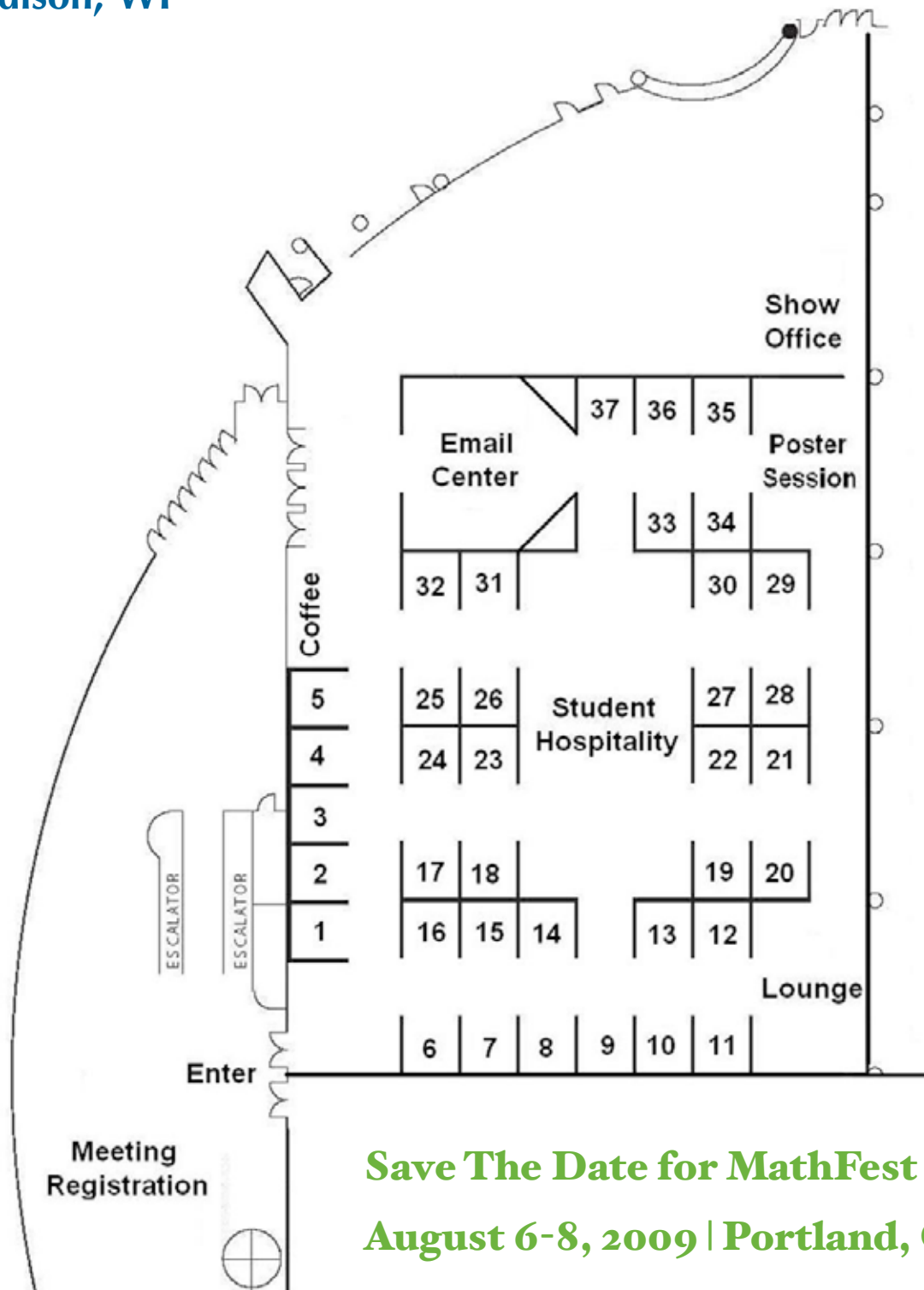
## MATHFEST EXHIBITION SCHEDULE

Wednesday, July 30	1:00 p.m. - 6:00 p.m.	Set Up
Thursday, July 31	9:00 a.m. - 5:00 p.m.	Exhibit Hours
Friday, August 1	9:00 a.m. - 5:00 p.m.	Exhibit Hours
Saturday, August 2	9:00 a.m. - 2:00 p.m.	Exhibit Hours
	2:00 p.m. - 6:00 p.m.	Tear Down



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Exhibit Hall | Monona Terrace Convention Center  
Madison, WI



**Save The Date for MathFest 2009**  
**August 6-8, 2009 | Portland, OR**