



MAA MATHFEST

DENVER, COLORADO

AUGUST 1-4, 2018

EXHIBIT & SPONSORSHIP PROSPECTUS

Mathematical Association of America
maa.org/mathfest



MAA

MATHEMATICAL ASSOCIATION OF AMERICA

About MAA

The Mathematical Association of America is the world's largest community of mathematicians, students, and enthusiasts. We further the understanding of our world through mathematics because mathematics drives society and shapes our lives. The mission of the MAA is to advance the understanding of mathematics, and its impact on the world. For more information on the MAA and our community, please visit us at maa.org.

About the meeting

MAA MathFest presents the latest in mathematical research and education each summer from the Mathematical Association of America, the world's largest community of mathematicians, students, and enthusiasts. MAA MathFest will be held at the Sheraton Denver Downtown Hotel, Aug. 1-4, 2018 in Denver, CO.

Contact MAA

**Mathematical Association
of America**

1529 18th Street NW
Washington DC 20036
Email: sponsor@maa.org

Exhibit and Sponsorship Contact Information

Joanna Ferguson, CMP
sponsor@maa.org
Phone: (585) 666-1846

To Our Recent & Prospective Sponsors:

Welcome! The Mathematical Association of America invites you to exhibit at or sponsor MAA MathFest, to be held August 1-4, 2018 in Denver, CO. MAA MathFest shares the latest in mathematical research and education with a wide audience of math instructors, industry, and students. The entire event will be held at the Sheraton Denver Downtown Hotel. The hotel is conveniently located on the famous 16th Street Pedestrian Mall, home to the city's best shopping, dining, and entertainment. Please review this support prospectus thoroughly and complete the contract online to secure your exhibit booth or sponsorship today. We look forward to your participation!



Should **you** support the MAA?

YES!

If your company markets products or services that support the field of mathematics, educators, students, and industry or academic mathematicians, you don't want to miss this once-a-year outreach opportunity.

Supporters include leaders in:

- Hardware/Software
- Professional Education
- Publications
- Recruiting Services
- Research Tools
- Professional Associations
- Social Media Platforms
- Commercial (Clothing, games, art, etc)

Over 1,900 registrants

from all 50 states and the District of Columbia which included a record number 521 undergraduate students in 2017

In 2017, #MAAthFest had an estimated reach of **105,228 on Facebook**, had **220,238 impressions on Twitter** and **750 Instagram story views**

MAA MathFest welcomed **711 members and 169 nonmembers in 2017**

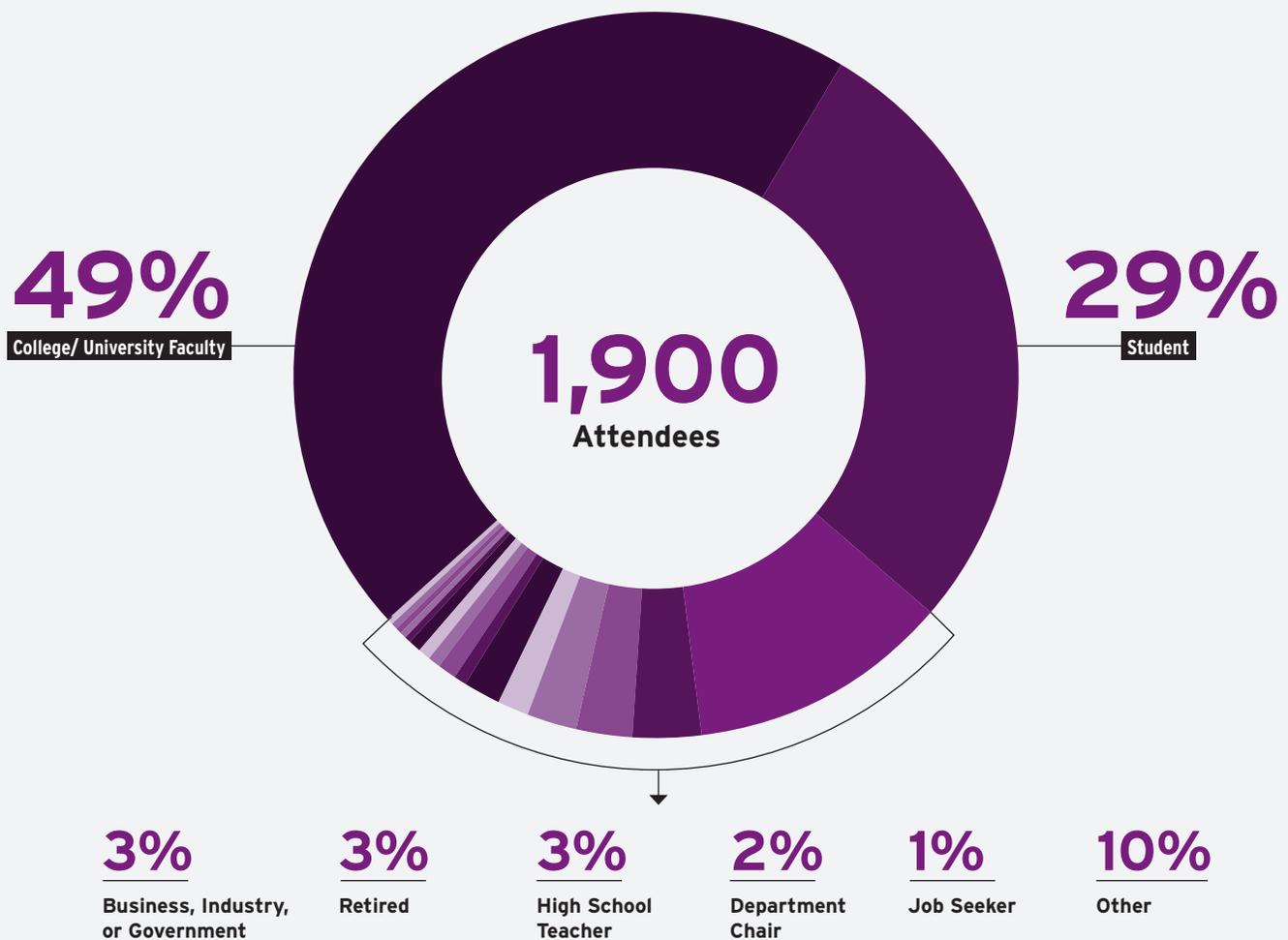
MAA MathFest will have an extensive program of cutting-edge curriculum ideas and research on a wide array of topics. Previous talks from 2017, include:

<p>MAA Invited Address: Is There a Better Way to Elect a President?</p>	<p>AWM-MAA Etta Zuber Falconer Lecture: Not So Hidden Figures: Unveiling Mathematical Talent</p>	<p>Earle Raymond Hedrick Lecture Series: What is Symplectic Geometry? An Introduction to Some Concepts and Open Questions</p>
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Breakdown by affiliation

From 2017 MAA MathFest Attendees

MAAs MathFest brings together over 1,900 mathematicians, professors, students, and math enthusiast to reconnect with colleagues, learn how to invigorate their curricula and techniques, see what's new in teaching and learning resources, and share their expertise and love of math.



Support MAA Today

Contact:

sponsor@maa.org

Phone:

585-666-1846

For more information, visit:

www.cvent.com/d/mtqfmm

MAA Chan Stanek
Lecture for
Students: Four Tales
of Impossibility

James R. C. Leitzel
Lecture: Math's
Other Half

Below is a sampling of companies who participate in MAA MathFest:

- Basic Books
- Budapest Semesters in Mathematics Education
- Cambridge University Press
- CRC PRESS, Taylor & Francis
- Facebook
- Gradarius
- GraphLock, Inc.
- Hawkes Learning
- Heidelberg Laureate Forum Foundation
- Knewton, Inc.
- Lyryx Learning
- MAA SIG Math Circles for Students and Teachers
- Maplesoft
- McGraw-Hill Education
- National Association of Math Circles
- National Science Foundation
- National Security Agency
- Overleaf
- Oxford University Press
- Pearson
- Princeton University Press
- Springer
- The D. E. Shaw Group
- The Initiative for Mathematics Learning by Inquiry (MLI)
- Wiley
- Maths for More, SL
- Woodrow Wilson National Fellowship Foundation
- Worldwide Center of Mathematics

Sponsor Packages

MAA MathFest is the largest and most comprehensive mathematical event in the country. Mathematical professionals, from across the U.S., attend for three and a half days of networking and learning. This is your greatest opportunity to gain company exposure and name recognition.

Early Bird Special - 1/4 page ad in the special April issue of MAA FOCUS newsmagazine for MAA members which highlights MAA MathFest for sponsors who register by March 16, 2018! (Artwork due by March 25 for inclusion.)

PLATINUM \$50,000 1 Available	GOLD \$25,000 2 Available	SILVER \$10,000 2 Available	BRONZE \$5,000 5 Available
Exclusive MAA Invited Addresses Underwriter	Opening Reception Underwriter	Choice of: Tote Bag Sponsor Lanyard Sponsor	
(2) Pre-Event Promotions on MAA Social Networks	(1) Pre-Event Promotion on MAA Social Networks		
Thank You During Keynote	Thank You During Opening Reception		
(1) 10' x 20' premium location booth with two 6' skirted tables, four chairs, identification sign and wastebasket	(1) 10' x 10' premium location booth with 6' skirted table, two chairs, identification sign and wastebasket	(1) 10' x 10' corner location booth with 6' skirted table, two chairs, identification sign and wastebasket	(1) 10' x 10' corner location booth with 6' skirted table, two chairs, identification sign and wastebasket
(15) Full Conference Registrations	(10) Full Conference Registrations	(5) Full Conference Registrations	(4) Full Conference Registrations
(1) full-page, full-color advertisement in the MAA MathFest Program	(1) full-page, full-color advertisement in the MAA MathFest Program	(1) full-page, full-color advertisement in the MAA MathFest Program	(1) half-page, full-color advertisement in the MAA MathFest Program
(1) registration bag insert	(1) registration bag insert	(1) registration bag insert	(1) registration bag insert
Listing on MAA's website with a link to your company's website and a description of your company (600 characters max)	Listing on MAA's website with a link to your company's website and a description of your company (600 characters max)	Listing on MAA's website with a link to your company's website and a description of your company (600 characters max)	Listing on MAA's website with a link to your company's website and a description of your company (600 characters max)
Branded Signage in Prominent Areas	Branded Signage in Prominent Areas	Branded Signage in Prominent Areas	Branded Signage in Prominent Areas

*Please see maa.org/mathfest for detailed information

A La Carte Sponsorship Opportunities

Coffee Break - \$6,000

Seize an opportunity to greet MAA MathFest attendees one-on-one and spread the word about your company. Coffee breaks are offered in the morning and afternoon on Thursday and Friday at two locations in the exhibit hall. Sponsors may distribute non-sponsored items such as coffee mugs and water bottles, etc. In addition, your company's representatives may meet attendees as they come for refreshments. Your company name will be placed on all coffee break signage.

Meeting Notebook - \$6,000

Sponsor logo along with the MAA logo will be imprinted on the notebook to be distributed in each attendee registration bag, this handy 6 inch x 9 inch spiral-bound notebook includes pages for notes.

Hotel Key Cards - \$5,000

Room key cards are given to each attendee upon check-in at official conference hotels. As a sponsor, your company name and/or logo will be imprinted on the key card along with the MAA logo.

Registration - \$5,000

First impressions are lasting and your company name and logo will be the one that attendees see as they approach the registration counter in this high-traffic area. The registration area becomes your opportunity to brand your company and booth number to all attendees. Sponsorship of Registration means your logo and booth number will appear leading up to and around the Registration counters!

Conference Directional Signage - \$4,000

Help attendees get to where they want to go and let them know your company helped get them there. The boards display to attendees where sessions are and how to get there! Attendees see the displays as they walk around the Sheraton Denver Downtown. Sponsor logo will be prominently displayed on the Conference at a Glance Board.

Standing Signs - \$3,500

Your company's advertisement, message, logo, and booth number are prominently displayed on freestanding, double-sided Standing Signs placed in high-traffic areas throughout the Sheraton. Each sign measures 8' high and 3' wide.

Poster Session - \$3,000

Be part of the busiest traffic area in Denver! Poster sessions are a highlight of every meeting and draw large numbers of attendees on Friday, August 3rd. Sponsor logo will be prominently displayed on the Poster Session area inside of the exhibit hall.

Conference Pens - \$3,000

Pens are inserted into each conference registration bag. As a sponsor, your company name or logo will be imprinted on the barrel of each pen along with the MAA logo. This is a guaranteed way to get your name in front of every attendee as they pick up their registration materials.

Bag Insert - \$2,000 per insert

Double your exposure by inserting a flier, program announcement, job opportunity, or product into the conference tote bags; every attendee receives a bag and all bag inserts must be pre-approved by MAA. All supporters will be responsible for supplying the necessary amount of supplies for each bag. (Bag Inserts must be received by June 22, 2018.)

**Please note A La Carte opportunities may be combined with an exhibit booth for an additional fee, please inquire.*

Technology Opportunities

Meeting Wi-Fi - \$10,000

Your company name with a link to the company homepage will be featured as the screen-saver on every log in page and on the wireless signage. Support at this level would also warrant your company name listed on the home page of the MAA MathFest website.

USB Memory Sticks - \$10,000

All registered attendees will receive a 2GB swivel flash drive that will be taken home after the meeting and used repeatedly by attendees. Support of this item includes your organization name and Web address imprinted on the USB. (Artwork to be approved by MAA; product to be chosen by MAA).

Networking Charge Up Lounge - \$6,000

Sponsor this exciting opportunity and allow conference attendees the convenience of charging their mobile devices in a comfortable lounge setting while attending the conference! As the Networking Charge Up Station sponsor, your company will receive signage at the lounge as well as throughout the event on sponsor recognition signage for the duration of the event, as well as on our rolling sponsor recognition slides and in the printed conference program.

Advertising Opportunities

Featured Advertising in MAA MathFest Onsite Final Program

- **Inside Front Cover** - \$1,800 (full color, full page)
Dimensions: 8 1/4" x 10 5/8" 8 1/2" x 11"
- **Inside Back Cover** - \$1,800 (full color, full page)
Dimensions: 8 1/4" x 10 5/8" 8 1/2" x 11"
- **Full Page** - \$1,500 (full color, full page)
Dimensions: 7 1/6" x 9" (v)
- **Half Page** - \$900 (full color, half page)
Dimensions: 4 13/16" x 7 1/16"(v) or 7 1/16" x 4 13/16"(h)

Digital Advertising

300x250 pixels ad and link in daily email to participants: \$100 per email (specify day) or \$350 for all four days of the conference

Exhibit Opportunities

Exhibit Space - \$1,500 AND UP

Enjoy a home base at the conference by reserving an exhibit booth. Located in a high traffic area of the conference, this exhibit space can be your base of operations throughout the meeting.

Your \$1,500 investment includes two full conference registrations, one 6' draped table with 2 chairs, easel, identification sign and wastebasket. As a conference exhibitor, you will also receive recognition in the final program book and on the annual meeting website. 10x20 booth spaces and custom options are available, inquire for more details.

Other Sponsorship Opportunities—Varies*

There are many other ways to sponsor MAA MathFest in Denver and we welcome your ideas!

Please contact sponsor@maa.org to discuss additional sponsorship opportunities or packages that include combinations of those listed above. We are happy to work with you to develop a custom sponsorship package that meets your company's needs.

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