



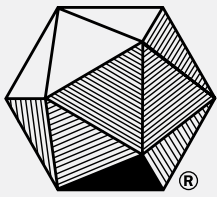
MAA MATHFEST

CINCINNATI, OHIO

JULY 31- AUGUST 3, 2019

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 Duke Energy Convention Center, July 31 - August 3, 2019 in Cincinnati, OH.

Contact MAA

**Mathematical Association
of America**

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

Exhibit and Sponsorship Contact Information

Kate Fries

sponsor@maa.org
Phone: (202)319-8476

To Our Recent & Prospective Sponsors:

Welcome! The Mathematical Association of America invites you to exhibit at or sponsor MAA MathFest, to be held July 31 - August 3, 2019 in Cincinnati, OH. MAA MathFest shares the latest in mathematical research and education with a wide audience of math instructors, industry, and students. The event will be held at both the Duke Energy Convention Center and the Hilton Cincinnati Netherland Plaza. Both are conveniently located in the heart of downtown Cincinnati near the famous Fountain Square, home to some of the 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)

More than 1,700 registrants

from all 50 states and the District of Columbia, which included more than 400 students in 2018.

In 2018, MAA MathFest posts had **over 539,555 impressions on Twitter and an estimated reach of 69,000 on Facebook.**

MAA MathFest welcomed **nearly 800 members and more than 100 nonmembers in 2018.**

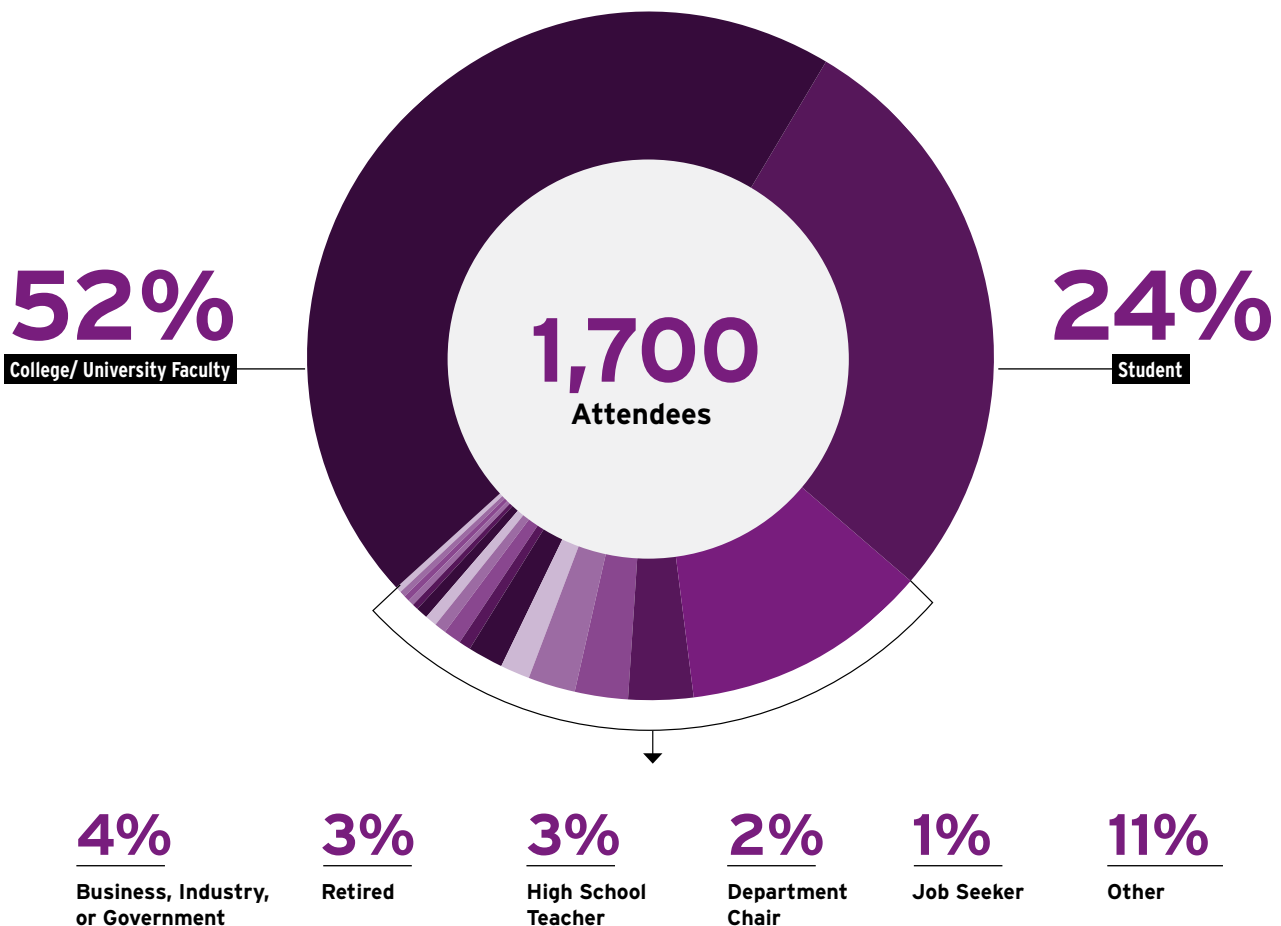
MAA MathFest will have an extensive program of cutting-edge curriculum ideas and research on a wide array of topics. Previous talks from 2018, include:

MAA Invited Address: Mathematical Medicine: Modeling Disease and Treatment	AWM-MAA Etta Z. Falconer Lecture: Finding Ellipses	Earle Raymond Hedrick Lecture Series: Nonlinear Dispersive Equations and the Beautiful Mathematics That Comes with Them
MAA Chan Stanek Lecture for Students: FAIL: A Mathematician's Apology	James R.C. Leitzel Lecture: The Relationship between Culture and the Learning of Mathematics	

Breakdown by affiliation

From 2018 MAA MathFest Attendees

MAAs MathFest brings together more than 1,700 mathematicians, professors, students, and math enthusiasts 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.



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

- Basic Books
- Budapest Semesters in Mathematics Education
- Cambridge University Press
- Casio America, Inc.
- Central Intelligence Agency
- 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

**Support
MAA
Today**

Contact:

sponsor@maa.org

Phone:

202-319-8476

For more information, visit:

www.cvent.com/d/xbq7hf

Sponsorship Opportunities

Coffee Break - \$5,000

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 - \$4,000

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.

Namebadge Lanyards - \$4,000

Your company/organization logo will be on the badge lanyard of every MAA MathFest participant.

Conference Tote Bags - \$5,000

Conference tote bags are given to each attendee at the MAA Registration Desk. As a sponsor, your company name and/or logo will be imprinted on the bag along with the MAA logo.

Conference Directional Signage - \$3,000

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 Duke Energy Convention Center. Sponsor logo will be prominently displayed on the Conference at a Glance Board.

Standing Signs - \$3,000

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

Poster Session - \$3,000

Be part of the busiest traffic area in Cincinnati! Poster sessions are a highlight of every meeting and draw large numbers of attendees on Friday, August 2nd. Sponsor logo will be prominently displayed on the Poster Session area inside of the exhibit hall.

Conference Pens - \$2,500

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 - \$1,500 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 Friday, June 21, 2019.)

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

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 15, 2019! (Artwork due by March 25 for inclusion.)

Technology Opportunities

Meeting Wi-Fi –\$8,000

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 - \$8,000

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.

Social Media Posts - \$1,500

MAA's Facebook fans and Twitter followers are influencers in the mathematical and problem-solving community. They are an engaged audience that enthusiastically interacts with and shares social media posts. With this package, your company will be entitled to 2 Twitter posts and 1 Facebook post over the course of 4 weeks on MAA's platforms with a combined reach of over 126K. Posts may include images or videos as well as hashtags, handles or mentions, and links.

Exhibit Opportunities

Exhibit Space - \$1,600 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 \$1,600 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 Cincinnati 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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