



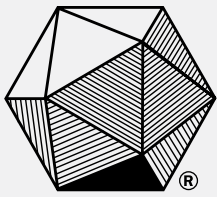
MAA MATHFEST

PHILADELPHIA, PA

JULY 29 - AUGUST 1, 2020

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 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 Philadelphia Marriott Downtown, July 29 - August 1, 2020 in Philadelphia, PA. In 2020, MAA MathFest will be partnering with SIAG ED, an activity group of Society for Industrial and Applied Mathematics (SIAM) devoted to applied mathematics education.

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, on July 29 - August 1, 2020 in Philadelphia, PA. 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 Philadelphia Marriott Downtown and the Pennsylvania Convention Center. Both are conveniently located in the heart of downtown Philadelphia, near Philadelphia's city hall, and blocks away from shopping, dining, and history. 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 2019.

In 2019, MAA MathFest attendees presented **over 500 paper or poster sessions, 126 of which were presented by undergraduate students.**

MAA MathFest welcomed **nearly 800 MAA members and more than 100 nonmembers in 2019.**

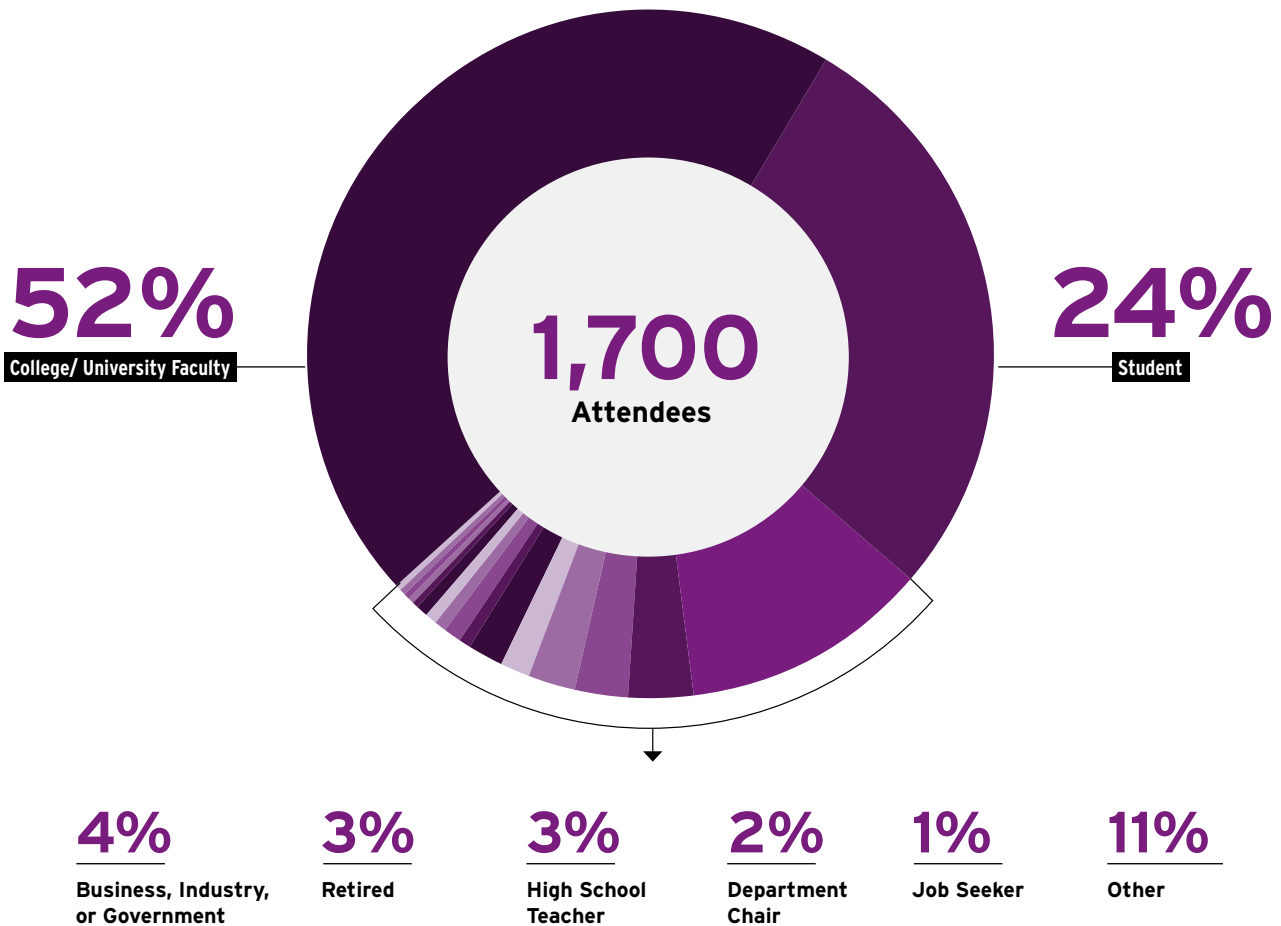
MAA MathFest will have an extensive program of cutting-edge curriculum ideas and research on a wide array of topics. In 2020, MAA will be introducing two additional invited addresses. Previous talks from 2019, include:

MAA Invited Address: Uncertainty: The Mathematics of What we Don't Know	AMS-MAA Joint Invited Address: Learning in Games	Earle Raymond Hedrick Lecture Series: Complex Dynamics and Elliptic Curves
MAA Chan Stanek Lecture for Students: Secrets to Grad School Success	The inaugural Martin Gardner Lecture: Recreational Mathematics and Computer Science: Martin Gardner's Influence on Research	

Breakdown by Affiliation

From 2019 MAA MathFest Attendees

MAA 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:

- American Mathematical Society
- 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

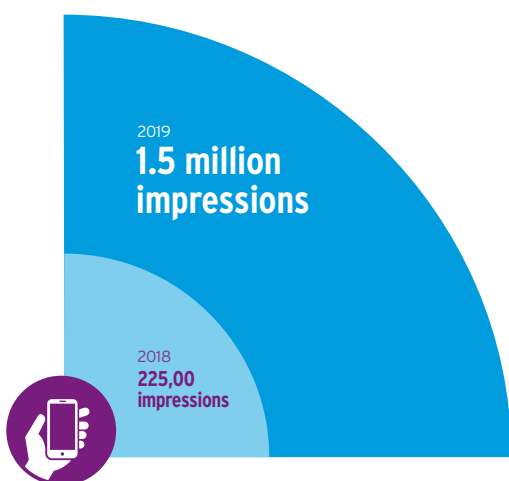
**Support
MAA
Today**

Contact:
sponsor@maa.org

Phone:
202-319-8476

For more information, visit:
<http://www.cvent.com/d/qhqkxt>

Social Media & Digital Advertising Opportunities



**In 2019,
MAA
MathFest
social media
impressions
grew to
1.5 million,**

7 times higher than
our weekly average
of 225,000 and 19%
higher than MAA
MathFest 2018.

LISTINGS OF OPPORTUNITIES:

Social Media Posts: 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. Information for social media posts will be due to MAA by July 15, 2020.

Single Post – \$250: With this opportunity, you will be entitled to one post on one of MAA's platforms at any specified day or time throughout the conference. This can include a shoutout to your booth, information on your company, or anything you would like to promote. Posts may include images or videos as well as hashtags, handles, mentions, and links.

Three Post Bundle – \$675: Your company will be entitled to a total of three posts at a specified date and time during the conference, on your choice of platform. You can select from Facebook or Twitter, or a combination of the two. Posts may include images or videos as well as hashtags, handles, mentions, and links.

Digital Advertising: Each day, MAA MathFest attendees receive an email detailing information on the conference and highlights of the upcoming day's schedule. Promote your company by submitting an ad that will be included in the e-newsletter. Ads will be 300x250 pixels and include a link:

- **\$100 for one e-newsletter ad (specify day)**
- **\$350 for all four days of the conference**

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)

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 1, 2020 (Artwork due by March 20 for inclusion). Email sponsor@maa.org for more information.

Exhibit Opportunities

Exhibit Space – \$1,700 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 \$1,700 investment includes two full conference registrations, one 6' draped table with 2 chairs, identification sign and wastebasket. As a conference exhibitor, you will also receive recognition in the final program book and on the annual meeting website.

**Register By April 15, 2020
to Receive \$1,700 Early Bird Rate.
After April 15, Booth Prices Increase To \$2,000**

NEW WITH 2020:

Multiple booth discount: Enjoy a 10% discount with the purchase of 2 or more booths. Email sponsor@maa.org for more information!

Sponsorship Opportunities

There are many other ways to sponsor MAA MathFest in Philadelphia and we welcome your ideas! Please contact sponsor@maa.org to discuss additional sponsorship opportunities personalized package options, or combining one of the below with an exhibit booth for a special price. We are happy to work with you to develop a custom sponsorship package that meets your company's needs.

NEW: Meeting Mobile App – \$6,000

At this year's conference we will be introducing a MAA MathFest mobile app. Your company can sponsor the creation of the app, and your name and logo will be prevalent throughout the application. MAA MathFest attendees will use the app access meeting details, exhibit hall information, the program, and the schedule - a great way to get exposure.

NEW: Student Lounge – \$5,000

Sponsor this exciting opportunity and allow student attendees a chance to network and get to know each other outside of programming! As the Student Lounge 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.

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 Philadelphia Marriott Downtown. 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 Philadelphia! Poster sessions are a highlight of every meeting and draw large numbers of attendees on Thursday, July 30 and Friday, July 31. 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 – \$1,000 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 Friday, June 29, 2020.)

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.

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