Sponsor Prospectus

August 4 – 7, 2021
Virtual
We are so excited….

To bring you first ever virtual MAA MathFest!

Thank you so much for your continued support of MAA as we navigate through these extraordinary times. We are eager to bring you a whole new Virtual Event Experience that we are confident you will be pleased with!

Please view our virtual exhibit opportunities in the following slides and sign up today for one of our limited support opportunities!

Contact us at sponsor@maa.org
Why Exhibit or Sponsor MAA MathFest?

MAA MathFest is a great platform for your company to reach well over 1,500 new customers. Present your product to hundreds of professors, students, applied mathematicians, and math enthusiasts for an unparalleled opportunity to reach a broad range of people within the mathematical community.
Registrant Overview

1,734
Total live registrants*

951
College/University Faculty*

111
Schools*

445
Undergraduate and Graduate Students*

*2019 MAA MathFest Live Conference Statistics
Conference Overview

- 50+ sessions; invited paper sessions, invited addresses, contributed paper sessions, workshops, panels, minicourses

- Social Media Presence:
  - Twitter: 81,566
  - Facebook: 79,602
  - LinkedIn: 11,485

- 17 Countries and all 50 states represented*

- MAA MathFest typically hosts more than 65 exhibitors representing 40+ companies.

*2019 MAA MathFest Live Conference Statistics
What our attendees say:

“I find that the programming is a unique combination of larger talks that are given by experts but are incredibly accessible, and specialized smaller sessions that are also accessible but tend to have a practical bent. The smaller size of MathFest versus the JMM helps make it feel friendlier and a bit less formal. Participants seem busy, but not rushed. This makes it a great conference for networking, since people are more relaxed and seem to be a bit more open for longer conversations than some other conferences.”

Attendance by Role:

- College/University Faculty
- High School Teachers
- Students
- Business, Industry or Government
About the new MAA MathFest Virtual Exhibit Hall

Similar to the interaction you’ll find in a physical booth, set-up a virtual booth at MAA MathFest to engage with new audiences and meet face-to-face with current customers. Over one thousand attendees will be exposed to your brand as an exhibitor of the show and can visit with you and your team who will be manning the booth, just like in a typical expo.

MAA will be utilizing Hopin to host MAA MathFest. Hopin allows both our attendees and sponsors more interactive opportunities and encourages connection in addition to learning.
Your Virtual Exhibit Booth Includes:

ESSENTIALS:
• Company Name
• Website
• Company description
• Company tag line
• Logo image
• Social media handles
• Alphabetical order listing within each booth level

VISIBILITY:
• Your logo will display on the event platform registration page
• Background image - think of this as your booth backdrop design
• Live video to interact
• face-to-face with attendees
• Live streaming of video demonstrations
• Linked content to additional resources with PDFs, videos, website links, widgets and more
• Ability to offer and promote unique product discounts

LEAD GENERATION:
• Attendees who visit your booth can select to receive more information from you
• Access to contact information for the attendees who visit your virtual booth
• Keyword search terms to help new attendees find your booth
## 2021 MAA MathFest Packages

<table>
<thead>
<tr>
<th>Exclusive</th>
<th>1 Available</th>
<th>5 Available</th>
<th>10 Available</th>
<th>Unlimited Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition as “Diamond Sponsor” of MAA MathFest in pre-event communications, post-event follow-up email to attendees, and social media</td>
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<tr>
<td>Exclusive Email Announcement Sent Pre or Post Conference</td>
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<tr>
<td>Article with links, graphic and copy (provided by sponsor) included in 1 Show Daily Email</td>
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<td>Co-Lead a Discussion with an MAA Member</td>
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<td>Hedrick Lecture Sponsor</td>
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<tr>
<td>Choice of one sponsorship of MAA Invited Address or Lecture</td>
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<tr>
<td>Video advertisement/commercial embedded on event reception page for one (1) day of event</td>
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<tr>
<td>Demo room for Daily 30 min session</td>
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<tr>
<td>Daily Video Sponsor</td>
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<td>Conference Attendance</td>
<td>10</td>
<td>5</td>
<td>2</td>
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<tr>
<td>Logo on Marketing Website</td>
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<td>Logo on Marketing Emails</td>
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<td>focused on All Platinum Level Sponsors</td>
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<tr>
<td>Logo on Walk-In Slides during sponsored events</td>
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<tr>
<td>Polling on Main Chat &amp; Results</td>
<td>5 questions</td>
<td>3 questions</td>
<td>1 question</td>
<td></td>
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<tr>
<td>Contact information, including email, for opted-in attendees (post-event)</td>
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<tr>
<td>Post event email to attendees</td>
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### Virtual Expo Hall

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<tr>
<th>Virtual Expo Hall</th>
<th>Virtual Exhibitor Booth (details on following pages)</th>
<th>Large</th>
<th>Medium</th>
<th>Small</th>
<th>Standard</th>
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Diamond Sponsorship

$5,000 (1 sponsorship available)

- 10 Conference Registrations
- Recognition as “Diamond Sponsor” of MAA MathFest in pre-event communications, post-event follow-up email to attendees, and social media
- Exclusive Email Announcement Sent Pre or Post Conference
- Article with links, graphic and copy (provided by sponsor) included in 1 Show Daily Email
- Co-Lead a Discussion with an MAA Member
- Hedrick Lecture Sponsor
- Choice of one sponsorship of MAA Invited Address or Lecture
- Video advertisement/commercial embedded on event reception page for one (1) day of event
- Demo room for Daily 30 min session
- Logo on Marketing Website
- Logo on Marketing Emails
- Logo on Walk-In Slides during sponsored events
- 5 Polling Questions on Main Chat & Results
- Contact information for opted-in attendees (post-event)
- Large Exhibitor Booth
- Booth schedule of events added to the event master schedule
- Live video to interact face-to-face with attendees
- Live streaming of video demonstrations
- Linked content to additional resources
- Ability to offer and promote unique product discounts
- Real time ability to see the attendees in your booth
- Interactive Booth chat
- Post event list of attendees who visited your booth
Platinum Sponsorship

$3,500 (5 sponsorships available)

- 5 Conference Registrations
- Choice of one sponsorship of MAA Invited Address or Lecture
- Video advertisement/commercial embedded on event reception page for one (1) day of event
- Daily Video Sponsor
- Email to all participants focused on All Platinum Level Sponsors
- Demo room for Daily 30 min session
- Logo on Marketing Website
- Logo on Marketing Emails
- Logo on Walk-In Slides during sponsored events
- 3 Polling Questions on Main Chat & Results
- Access to distribute a post-event email to opted-in attendees
- Medium Exhibitor Booth
- Booth schedule of events added to the event master schedule
- Live video to interact face-to-face with attendees
- Live streaming of video demonstrations
- Linked content to additional resources
- Ability to offer and promote unique product discounts
- Real time ability to see the attendees in your booth
- Interactive Booth chat
- Post event list of attendees who visited your booth
Gold Sponsorship

$1,500 (10 sponsorships available)

- 2 Conference Registrations
- Logo on Marketing Website
- Logo on Marketing Emails
- 1 Polling Question on Main Chat & Results
- Small Exhibitor Booth
- Live video to interact face-to-face with attendees
- Live streaming of video demonstrations
- Linked content to additional resources
- Ability to offer and promote unique product discounts
- Real time ability to see the attendees in your booth
- Interactive Booth chat
- Post event list of attendees who visited your booth
Silver Sponsorship

$500 (Unlimited sponsorships available)

- 1 Conference Registration
- Logo on Marketing Website
- Standard Exhibitor Booth
- Linked content to additional resources
- Ability to offer and promote unique product discounts
- Real time ability to see the attendees in your booth
- Interactive Booth chat
- Post event list of attendees who visited your booth
We understand that this is a new way of doing business for many of you and we are here to help!

READY TO PARTICIPATE?
Sign up HERE!

Please contact sponsor@maa.org with any questions you may have about our offerings and for detailed descriptions of these new virtual offerings!
It all starts with Math.