

An Invitation to Exhibit



www.siam.org/meetings/an12

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In conjunction with:



www.siam.org/meetings/fm12

Being held in:
Minneapolis, Minnesota
Hyatt Regency Minneapolis



Society for Industrial and Applied Mathematics
3600 Market Street, 6th Floor • Philadelphia, PA 19104-2688 USA
Phone +1-215-382-9800 x364 • Fax +1-215-386-7999 • E-mail marketing@siam.org • www.siam.org



www.siam.org/meetings/an12

Held in conjunction with:

SIAM Conference on
Financial
Mathematics
& Engineering

Hyatt Regency Minneapolis Minneapolis, Minnesota



www.siam.org/meetings/fm12

General Information

The exhibit hall at the 2012 SIAM Annual Meeting will be open Monday, July 9, through Thursday, July 12. This meeting is a gathering of applied and industrial mathematicians, computer scientists, engineers, and statisticians from a variety of fields. This meeting provides a forum for attendees to exchange ideas, expand their network, and discuss the latest trends in the mathematical sciences community. We anticipate an attendance of between 850–1275.

How will the 2012 SIAM Annual Meeting be Promoted?

Call for Papers

A call for papers is sent to more than 18,000 individuals, including all SIAM members plus members of related societies. The call for papers is posted on the SIAM website at www.siam.org/meetings.

Space Advertising

The meetings are advertised in *SIAM News* and other trade publications and conference calendar listings.

Poster Program

A poster promoting the meetings was mailed in July 2011 to more than 15,000 people and locations, including all SIAM members, academic institutions, federal government agencies, industrial research organizations, and relevant departmental chairpersons.

Program Information

The program information will be posted on the web at siam.org/meetings and promoted in *SIAM News* and *SIAM Connect*, on postcards, and via other social media.

Promotional Opportunities for Exhibitors

Complimentary visitor passes

Invite your preferred clients and potential customers to visit you at the show. Two passes, valued at \$50 each, are available to exhibitors at no charge. The passes allow entry to the exhibit and coffee hall only. Admission to technical sessions requires full registration.

Sponsorship of refreshment breaks and/or receptions

Increase your organization's presence at the SIAM meeting by taking advantage of a sponsorship opportunity. You can provide food, entertainment, a great location for an event, or even needed essentials, like registration bags or internet access! You will be recognized in the program and on signs throughout the meeting for your generosity and support of the meeting and the applied and computational mathematics community. A sponsorship contract is enclosed and is also available online at www.siam.org/meetings/pdf/sponsor12.pdf. For details about specific events please contact Kristin O'Neill (oneill@siam.org) via e-mail.

Exhibit Hall Traffic Builders

Ensure greater traffic flow in the exhibit hall

Coffee will be available only in the exhibit hall on days the hall is open. Exhibitors are encouraged to give away premiums to increase traffic at their booth.



Society for Industrial and Applied Mathematics

Booth Rental

Booth prices are:

*\$1225 for the first
8' x 10' booth*

*\$1150 for the second
8' x 10' booth*

*\$1150 for any additional
booth(s)*

Booth rental includes:

- 8' high background and 3' high side dividers.
- One 6' by 30" display table; two side chairs; one 7" x 44" booth identification sign consisting of name and booth number; one waste basket.
- Free listing in the final meeting program (provided SIAM receives your information by May 14, 2012).
- One copy of the final meeting program per booth.
- Two complimentary exhibitor staff badges per booth.
- Two free visitor passes for the exhibit area only; these passes may be used for customers or prospects that you invite to the show.
- Free Wi-Fi in the exhibit hall

Space Allocation

*To ensure your booth space
and preference in location,
return the enclosed contract
with payment on or before*

June 11, 2012.

*Full refunds are paid 60
or more days prior to
the conference.*

*Hyatt Regency Minneapolis
1300 Nicollet Mall
Minneapolis, MN, USA
55403*

*Phone: +1-612-370-1234
Fax: +1-612-370-1463*

*[http://minneapolis.hyatt.com/
hyatt/hotels/index.jsp?null](http://minneapolis.hyatt.com/hyatt/hotels/index.jsp?null)*

*Science and Industry
Advance with Mathematics*

*SIAM conducts 10–12
conferences and meetings
each year; the Annual
Meeting is the largest.*

*Advertising is accepted
in many SIAM publications.*

*The most popular among
advertisers is SIAM News.*

Cancellations

A full refund of monies paid to SIAM will be returned to the exhibitor if written notice of cancellation is received 60 or more days prior to the meeting. If such cancellation is received between 30 and 59 days, 50% of all monies paid to SIAM by the exhibitor will be returned. If such cancellation is received 29 or fewer days prior to the meeting, SIAM will not return any monies paid by the exhibitor to SIAM.

Hotel Accommodations—Reserve Early!

SIAM's 2012 Annual Meeting and the SIAM Conference on Financial Mathematics and Engineering will be held at the Hyatt Regency in Minneapolis.

The room rate for SIAM meeting attendees is \$159 per night. These rate will be offered three days before and three days after the official conference dates (July 9–13, 2012), based on availability, to accommodate those wishing to spend extra time in the area. Don't forget to say you are with the SIAM conference to get the discounted conference rate.

Room reservations are the responsibility of each participant and should be made by calling the hotel directly or by using the "online reservations" hyperlinks on SIAM's website. The cut-off date for making hotel reservations is June 8, 2012. Accommodations after that date will most likely be difficult to obtain due to two SIAM meetings being held concurrently. We strongly suggest that you make your reservations early.

About SIAM

The Society for Industrial and Applied Mathematics was founded in 1952 to further the application of mathematics to science and industry, to promote basic mathematical research leading to new methods and techniques useful to industry and science, and to provide media for the exchange of information and ideas between mathematicians and other technical and scientific personnel.

SIAM conferences are centered around specific applications of mathematics. Topics include: dynamical systems, linear algebra, optimization, simulation, parallel processing, geometric design, and others. Every SIAM conference provides exhibitors with an opportunity to display their materials on tabletops. The annual meeting is currently the only meeting to include a traditional exhibit hall with booths.

Each issue of *SIAM News* contains articles and information, a calendar of events, professional opportunity ads, and much more. Other vehicles available for advertising are SIAM's 12 online and print journals and the final programs for each SIAM conference.

Show Hours:
(Subject to change)

Exhibitor Set-Up
Sunday 7/8
12:00 pm–5:00 pm

Exhibit Hall Open
Monday 7/9
9:30 am–4:30 pm

Tuesday 7/10
9:30 am–4:30 pm

Wednesday 7/11
9:30 am–4:30 pm

Thursday 7/12
9:30 am–4:30 pm

Exhibitor Dismantle
Thursday 7/12
4:30 pm –8:00 pm

Key Facts

Location
Hyatt Regency Minneapolis
1300 Nicollet Mall
Minneapolis, MN 55403
<http://minneapolis.hyatt.com/hyatthotels/index.jsp?nul>

Exhibit Dates
July 9–12, 2012

Attendance
850–1275 (anticipated)

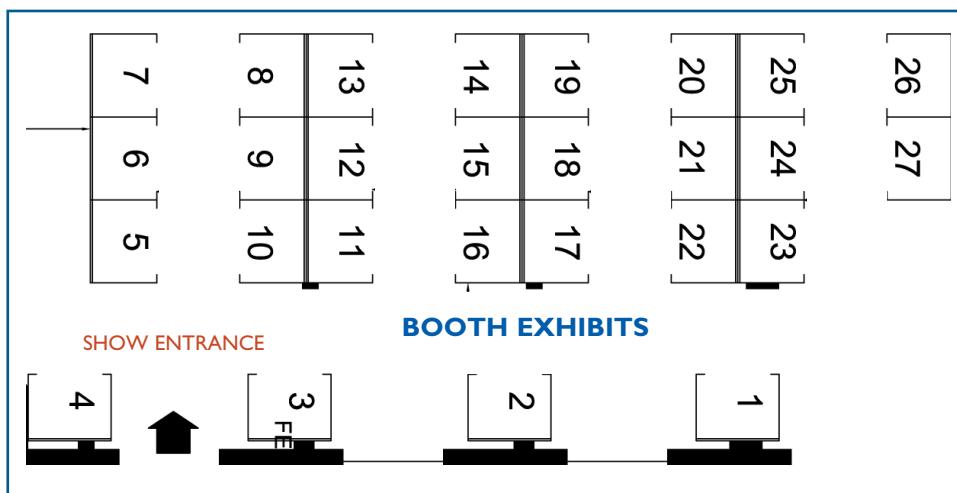
Booth Prices
\$1225 first booth
\$1150 second booth
\$1070 third/additional booth(s)

Contact
SIAM
Kristin O'Neill
Marketing Representative
3600 Market Street, 6th Floor
Philadelphia, PA 19104-2688
USA
Phone: +1-215-382-9800 x364
Fax: +1-215-386-7999
E-mail: marketing@siam.org

Drayage Company

Hubbell/Tyner
Mike Marigold
2110 Old Highway 8 NW
New Brighton, MN 55112
Phone: 651-280-4928
E-mail: mmarigold@hubbelptyner.com

Exhibit Hall Floor Plan
SOCIETY FOR INDUSTRIAL AND APPLIED MATHEMATICS



Past and Present SIAM Exhibitors

Academic Press, Inc.	ICIAM	Pfizer, Inc.
Addison-Wesley Publishing Co.	IEE/Inspec Publishing	Pinter Consulting Services
AK Peters, Ltd.	IGERT Ecosystem Informatic	Plenum Publishing Corporation
American Institute of Mathematics	at Oregon State University	Powell Technical Books
American Institute of Physics	Institute for Scientific Information	Prentice-Hall/Pearson Education
American Mathematical Society (AMS)	IMSL, Inc.	Princeton University Press
American Society of Mechanical Engineers (ASME)	INFORMS	R. T. Edwards, Inc.
American Statistical Society (ASA)	Interactive Products Division—Numonics	Rogue Wave Software, Inc.
Ames Laboratory	International Press	Routledge
Aptech Systems, Inc.	The International Society for Optical Engineering (SPIE)	The Royal Society
Association for Symbolic Logic (ASL)	International Specialized Books	Salford Systems
Association for Women in Mathematics (AWM)	IOP Publishing, Inc.	Sage Science Press
Blackwell Publishers	IOS Press	Sandia National Laboratory
Birkhäuser	Iverson/Strand Software, Inc.	SINC
Brooks/Cole and Duxbury	J Software	Società Italiana de Matematica
Cambridge University Press	John Wiley & Sons, Inc.	Applicata Industriale (SIMAI)
Canadian Applied and Industrial Mathematics Society (CAIMS)	Jones and Bartlett Publishers, Inc.	Soft Warehouse, Inc.
Carfax Publishing	Kadon Enterprises	SPIE
CASIO	The Krell Institute	Springer
Chapman and Hall	Kluwer Academic Publishers	StatSoft
CiSE magazine	MacKichan Software	Statistics.com
Computational Mechanics	Macsyma, Inc.	STSC, Inc.
COMSOL	Marcel Dekker, Inc.	Swets & Zeitlinger Publishers
CRC Press, Inc.	Materials Research Society	SYSTAT, Inc.
CSIRO Division of Mathematics and Statistics	Mathematical Association of America (MAA)	Taylor & Francis Publishers
Design Science	Mathsoft	Tecplot
EDP Sciences	The Mathworks	Tech-X Corporation
Elsevier	McGraw Hill Publishing Company	Thiess Research
Farrar, Straus & Giroux/Macmillan	MIT Press	Veeder-Root
Feshbach Publishers	Morgan Kaufmann Publishers	VSP International Science Publishers
Florida Department of Education	National Institute of Biomedical Imaging and Bioengineering	Wadsworth-Brooks/Cole Advanced Books and Software
Gauthier-Villars North America, Inc.	NCAR Graphics	Walter de Gruyter
Gordon and Breach Science Publishers, Inc	Numerical Algorithms Group (NAG)	Waterloo Maple Research
HFSP Publishing	Optimal Designs Enterprise	Wilfrid Laurier University
Hindawi Publishing Co.	Oxford University Press	Wolfram Research, Inc.
IBM Corporation	Oxford University Press Journals	World Scientific Publishing Company
IBM Research	Pearson	
	Pergamon Press	
	Perseus Books Group	

Exhibit Application

Exhibit Dates: July 9–12, 2012

Exhibiting Organization

Please type or print the following information exactly as it should appear in the program.



Organization _____

Address _____

City/State/Zip/Country _____

Contact Person: Indicate the individual to whom we should direct all correspondence regarding your exhibit:

Name _____

Organization _____

Address _____

City/State/Zip/Country _____

Phone _____ Fax _____

E-mail _____

Exhibit Fee

\$1225 for first 8' x 10' booth; \$1150 for second 8' x 10' booth; \$1070 for third and any additional booth(s).

Payment: The exhibit fee must be received with this form at the SIAM office by May 14, 2012 if you want to be listed in the meeting final program. Otherwise, the final deadline for payment on booth space is June 4, 2012. It is recommended, however, that you return this contract at your earliest convenience to get the best booth space.

Please make checks payable to SIAM.

Phone _____ Fax _____

Number of 8' x 10' booths reserved _____ Total booth(s) cost \$ _____

Preferred Locations

Please select the booth space(s) you prefer from the floor plan on the back of the prospectus.

1st choice _____ 2nd choice _____ 3rd choice _____

SIAM will do its best to provide you with your first choice. Booths are assigned on a first-come, first-served basis.

Please indicate any potential exhibitors to whom you do NOT want to be adjacent _____

Signature

By signature, the Exhibitor agrees to abide by all terms and conditions set forth in the Exhibition Rules and Regulations.
(Please see other side)

Authorized Signature _____ Date _____

Name (please print) _____ Title _____

Payment

You may pay by check or credit card.

Check made payable to SIAM.

Credit card (Please circle card type: VISA, MasterCard, or American Express)

Expiration date: _____ Card number: _____ Signature _____

Please return completed application with payment by May 14, 2012 to:

SIAM

Marketing Representative

3600 Market Street, 6th Floor, Philadelphia, PA 19104-2688 USA

Phone: +1-215-382-9800 x364 • Fax: +1-215-386-7999 • marketing@siam.org

SIAM
Society for Industrial and Applied Mathematics

Exhibition Rules and Regulations

Exhibition Policies

LIABILITY: Upon approval of this contract by an authorized Exhibitor representative, it is expressly understood that the Exhibitor has read and agreed to abide by the SIAM liability policies outlined below.

The Society of Industrial and Applied Mathematics, hereinafter referred to as SIAM, and all organization and individuals who are employed by or associated with it, in connection with this Exhibition, will not assume responsibility and shall be held harmless by all exhibitors for damage or loss resulting from fire, theft, or any other cause whatsoever, including accident or injury to exhibitor, their employees and agents, the public, or others. The exhibitor agrees to pay promptly for any and all damages to the exhibition building or its equipment incurred through carelessness, or otherwise, of exhibitor or his employees or agents.

LOCATION: SIAM reserves the right to determine final placement of the exhibitor.

TRANSPORTATION/SETUP: All transportation costs, and any other costs related to exhibit setup not explicitly offered above by SIAM, are to be paid by the Exhibitor. The address and date by which all materials must be sent will be available at a later date.

LOSSES: SIAM will not take responsibility for damage to exhibitor's property or lost shipments either coming in or going out, nor for moving costs. Damage to inadequately packed property is exhibitor's own responsibility. If exhibit fails to arrive, exhibitor is nevertheless responsible for the exhibit space reserved as per this contract. SIAM cannot be held responsible for loss or damage to any exhibitor's property. Exhibitors are advised to insure against these risks.

MUSIC LICENSING: No copyrighted music may be played in the exhibition area in any fashion (including but not limited to: background music on video or audio tape presentations) without appropriate licensing. The exhibitor is solely responsible for obtaining these licenses for music originating in the exhibitor's booth/display area. The exhibitor is also responsible for any fines, court fees, and all other costs that may arise from failure to comply with these licensing requirements.

CANCELLATION/SPACE REDUCTION: Any cancellation, space reduction requests, or requests for changes of this contract must be made in writing and forwarded to SIAM at: 3600 Market Street, 6th Floor, Philadelphia, PA 19104-2688. Cancellation or space reductions will be subject to charges according to the following schedule:

- More than 90 days before show start date: Eligible for full refund.
- More than 30 days and less than 89 days before show start date: 50% of booth fee is forfeited.
- Less than 30 days before show start date: No refund.

In the event of cancellation or reduction of contracted space, and subject to the above cancellation charges schedule, SIAM shall retain the right to resell canceled space without rebate or allowance to the exhibitor.

TERMINATION OF EXHIBITION: In the event that the premises in which the Exhibition is or is to be conducted shall become, in the sole discretion of SIAM, unfit for occupancy, or in the event the holding of the Exhibition or the performance of SIAM under the Exhibit Reservation Contract (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of SIAM, said Contract and/or the Exhibition (or any part thereof) may be terminated by SIAM. SIAM shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of SIAM.

If SIAM terminates said Contract and/or the Exhibition (or any part thereof) as aforesaid, then SIAM shall not be liable to the exhibitor other than for a prorated refund of such exhibitor's space price payment determined on the basis of the number of exhibit days remaining. For purposes hereof, the phrase "cause or causes not reasonably within the control of SIAM" shall include, but not by way of limitation: fire, casualty, flood, epidemic, earthquake or inclement weather; explosion or accident; blockade or embargo; governmental restraints; restraints or orders of civil defense or military authorities; act of public enemy, riot, or civil disturbance; strike, lockout, boycott, or other labor disturbance; inability to secure sufficient labor, technical, or other personnel; failure, impairment, or lack of adequate transportation facilities; inability to obtain, or condemnation, requisition, or commandeering of necessary supplies or equipment; local, state, or Federal law, ordinances, rule, order decree, or regulation, whether legislative, executive, or judicial, and whether constitutional or unconstitutional; or Acts of God.

ARBITRATION: Any controversy of claim arising out of or relating to this contract or the breach thereof, shall be settled by arbitration in Philadelphia, Pennsylvania, USA, and in accordance with the U.S. Arbitration Rules of the United States Arbitration Association, and judgment upon the award rendered by the Arbitrator(s) may be entered in any court having jurisdiction thereof.

Exhibition Space Specifications

TABLES: Open-space tables are 2' x 6' x 30" high, or the equivalent floorspace. Maximum height of display from table surface is 4', and depth of display cannot exceed 5'. No floor-standing backdrops. If your display exceeds these limits, please choose a booth area. **INCLUDES:** 6' draped table and company sign. **Utilities are not included.**

BOOTHES: Booth areas include 8' x 10' display space. 8' high back drape and 3' siderail drape and company sign are included. Height restriction of 8'. Utilities and booth furnishings are not included, but may be ordered from the service kit, to be mailed in March.

INSTALLATION AND DISMANTLING: Installation will take place on Sunday, July 8, from 12:00 p.m. to 5:00 p.m. **All Exhibits must be in place by 9:30 a.m. on Monday, July 9. Exhibitors may begin dismantling after 4:30 p.m. on Thursday, July 12** and must be completed by 8:00 p.m. on Thursday, July 12.

Note: All exhibitors must remain in the exhibit hall until the close of the show. There will be a coffee break in the exhibit hall from 3:30–4:00 p.m. and attendees may wish to finalize or make last-minute contacts with you.

SHOW HOURS: (subject to change)

Sunday 7/8	12:00–5:00	Exhibitor Set-Up
Monday 7/9	9:30–4:30	Exhibit Hall Open
Tuesday 7/10	9:30–4:30	Exhibit Hall Open
Wednesday 7/11	9:30–4:30	Exhibit Hall Open
Thursday 7/12	9:30–4:30 4:30–8:00	Exhibit Hall Open Exhibitor Dismantle

SHOW COLORS: The Exhibit Hall is carpeted. The drape colors will be blue and white.

ELECTRICITY: Electrical accommodations will be provided through the hotel. The exhibitor is responsible for contracting the hotel for power; please do not neglect this item. If you need NEMA, or other plugs, you must make your own arrangements. Electrical requirements should be submitted to the hotel eight weeks prior to installation.

BOOTH PERSONNEL: Each 8'x10' booth shall be staffed by no more than two persons. A \$50 fee will be charged for each additional person. Exhibitors must submit a list of personnel who will be staffing their exhibit for registration and name badge purposes by May 12, 2012.

Advertising Contract

Listed below are some of the advertising opportunities available to exhibitors to supplement their marketing effort at the 2012 SIAM Annual Meeting.



Final Program

This will be distributed to attendees at the meeting (approximately 850-1275)

Cost \$825 (full pages only)

Ad dimension 7½" x 10"

Deadlines

Insertion Order May 7, 2012

Artwork May 14, 2012

June SIAM News

The June 2012 issue will be distributed to attendees at the meeting. Your ad will reach SIAM's 14,000 regular subscribers plus the bonus distribution at the meeting and additional sample issue distribution at no additional cost.

Size	Inches	Picas	Rate
<input type="checkbox"/> Full page	9½ x 15¾	57p3 x 92p6	\$2815
<input type="checkbox"/> 1/2 page (island)	7½ x 10	45 x 60	\$1995
<input type="checkbox"/> 1/2 page	9½ x 7½ 4½ x 15¾	57p3 x 45p9 27p9 x 92p6	\$1745
<input type="checkbox"/> 1/4 page (island)	7½ x 5	45 x 30	\$1095
<input type="checkbox"/> 1/4 page	9½ x 3½ 4½ x 7½	57p3 x 23p9 27p9 x 45p9	\$995
<input type="checkbox"/> 1/8 page	4½ x 3½ 2½ x 7½	27p9 x 23p9 13p3 x 45p9	\$645
<input type="checkbox"/> 1/16 page	4½ x 11½ 2½ x 3	27p9 x 11p9 13p3 x 23p9	\$375

Deadlines

Insertion Order March 30, 2012

Artwork due April 30, 2012

Advertisement Requirements

No bleeds accepted. We accept ads sent via e-mail or placed on our FTP (ftp.siam.org). Ads must be in PDF format, saved at 100%. Please be sure to embed all fonts.

Advertiser Information (please complete)

Advertiser _____

Contact Name/Title _____

Street Address _____

City/State/Zip/Country _____

Phone _____ E-mail _____

Signature _____

I wish to advertise in the:

Final Program (full pages only)
 June issue of SIAM News Ad size _____

Please return completed contract by May 7, 2012 to:

SIAM

Marketing Representative

3600 Market Street, 6th Floor, Philadelphia, PA 19104-2688 USA

Phone: +1-215-382-9800 x364 • Fax: +1-215-386-7999 • marketing@siam.org

SIAM
Society for Industrial and Applied Mathematics

Organization/Booth Description Form

Exhibit Dates: July 9–12, 2012



SIAM will be publishing a description of exhibitors' products and/or services in the 2012 final program FREE of charge. If you wish to be included in this listing, please e-mail the information to marketing@siam.org, or provide it in the space below and return to SIAM. Descriptions should be no more than 75 words and will be preceded by company/organization name and address. The program will be distributed at the meetings, and will also be posted on the SIAM website and updated weekly, beginning April 12, 2012.

Promote your organization even more! You can add your company logo with links to your booth description in print or on the SIAM website for \$195 or to both for \$390. Logos should be .gif files no larger than 1" x 1" or 72 pixels x 72 pixels. They should be e-mailed to marketing@siam.org. Your logo will appear beside your company name. NOTE: to be included in the print program, logo files must be at SIAM no later than May 14, 2012. The print program will be in one or two colors, solely decided by SIAM, and logos will be printed in one or both of those colors.

We wish to include our logo with our organization/booth description.

- Final program (print) \$195
- SIAM website \$195
- Print and web \$390

Organization Name: _____

Description:

Please return completed form by May 14, 2012 to:

SIAM

Marketing Representative

3600 Market Street, 6th Floor, Philadelphia, PA 19104-2688 USA

Phone: +1-215-382-9800 x364 • Fax: +1-215-386-7999 • marketing@siam.org

siam
Society for Industrial and Applied Mathematics

Exhibitor Badge Information

Exhibit Dates: July 9–12, 2012



Company Name _____

Staff ID Badges

SIAM will be printing exhibitor staff badges prior to the meeting. Please list below the personnel who will be staffing your exhibit and return this form by e-mail to marketing@siam.org by May 12, 2012. Up to two (2) people per 8' x 10' booth will be permitted in the exhibit hall. Each will receive a complimentary exhibitor identification badge, which will allow them access to the exhibit hall area only. Exhibitors who wish to attend sessions should register as an attendee.

1. _____
2. _____

Complimentary Visitor Passes

Invite your preferred clients and potential customers to visit you at the show. Two free passes are available to exhibitors at no charge. If you wish to obtain free passes for the exhibit hall area only, please email a list of expected visitors to marketing@siam.org by May 12, 2012.

Please return completed form by May 12, 2012 to:

SIAM
Marketing Representative
3600 Market Street, 6th Floor, Philadelphia, PA 19104-2688 USA
Phone: +1-215-382-9800 x364 • Fax: +1-215-386-7999 • marketing@siam.org

SIAM
Society for Industrial and Applied Mathematics

Combined Book and Journal Exhibit

Contract for Unstaffed Tabletop Exhibit

Exhibit Dates: July 9–12, 2012

Exhibit Hours: 9:30–4:30, Monday–Thursday

The COMBINED EXHIBITS will be an integral part of this meeting, and the location and arrangement of the exhibit area will allow free access to the exhibits throughout the meeting. We have, by experience, learned that the exhibits are a very important part of the meeting, both for the exhibitors and for those attending the meeting. We anticipate that this will be a well-attended meeting and hope you will participate.



From: _____

Company _____

Address _____

City/State _____

Zip/Country _____

Phone _____

Fax _____

E-mail _____

Name _____

Title _____

Signature _____

Please list the number of unique titles for each book, journal, and /or promotional piece that you wish to display at the combined exhibit:

Book(s) _____

Journal(s) _____

Promotional literature _____

Information/Instructions

- It is understood that books displayed at Combined Exhibits will not be returned, but will be donated to a local college or university.
- It is also understood that these exhibits cannot be staffed.
- Please return this contract with book titles, prices, and authors filled in before June 11, 2012.
- Do not send shipments to SIAM. Shipping must be done through the exhibitor shipping company. Shipping instructions will be sent to you upon receipt of this contract.
- Payment should accompany this contract.
- Cancellations must be in writing.

We are exhibiting:

- Individual Table: \$560
- Up to four(4) tables: \$875
- Book(s): \$70 per title
- Journal(s): \$90 per journal volume
- Journal(s): \$70 per journal issue
- Free Literature: \$90 per 300 copies of item
- Stand-up poster: \$90 each
- Registration packet inserts@ \$560 per 1275 8.5" x 11" sheets
- Final program ad: \$825

Total cost: _____

Payment

You may pay by check or credit card.

Check made payable to SIAM.

Credit card (Please circle card type: VISA, MasterCard, or American Express)

Expiration date: _____ Card number: _____ Signature: _____

Please return completed contract with payment by June 11, 2012 to:

SIAM

Marketing Representative

3600 Market Street, 6th Floor, Philadelphia, PA 19104-2688 USA

Phone: +1-215-382-9800 x364 • Fax: +1-215-386-7999 • marketing@siam.org

Contract for Promotional Flyer in Registration Packets

Exhibit Dates: July 9–12, 2012



Company/Organization _____

Address _____

City/State/Zip/Country _____

Phone _____ Fax _____

E-mail _____

Contact Person _____

Signature _____

Specifications

- Price: \$560 per 8.5" x 11" sheet (prepayment required)
- Quantity: 1275 copies
- Paper: 8.5" x 11" maximum trim size; 50–70# text sheets (any color stock or ink allowed); flat sheets only, no folds
- Printing: one or both sides
- Signed contract and payment must be received by SIAM no later than June 4, 2012.
- All materials must arrive at SIAM no later than **June 4, 2012**.
- SIAM reserves the right to approve all text prior to insertion.
- A surcharge will be applied for the insertion of booklets and oversized materials, and for inserts received after the deadline.

Space is limited and reservations are accepted on a first-come, first-served basis.

Total Enclosed: \$ _____

Make checks payable to SIAM or include your credit card information here.

Credit card type: VISA _____ Mastercard _____ American Express _____

Card # _____ Expiration date _____

Signature _____

Please return completed contract with payment by June 4, 2012 to:

SIAM, Marketing Representative
3600 Market Street, 6th Floor, Philadelphia, PA 19104-2688 USA
Phone: +1-215-382-9800 x364 • Fax: +1-215-386-7999 • marketing@siam.org

SIAM
Society for Industrial and Applied Mathematics

Sponsorship Contract

Exhibit Dates: July 9–12, 2012

The 2012 SIAM Annual Meeting offers several sponsorship opportunities. You can increase your organization's presence at the meeting by sponsoring one of the morning or afternoon coffee breaks. You may also host one of the many social events planned for this meeting (see below). Your sponsorship ensures that your company will be recognized in the meeting program and on signs throughout the meeting.



To Participate

1. Check off those event(s) that you would like to sponsor.
2. Send this signed contract to SIAM before May 1, 2012.
3. Enclose your check with the contract and clearly state the wording for the program book and the sign outside the event.

Please check the item(s) you would like sponsor:

<input type="checkbox"/> Coffee Break(s)	\$4,500 and up
Day (Monday–Friday) _____	Time (indicate AM or PM) _____
<input type="checkbox"/> Sunday's Welcome Reception	<input type="checkbox"/> co-sponsor..... \$7,500 <input type="checkbox"/> exclusive..... \$15,000
<input type="checkbox"/> Graduate Student Networking Reception	\$5,000
<input type="checkbox"/> Industry Members Networking Reception	\$5,000
<input type="checkbox"/> Poster Session Reception	\$10,000
<input type="checkbox"/> Community Reception	<input type="checkbox"/> co-sponsor..... \$7,500 <input type="checkbox"/> exclusive..... \$15,000
<input type="checkbox"/> Celebrating Diversity Workshop pizza donor	\$2,500
<input type="checkbox"/> Prizes and Awards Luncheon	<input type="checkbox"/> co-sponsor..... \$14,000 <input type="checkbox"/> exclusive..... \$28,000
<input type="checkbox"/> Registration Bags with your name/logo and SIAM's logo.....	\$10,000
<input type="checkbox"/> E-mail Cafe Support.....	\$10,000

Note: Rates for sponsorship here include standard SIAM conference events. Customization is available and can be priced on an individual basis. Menu selections will be made by SIAM. All sponsorships must be paid 30 days prior to conference date.

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