

# AN INVITATION TO EXHIBIT

## Annual Meeting

2018 SIAM

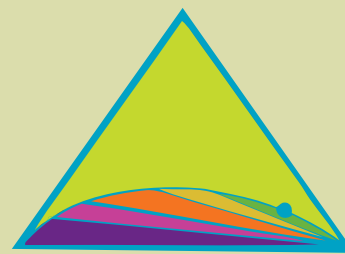


July 9-13, 2018  
Oregon Convention Center  
Portland, Oregon, USA

Held in conjunction with:



SIAM Conference on  
Applied Mathematics Education (ED18)  
July 9-11, 2018



SIAM Conference on  
**Mathematical Aspects  
of Materials Science (MS18)**  
July 9-13, 2018

SIAM Workshop on  
**Network Science (NS18)**  
July 12-13, 2018



**Exhibit Dates**  
**JULY 9—12, 2018**

**siam** | Society for Industrial and  
Applied Mathematics

[www.siam.org/meetings/an18exhibits.php](http://www.siam.org/meetings/an18exhibits.php)

[marketing@siam.org](mailto:marketing@siam.org)

## 2018 SIAM Annual Meeting



July 9-13, 2018  
Oregon Convention Center  
Portland, Oregon, USA

[www.siam.org/meetings/an18](http://www.siam.org/meetings/an18)

### GENERAL INFORMATION

The exhibit hall at the 2018 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. It is 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 1800–2000. Other meetings running concurrently are the SIAM Conference on Applied Mathematics Education (ED18), SIAM Conference on Aspects of Materials Science (MS18), and the SIAM Workshop on Network Science (NS18).

### HOW WILL THE 2018 SIAM ANNUAL MEETING BE PROMOTED?

#### *Call for Papers*

A call for papers was sent to more than 18,000 individuals around the world, including all SIAM members plus members of related societies. The call for papers is posted on the SIAM website at [www.siam.org/meetings](http://www.siam.org/meetings).

#### *Space Advertising*

The meetings are advertised in *SIAM News* and other trade publications and conference calendar listings and via email and through e-letters to SIAM members.

#### *Poster Program*

A poster promoting the meetings was mailed in June 2017 to more than 15,000 people and locations, including 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](http://siam.org/meetings) and promoted in *SIAM News* (print and online), on postcards, and on 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/sponsor.pdf](http://www.siam.org/meetings/pdf/sponsor.pdf). For details about specific events please contact [marketing@siam.org](mailto:marketing@siam.org) via e-mail.

#### *SIAM News or SIAM News Online*

There are a myriad of supporting marketing opportunities that can create or enhance your presence. Consider placing a print ad in *SIAM News* or a banner ad on *SIAM News Online*.

#### *Digital Products*

Consider the various marketing opportunities available, such as: a button or other linked graphic in *SIAM Unwrapped* (member e-newsletter), a banner ad in eTOC (Table of Contents), an e-mailed *SIAM Journal*, a *SIAM News Online* alert, or sponsoring the mobile app at the meeting.

#### *Print Products Mailing List*

Conference program ads and inserts in registration packets are other effective ways to engage attendees. The registration packets will be handed out on-site to all meeting registrants, putting your product directly in the hands of each attendee. You can continue to engage attendees of the meeting by renting the attendee list. The rental rate is \$250/M for a one-time use. E-mail addresses are not available for use.

All of these opportunities can be accessed at: [www.siam.org/advertising/](http://www.siam.org/advertising/)



Held in conjunction with:



## BOOTH RENTAL

Booth prices are:

\$1,455 for the first  
8' x 10' booth

\$1,375 for the second  
8' x 10' booth

\$1,275 for any additional booth(s)

Booth rental includes:

- 8' high background and 3' high side dividers
- One 6' by 30" display table; two chairs; one 7" x 44" booth identification sign consisting of name and booth number; one waste basket
- Listing in the final meeting program on the conference website, and in the app
- 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, 2018**.

Booths will be assigned on a first-come, first-served basis, determined by the date the contract and payment are received. Prior exhibition at SIAM events will also be considered. If the booth(s) of your choice has already been assigned, you will be given the nearest booth available. The final deadline for receipt of contract and payment for booth space is June 11, 2018.

## CANCELLATIONS

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

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!

Oregon Convention Center (OCC)  
[www.oregoncc.org/](http://www.oregoncc.org/)

DoubleTree Hotel Portland  
[doubletree3.hilton.com](http://doubletree3.hilton.com)

Courtyard by Marriott  
Portland Downtown  
[www.marriott.com/hotels](http://www.marriott.com/hotels)

Crown Plaza Hotel/Portland Downtown  
[www.ihg.com/crowneplaza](http://www.ihg.com/crowneplaza)

The 2018 SIAM Annual Meeting will be held at the Oregon Convention Center (OCC).

The room rate for SIAM meeting attendees is \$199 per night at the DoubleTree Hotel, \$220 per night at the Courtyard by Marriott Portland Downtown, and \$199 per night at the Crown Plaza Hotel/Portland Downtown Convention Center. These rates will be offered three days before and three days after the official conference dates, July 9–13, 2018, 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 for making hotel reservations is early June 2018. We strongly suggest that you make your reservations early.

## ABOUT SIAM

Science and Industry  
Advance with Mathematics

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

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.

SIAM News

Each issue of *SIAM News* contains articles and information, a calendar of events, professional opportunities, and much more. Other vehicles available for advertising are *SIAM News Online*, *SIAM Unwrapped*, *eTOC* (Table of Contents) alerts for *SIAM News* and journals, and the conference programs for each SIAM conference.

## EXHIBIT HALL FLOOR PLAN

Coming Soon!

### SHOW HOURS

(Subject to change)

#### EXHIBITOR SET-UP

Sunday, July 8  
12:00 pm–5:00 pm

#### EXHIBIT HALL OPEN

Monday, July 9  
9:30 AM–4:30 PM

Tuesday, July 10  
9:30 AM–4:30 PM

Wednesday, July 11  
9:30 AM–4:30 PM

Thursday, July 12  
9:30 AM–4:30 PM

#### EXHIBITOR DISMANTLE

Thursday, July 12  
4:30 pm–8:00 pm

#### DRAYAGE COMPANY

Triumph Expo & Events Inc.

Telephone: 503-417-8000

Contact person:

Exhibitor Services

Email address:

[esr@triumphexpo.com](mailto:esr@triumphexpo.com)

[www.triumphexpo.com](http://www.triumphexpo.com)

### KEY FACTS

#### LOCATION

Oregon Convention Center  
777 NE Martin Luther King, Jr.  
Boulevard  
Portland, OR 97232 USA  
Phone: 800-791-2250  
Email: [ask@oregoncc.org](mailto:ask@oregoncc.org)  
<https://www.oregoncc.org/>

#### EXHIBIT DATES

July 9–12, 2018

#### ATTENDANCE

1,800–2,000 (anticipated)

#### BOOTH PRICES

\$1,455 first booth  
\$1,375 second booth  
\$1,275 third/additional booth(s)

#### CONTACT

##### SIAM

Marketing Representative  
Phone: 215-382-9800 x 364  
Email: [marketing@siam.org](mailto:marketing@siam.org)

## SIAM EXHIBITORS (PAST AND PRESENT)

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



# Exhibit Booth Form and Booth Description Form

EXHIBIT DATES: JULY 9–12, 2018

## EXHIBITING ORGANIZATION

Please type or print the following information exactly as it should appear both in the conference program and in the mobile app.

Organization Name \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip/Country \_\_\_\_\_

Telephone Number \_\_\_\_\_

E-mail \_\_\_\_\_

URL: \_\_\_\_\_

Description (75-125 words): \_\_\_\_\_

## EXHIBIT FEE

\$1,455 for first 8' x 10' booth; \$1,375 for second 8' x 10' booth; \$1,275 for third and any additional booth(s).

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.

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

## SIGNATURE

By signature, the Exhibitor agrees to abide by all terms and conditions set forth in the Exhibition Rules and Regulations.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Name (please print) \_\_\_\_\_ Title \_\_\_\_\_

## PAYMENT

You may pay by check, credit card, or wire transfer.

Make check payable to SIAM.

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

Card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_ Signature \_\_\_\_\_

Wire transfer information can be provided upon request.

The exhibit fee must be received with this completed form, app logo, and payment by June 11, 2018 if you want to be listed in the conference program, conference website, and mobile app. App logo Size: 294 x 84 pixels. File size not to exceed 256KB.

Please e-mail the exhibit form to [marketing@siam.org](mailto:marketing@siam.org)



Held in conjunction with:



# 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.

**BOOTHS:** 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:** Setup time, exhibit hall hours, and dismantling time are listed in the show hours. Each Exhibitor must deliver to the

exhibit hall area all equipment, apparatus, goods, materials, etc., and there erect and completely install the display in the space contracted by such Exhibitor no later than one hour prior to the published opening time of the exhibit hall. Work will be strictly prohibited after that time. Property received after the opening must be arranged in spaces only during the hours when the exhibit hall is not open to attendees.

Exhibits will not be permitted to be packed or removed from the building at any time after installation until the final closing of the exhibit hall unless special permission in writing is obtained from SIAM. Failure to comply will result in a \$500 fine and be precluded from participation in future shows.

Booth must be fully staffed during the entire conference. Exhibits must be removed no later than two hours after show end time.

Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the show before conclusion of breakdown period.

SIAM reserves the right to make such modifications in the exhibit hours as may be necessary to meet program needs, with full and sufficient notice given to all contracted Exhibitors.

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 8:30 p.m. on Thursday, July 12.

Note: 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)

Monday July 9	9:30–4:30	Exhibit Hall Open
Tuesday July 10	9:30–4:30	Exhibit Hall Open
Wednesday July 11	9:30–4:30	Exhibit Hall Open
Thursday July 12	9:30–4:30	Exhibit Hall Open
Thursday July 12	4:30–8:00	Exhibitor Dismantle

**SHOW COLORS:** The exhibit hall is not carpeted. The drape colors are 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 space shall be staffed by no more than two persons. Additional badges may be purchased. Exhibitors must not share these badges. 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 June 4, 2018.

# Advertising Commitment Form

Listed below are advertising opportunities available to exhibitors to supplement their marketing efforts at the 2018 SIAM Annual Meeting.



Held in conjunction with:



## DIGITAL ADVERTISING

**SIAM Unwrapped:** (e-mailed member newsletter monthly)

Issue(s) \_\_\_\_\_

Position: Primary \$1,800 Midway \$1,115 Closing \$585  
Top Sidebar \$725 Mid Sidebar \$650

Artwork deadline: the first day of each month

Artwork specifications: primary, midway, and closing banner ads must measure 397 pixels x 200 pixels.

Sidebar banner ads must measure 247 x 247 pixels.

Format: .jpg. Unwrapped transmits in HTML.

## AN18 MOBILE APP SUPPORT

\$7,000 Exclusive Sponsor

\$\_\_\_\_\_ Partial Sponsor

The app can be found at the App Store and Google Play. The app is called SIAM 2018 Events.

Artwork specifications: multiple formats of artwork are required for iOS, Android, and HTML 5.

Artwork deadline: five weeks before meeting.

## BANNER ADS ON SIAM NEWS ONLINE

Position (select one):

Hero Banner ad—30 days \$3500.00

Top Position Stand Alone Banner ad—30 days \$525.00

Bottom Position Stand-Alone Banner ad—30 days \$375.00

Date(s) to Post: \_\_\_\_\_

Artwork Specifications: 277 x 300 pixels. Format: png, .jpg or .gif.

Artwork deadline: within three days of desired posting date. There is a 10% discount on SIAM News Online banner advertising if you have placed a print SIAM News ad within 12 months.

## SIAM NEWS ETOC (e-TABLE OF CONTENTS)

**SIAM News Online Notification**

Issue: \_\_\_\_\_

Midway \$500 Closing \$275 Top sidebar \$475

Bottom sidebar \$375

Artwork specifications: midway and closing: 397 x 200 pixels

Top and midway sidebar: 247 x 247 pixels

Format: jpg or png

Frequency: First of the month

Artwork deadline: five days prior to transmission

**Please e-mail the completed form by June 11, 2018 to [marketing@siam.org](mailto:marketing@siam.org)**

## PRINT ADVERTISING

### SIAM NEWS

SIAM News Issue (s): \_\_\_\_\_

Ad type: Display or Announcement

Ad size: (See page 3) Horizontal or Vertical Rate: \_\_\_\_\_

Artwork deadlines and display ads: Please see SIAM News Rates and Deadline page Artwork Specifications: grayscale PDF.

Add \$500 per ad for 4-color process

SIAM News mails the first day of the month and mails monthly except for the Jan/Feb and July/August issues. The combined issues mail approximately the 19th—25th of January and July.

The June issue is ideal to coincide with Annual Meeting.

## CONFERENCE PROGRAM ADS

Ad size: full page

Rate: \$925

Ad dimensions: 7.5" x 9.5"

Artwork specifications: grayscale PDF

Art deadline: May 14, 2018

## AGENCY COMMISSION

A 15% discount off gross billing is extended to recognized advertising agencies for all digital and print advertising except for the mobile app sponsor.

## MATERIAL REQUIREMENTS

PDF is preferred for all print artwork.

## CANCELLATION POLICY

No refunds on print or digital ads cancelled after space reservation due dates. All cancellations must be received in writing.

## ADVERTISING POLICY

SIAM reserves the right to reject sponsorships and/or artwork submissions.

## ARTWORK SPECIFICATIONS

All artwork deadlines and specifications can be viewed at

**[www.siam.org/advertising](http://www.siam.org/advertising).**

Send insertion order and artwork files to [marketing@siam.org](mailto:marketing@siam.org).

### Payment

You may pay by check, credit card, or wire transfer.

Make check payable to SIAM.

Credit card (VISA, MasterCard, Discover, or American Express)

Card type: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Card number: \_\_\_\_\_

Signature \_\_\_\_\_

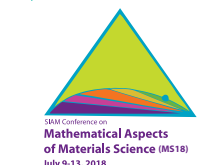
Wire transfer information can be provided upon request.

# Exhibitor Badge Information

EXHIBIT DATES: JULY 9–12, 2018



Held in conjunction with:



COMPANY NAME \_\_\_\_\_

## STAFF EXHIBITOR 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](mailto:marketing@siam.org). 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. Exhibitors will receive the SIAM member rate.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## 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](mailto:marketing@siam.org) by June 11, 2018.

**FREE!!**

1. \_\_\_\_\_
2. \_\_\_\_\_

Additional at \$50 each:

1. \_\_\_\_\_
2. \_\_\_\_\_

Please email the completed form by June 11, 2018 to [marketing@siam.org](mailto:marketing@siam.org)

# Unstaffed Tabletop Exhibit

EXHIBIT DATES: JULY 9–12, 2018

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.

## Publisher/Organization Information

Publisher \_\_\_\_\_

Organization URL \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Exhibit Information

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

Books \_\_\_\_\_

Journals \_\_\_\_\_

Promotional literature: \_\_\_\_\_

## Exhibit Type:

Individual table \$755 \$ \_\_\_\_\_

Up to four (4) tables \$1,055 \$ \_\_\_\_\_

Book(s) \$85 per title \$ \_\_\_\_\_

Journal(s) \$105 per journal volume \$ \_\_\_\_\_

Journal(s) \$85 per journal issue \$ \_\_\_\_\_

Promotional literature \$110 per 300 copies of item \$ \_\_\_\_\_

Registration packet insert \$725 \$ \_\_\_\_\_

Final program advertisement \$925 \$ \_\_\_\_\_

Stand-up poster \$115 \$ \_\_\_\_\_

**Total Amount Due** \$ \_\_\_\_\_

## Payment

You may pay by check, credit card, or wire transfer.

Make check payable to SIAM.

Credit card (VISA, MasterCard, American Express, or Discover)

Card type: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Card number: \_\_\_\_\_

Signature \_\_\_\_\_

Wire transfer information provided upon request.



July 9-13, 2018  
Oregon Convention Center  
Portland, Oregon, USA

## Information/Instructions

- It is understood that books displayed at Combined Exhibits will not be returned, but will be donated to a local college, university, or students.
- It is also understood that these exhibits cannot be staffed.
- Please return this form with book titles, prices, and authors filled in before **June 11, 2018**.
- Inserts in registration packets will be handed out on-site to meeting registrants. Rate applies to one 8.5" x 11" page, quantity is 2,000. A surcharge will be applied for the insertion of booklets, oversized materials, and for inserts received after the deadline. All inserts must be: 8.5" x 11" maximum trim size; 50–70# text sheets (any color stock or ink allowed); flat sheets only, no folds. Inserts must be shipped in sturdy boxes.
- Printing: one or both sides. SIAM reserves the right to approve all text prior to insertion. Inserts must be received by **June 4, 2018**.
- **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.**
- There may be materials handling charges assessed by either the hotel or the service company for the conference that you will be responsible to pay.

Payment should accompany this contract.

Cancellations must be in writing.

Please e-mail this contract with book titles, prices, and authors to:

SIAM Marketing Representative

Phone: 215-352-9000, x 364 · FAX: 215-386-7999 ·

E-mail: [marketing@siam.org](mailto:marketing@siam.org)



# Sponsorship Commitment Form

You can increase your organization's presence at the 2018 SIAM Annual Meeting by taking advantage of one (or more) of the many sponsorship opportunities available at this meeting (see below). Your sponsorship ensures that your company will be recognized in the meeting program, in the mobile app, and on signs throughout the meeting. Please circle the item(s) you would like to sponsor:



Held in conjunction with:



## EVENTS:

Prizes and Awards Luncheon	\$35,000
Sunday's Welcome Reception	\$30,000
Community Reception	\$30,000
Poster Session Reception	\$30,000
Graduate Student and Industry Members Networking Reception	\$25,000
E-mail Café, throughout the event	\$20,000
Wi-Fi Sponsor, throughout the event	\$20,000
Coffee Break	\$5,000
(Monday–Friday)_____ (indicate AM or PM)_____	

## MATERIALS AND AIDS:

Registration Bags with your name/logo and SIAM's logo	\$10,000
1,000 Hotel Key Cards—full front & back color access card	\$5,000
1,000 Hotel Key Cards—full front color access card	\$4,000

## SIAM SPONSORSHIPS:

Video Clip Sponsor	\$25,000
(SIAM is happy to work with you to plan a great video! SIAM may select the engaging speakers and topics with your approval for the video clips)	
AN18 Mobile App Sponsor (Exclusive/Partial)	\$7,000/\$3,500
Unwrapped (June or July) SIAM Member E-newsletter Sponsor	\$2,300

## OTHER:

Childcare Sponsor	\$5,000
(SIAM provides child care grants of \$250 for families wishing to bring children to the Annual Meeting)	
USA Student Travel Sponsorships (per student)	\$750
International Student Travel Sponsorships (per student)	\$900

SIAM will work with you if you have a particular budget, a specific sponsor idea, or if you need assistance in creating a presence at the meeting. Customization is available and can be priced on an individual basis. Partial sponsorships are available. Menu selections will be made by SIAM. All sponsorships must be paid 30 days prior to conference date. Recognition of your support at the meeting will appear in the conference program, on signs throughout the meeting, and in the mobile app.

Company \_\_\_\_\_  
Company URL \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip/Country \_\_\_\_\_  
Phone \_\_\_\_\_ E-mail \_\_\_\_\_

## PAYMENT

Check made payable to SIAM

Wire transfer (information provided upon request)

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

Card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Signature \_\_\_\_\_

Please e-mail the completed form with payment by May 4, 2018 to [marketing@siam.org](mailto:marketing@siam.org)