

# An Invitation to Exhibit



[www.siam.org/meetings/an08](http://www.siam.org/meetings/an08)

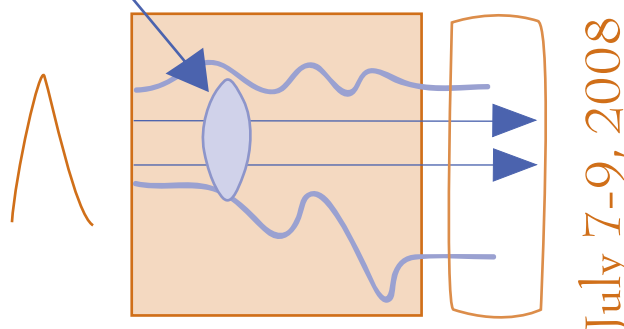
Town and Country Resort  
& Convention Center  
San Diego, CA

## Contents

- General Information About the Show
- Hotel and Service Information
- Information About SIAM
- Advertising Contract
- Exhibit Application
- Organization/Booth Description Form
- Exhibitor Badge Information Form
- Combined Book and Journal Unstaffed Tabletop Exhibit Contract
- Contract for Promotional Flyer in Registration Packets
- Sponsorship Invitation and Contract

*Held in conjunction with*

## SIAM Conference on IMAGING SCIENCE

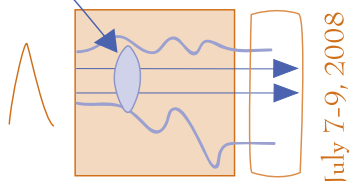


Society for Industrial and Applied Mathematics  
3600 Market Street, 6th Floor • Philadelphia, PA 19104-2688 USA  
Phone +1-215-382-9800 x364 • Fax +1-215-386-7999 • E-mail [marketing@siam.org](mailto:marketing@siam.org) • [www.siam.org](http://www.siam.org)



Held in conjunction with:

### SIAM Conference on IMAGING SCIENCE



## General Information

The exhibit hall at the 2008 SIAM Annual Meeting will be open Monday, July 7, through Thursday, July 10. 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 850–1200.

## How will the 2008 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](http://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 June 2007 to approximately 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](http://siam.org/meetings) and promoted in *SIAM News*, on postcards, and via other media.

## Promotional Opportunities for Exhibitors

### Complimentary visitor passes

Invite your preferred clients and potential customers to visit you at the show. Up to 20 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. For details about specific events contact Kristin O'Neill ([oneill@siam.org](mailto:oneill@siam.org)) via e-mail.

## Exhibit Hall Traffic Builders

### Ensure greater traffic flow in the exhibit hall

Coffee will be served daily Monday through Thursday. 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.

## Service Information

GES Exposition Services  
491 "C" Street  
Chula Vista, CA 91910  
Phone: 619-498-6347  
Email: [jawalker@ges.com](mailto:jawalker@ges.com)

GES Exposition Services is the designated official drayage handler and general service contractor for this joint meeting. Your contact for the SIAM meeting is Janelle Walker, Senior Account Representative, 619-498-6347. Once you have signed your contract with SIAM, GES will send you a service kit with contact information and the name of someone who will handle all your questions. GES will set up the exhibit floor and will help individual exhibitors set-up and dismantle their exhibits. (See back of this kit for exhibit set-up, move-in, and dismantle hours).



Society for Industrial and Applied Mathematics

*Booth prices are:*

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

*\$1075 for the second  
8' x 10' booth*

*\$995 for any additional  
booth(s)*

*To ensure your booth space  
and preference in location,  
return the enclosed contract  
with payment on or before **June  
9, 2008.***

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

*Town and Country Resort  
& Convention Center  
500 Hotel Circle North  
San Diego, CA 92108  
Phone: 1-800-772-8527  
<http://www.towncountry.com/>*

*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.*

## Booth Rental

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 12, 2008).
- One copy of the final meeting program per booth.
- Three complimentary exhibitor staff badges per booth.
- A maximum of 20 free visitor passes for the exhibit area only; these passes may be used for customers or prospects that you invite to the show.

## Space Allocation

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 9, 2008.

## 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 2008 Annual Meeting and the SIAM Conference on Imaging Science will be held at the Town & Country Resort and Convention Center in San Diego, California.

With room rates at \$144 per night, this is a good bargain for all SIAM meeting attendees. The rate will be offered three days before and three days after the official conference dates (July 7–10 2008), 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 \$144 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 9. Accommodations after that date will most likely be difficult to obtain due to three 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 14 journals (12 print, 2 online) and the final programs for each SIAM conference.



Society for Industrial and Applied Mathematics

## Show Hours: (Subject to change)

Saturday	7/5	3:00 pm — 5:00 pm	Exhibitor Set-Up
Sunday	7/6	12:00 pm — 5:00 pm	Exhibitor Set-Up
Monday	7/7	9:30 am — 4:30 pm	Exhibit Hall Open
Tuesday	7/8	9:30 am — 4:30 pm	Exhibit Hall Open
Wednesday	7/9	9:30 am — 4:30 pm	Exhibit Hall Open
Thursday	7/10	9:30 am — 4:30 pm	Exhibit Hall Open
		4:30 pm — 8:00 pm	Exhibitor Dismantle

## Events in the Exhibit Hall

### Monday, July 7

Career Fair—Industry and Graduate Student Reception  
7:15 pm – 9:15 pm

### Tuesday, July 8

Joint Poster Session and Dessert Reception  
8:00 pm – 10:00 pm

## Key Facts

### Location

Town and Country Resort  
& Convention Center  
500 Hotel Circle North  
San Diego, CA 92108  
Phone: 1-800-772-8527  
<http://www.towncountry.com/>

### Exhibit Dates

July 7–10, 2008

### Attendance

850–1200 (anticipated)

### Booth Prices

\$1150 first booth  
\$1075 second booth  
\$995 third/additional booth(s)

### Contact

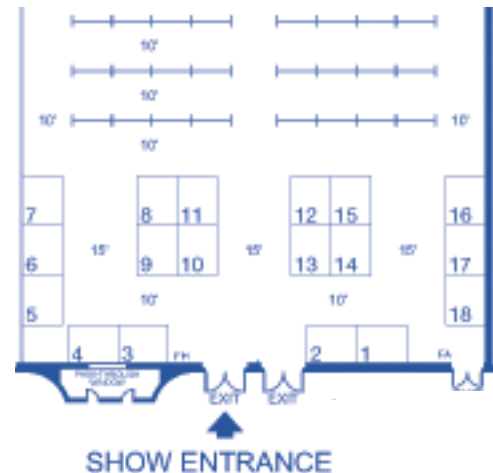
SIAM  
Kristin O'Neill  
Marketing Representative  
3600 Market Street, 6th Floor  
Philadelphia, PA 19104-2688  
USA  
Phone: +1-215-382-9800 x364  
Fax: +1-215-386-7999  
E-mail: [marketing@siam.org](mailto:marketing@siam.org)

### Drayage Company

Janelle Walker  
Senior Account Representative  
GES Exposition Services  
491 "C" Street  
Chula Vista, CA 91910  
Phone: 619-498-6347  
Email: [jawalker@ges.com](mailto:jawalker@ges.com)

## Exhibit Hall Floor Plan

SOCIETY FOR INDUSTRIAL AND APPLIED MATHEMATICS  
July 7–10, 2008



## Past and Present SIAM Exhibitors

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

# Exhibit Application

**Exhibit Dates: July 7–10, 2008**

## 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

\$1150 for first 8' x 10' booth; \$1075 for second 8' x 10' booth; \$995 for third and any additional booth(s).

**Payment:** The exhibit fee must be received with this form at the SIAM office by **May 9, 2008** if you want to be listed in the meeting final program. Otherwise, the final deadline for payment on booth space is **June 9, 2008**. 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 \_\_\_\_\_

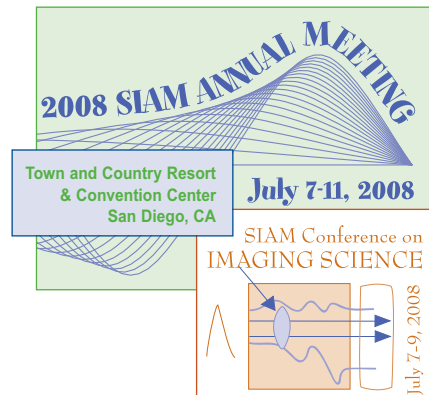
## Mail to:

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](mailto:marketing@siam.org)





# 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. All materials must be sent to the following address so that they arrive between **June 2 and July 2, 2008**.

Exhibiting Company  
SIAM  
c/o GES Exposition Services  
491 "C" Street  
Chula Vista, CA 91910  
Booth# \_\_\_\_\_

## SHIPMENTS DIRECT TO SHOW SITE:

Arrive July 5, 2008 or July 6, 2008:  
SIAM  
c/o GES Exposition Services  
Town and Country Resort & Convention Center  
500 Hotel Circle North  
San Diego, CA 92108  
Booth# \_\_\_\_\_

**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 University City Science Center, 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:** Installation will take place on Saturday, July 5, from 3:00 p.m. to 5:00 p.m. All Exhibits must be in place by 9:30 a.m. on Monday, July 7. Exhibitors may begin dismantling after 4:30 p.m. on Thursday, July 10 and must be completed by 8:00 p.m. Thursday, July 10.

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)

Saturday 7/5	3:00–5:00	Exhibitor Set-Up
Sunday 7/6	12:00–5:00	Exhibitor Set-Up
Monday 7/7	9:30–4:30	Exhibit Hall Open
Tuesday 7/8	9:30–4:30	Exhibit Hall Open
Wednesday 7/9	9:30–4:30	Exhibit Hall Open
Thursday 7/10	9:30–4:30	Exhibit Hall Open
	4:30–8:00	Exhibitor Dismantle

**SHOW COLORS:** The Exhibit Hall is carpeted with maroon carpet. The drape colors will be teal 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' x 10' booth shall be staffed by no more than five 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, 2008.

# Advertising Contract

Listed below are some of the advertising opportunities available to exhibitors to supplement their marketing effort at the 2008 SIAM Annual Meeting.

## Final Program

This will be distributed to attendees at the meeting (approximately 850–1200)

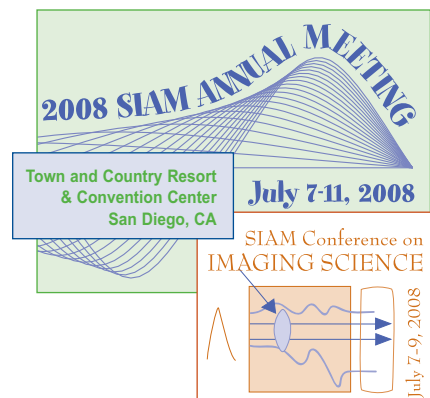
**Cost** .....\$770 (full pages only)

**Ad dimension** .....7½" x 10"

### Deadlines

Insertion Order .....May 2, 2008

Camera ready copy.....May 12, 2008



## June SIAM News

The June 2008 issue will be distributed to attendees at the meeting. Your ad will reach SIAM's 12,000 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 15 <sup>3</sup> / <sub>8</sub>	57p3 x 92p6	\$2650
<input type="checkbox"/>	1/2 page (island)	7½ x 10	45 x 60	\$1880
<input type="checkbox"/>	1/2 page	9½ x 7 <sup>5</sup> / <sub>8</sub> 4 <sup>5</sup> / <sub>8</sub> x 15 <sup>3</sup> / <sub>8</sub>	57p3 x 45p9 27p9 x 92p6	\$1645
<input type="checkbox"/>	1/4 page (island)	7½ x 5	45 x 30	\$1030
<input type="checkbox"/>	1/4 page	9½ x 3 <sup>15</sup> / <sub>16</sub> 4 <sup>5</sup> / <sub>8</sub> x 7 <sup>5</sup> / <sub>8</sub>	57p3 x 23p9 27p9 x 45p9	\$940
<input type="checkbox"/>	1/8 page	4 <sup>5</sup> / <sub>8</sub> x 3 <sup>15</sup> / <sub>16</sub> 2 <sup>3</sup> / <sub>16</sub> x 7 <sup>5</sup> / <sub>8</sub>	27p9 x 23p9 13p3 x 45p9	\$610
<input type="checkbox"/>	1/16 page	4 <sup>5</sup> / <sub>8</sub> x 11 <sup>5</sup> / <sub>16</sub> 2 <sup>3</sup> / <sub>16</sub> x 3	27p9 x 11p9 13p3 x 23p9	\$350

### Deadlines

Insertion Order March 31, 2008

Camera ready copy April 30, 2008

## Reproduction 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 mail completed contract to:

SIAM

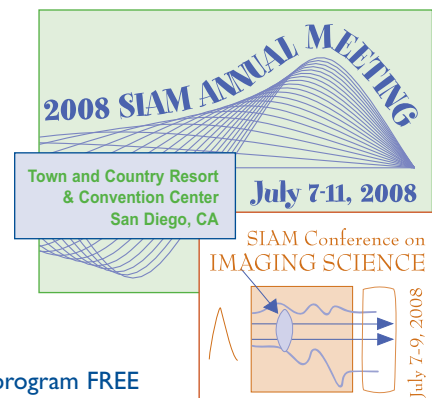
Marketing Representative

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

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

# Organization/Booth Description Form

**Exhibit Dates: July 7–10, 2008**



SIAM will be publishing a description of exhibitors' products and/or services in the 2008 final program FREE of charge. If you wish to be included in this listing, please e-mail the information to [marketing@siam.org](mailto: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 10, 2008.

Promote your organization even more! You can add your company logo to your booth description in print or on the SIAM website for \$75 or to both for \$100. 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](mailto: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 12, 2008. 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      \$75
  - ☐ SIAM website      \$75
  - ☐ Print and web      \$100
- ☐ We do not wish to include our logo with our organization/booth description (free text listing only).

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

Description: \_\_\_\_\_

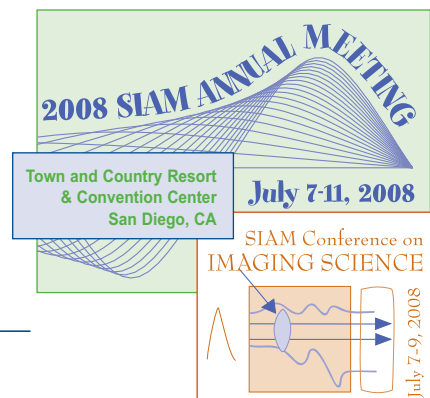
**Please return this form by May 12, 2008 or earlier (with payment if applicable) to:**

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](mailto:marketing@siam.org)



# Exhibitor Badge Information

**Exhibit Dates:** July 7–10, 2008



**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, or e-mail exhibitor badge information to [marketing@siam.org](mailto:marketing@siam.org) by May 12, 2008. Up to three (3) 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. Please copy this form if needed for additional booth(s) or staff.

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

## Complimentary Visitor Passes

Invite your preferred clients and potential customers to visit you at the show. Up to 20 free passes valued at \$50 each are available to exhibitors at no charge. If you wish to obtain free passes for the exhibit hall area only, please send a list of expected visitors by May 12, 2008.

**Please return this form by May 12, 2008 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](mailto:marketing@siam.org)

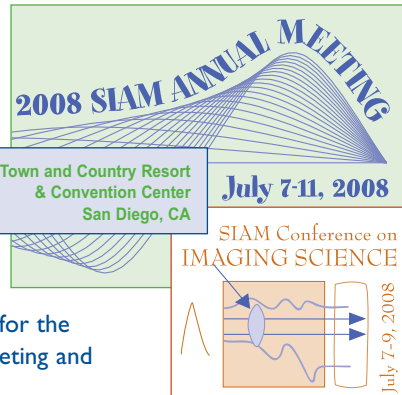
# Combined Book and Journal Exhibit

## Contract for Unstaffed Tabletop Exhibit

Exhibit Dates: July 7–10, 2008

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.



Date \_\_\_\_\_

### From:

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_

Zip/Country \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

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

Name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

### We are exhibiting:

- ☐ Individual Table: \$425
- ☐ Up to four(4) tables: \$775
- ☐ Book(s): \$60 per title
- ☐ Journal(s): \$80 per journal volume
- ☐ Journal(s): \$60 per journal issue
- ☐ Free Literature: \$80 per 300 copies of item
- ☐ Stand-up poster: \$80 each
- ☐ Registration packet inserts@ \$495 per 1200 8.5" x 11" sheets
- ☐ Final program ad: \$770

Total cost: \_\_\_\_\_

### Information/Instructions

- Please use a separate sheet to list additional books and journals.
- 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 10, 2008**.
- 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.

Please return completed contract by June 10, 2008 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](mailto:marketing@siam.org)

Please list material to be sent [not needed for individual table(s)]:

Title \_\_\_\_\_

Author \_\_\_\_\_

Price \_\_\_\_\_

Title \_\_\_\_\_

Author \_\_\_\_\_

Price \_\_\_\_\_

Title \_\_\_\_\_

Author \_\_\_\_\_

Price \_\_\_\_\_

Title \_\_\_\_\_

Author \_\_\_\_\_

Price \_\_\_\_\_

Title \_\_\_\_\_

Author \_\_\_\_\_

Price \_\_\_\_\_

Title \_\_\_\_\_

Author \_\_\_\_\_

Price \_\_\_\_\_

Title \_\_\_\_\_

Author \_\_\_\_\_

Price \_\_\_\_\_

Title \_\_\_\_\_

Author \_\_\_\_\_

Price \_\_\_\_\_

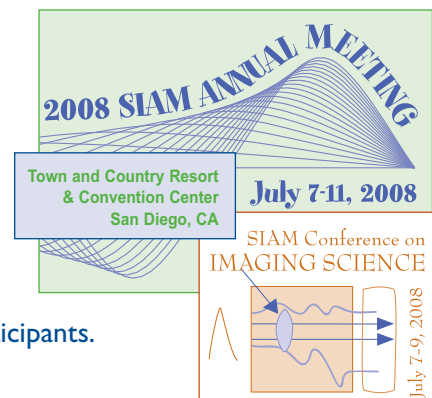
Title \_\_\_\_\_

Author \_\_\_\_\_

Price \_\_\_\_\_

# Registration Packet Inserts

**Exhibit Dates: July 7–10, 2008**



## Have you got a special offer or brochure for attendees?

We know an easy, economical way for you to reach 850–1200 SIAM meeting participants.

## Want to know how?

You can include one (or more) of your promotional flyers in the 2008 SIAM Annual Meeting packets. The registration packets are distributed to all participants and contain a copy of the meeting program, an attendee badge, a program timetable, and various announcements, including YOURS!

## Here's what to do.

Make a reservation for your promotional flyers to be inserted into the 2008 SIAM Annual Meeting registration packets by **completing and returning the contract on the back of this page with payment by June 2, 2008**. You might want to hurry though—due to the popularity of this promotion, space is limited and reservations will be accepted on a first-come, first-served basis.

## Here are the details.

- Price: \$495 per 8.5" x 11" sheet (prepayment required).
- Quantity: 1200 copies (to be provided by you no later than **June 2, 2008**).
- 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.
- Contract: signed contract and payment must be received by SIAM no later than **June 2, 2008**.
- Materials: must arrive at SIAM no later than **June 2, 2008**.

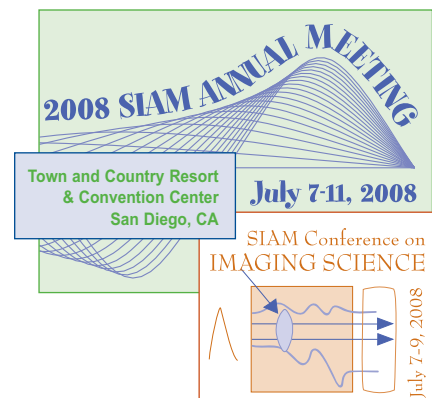
SIAM reserves the right to approve all text prior to insertion.

## Please return completed contract by June 2, 2008 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](mailto:marketing@siam.org)

# Contract for Promotional Flyer in Registration Packets

**Exhibit Dates: July 7–10, 2008**



Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

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

Contact Person \_\_\_\_\_

Signature \_\_\_\_\_

## Specifications

- Price: \$495 per 8.5" x 11" sheet (prepayment required).
- Quantity: 1200 copies (to be provided by you no later than June 2, 2008).
- 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 2, 2008.
- All materials must arrive at SIAM no later than **June 2, 2008**.
- SIAM reserves the right to approve all text prior to insertion.

Space is limited and reservations are accepted on a first-come, first-served basis, so complete and return this contra

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 send completed contract with payment by June 2, 2008 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](mailto:marketing@siam.org)

# Sponsorship Contract

**Exhibit Dates: July 7–10, 2008**

The 2008 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 12, 2008**.
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:

- ☐ Coffee Break(s).....\$3,000 and up  
Day (Monday–Friday) \_\_\_\_\_ Time (indicate AM or PM) \_\_\_\_\_
- ☐ Sunday's Welcome Reception ☐ co-sponsor .....\$5,000  
☐ exclusive .....\$10,000
- ☐ Graduate Student Networking Reception .....\$5,000
- ☐ Industry Members Networking Reception .....\$5,000
- ☐ Poster Session Reception .....\$10,000
- ☐ Community Reception ☐ co-sponsor .....\$5,000  
☐ exclusive .....\$10,000
- ☐ Diversity Day Student Pizza Donor .....\$2,500
- ☐ Prizes and Awards Luncheon ☐ co-sponsor .....\$8,000  
☐ exclusive .....\$24,000
- SOLD OUT!** ☐ Registration Bags with your name/logo and SIAM's logo .....\$10,000
- ☐ E-mail Cafe Support ..... \$5,000 daily  
Day (Monday ☐ Tuesday ☐ Wednesday ☐ Thursday ☐) .....\$20,000 exclusive

*Note: Rates for sponsorship here include standard SIAM conference events. Customization is available and can be priced on an individual basis.*

Recognition of my support of the SIAM Meeting should read: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

*(Name of your company, and/or one-line slogan, and/or 1–3 lines of copy.)*

Company Name \_\_\_\_\_

Address \_\_\_\_\_

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

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

**Amount Enclosed \$** \_\_\_\_\_

**Please return this form by May 12, 2008 to:**

*Thank you for your support.*

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](mailto:marketing@siam.org)