

# An Invitation to Exhibit

## 2010 SIAM Annual Meeting

July 12 - 16, 2010

Art courtesy Randy LeVeque, Christiane Helzel,  
and Donna Calhoun from SIAM Review 50-4.



[www.siam.org/meetings/an10](http://www.siam.org/meetings/an10)

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**Being held in:**

**Pittsburgh, Pennsylvania**  
**David L. Lawrence Convention Center**

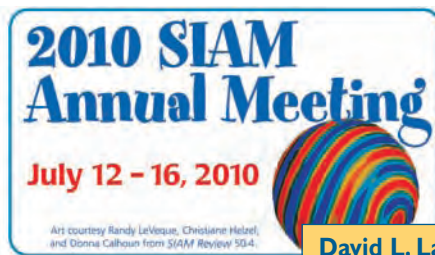
***In conjunction with:***



[www.siam.org/meetings/lsl0](http://www.siam.org/meetings/lsl0)



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:



**David L. Lawrence Convention Center  
Pittsburgh, Pennsylvania**

[www.siam.org/meetings/an10](http://www.siam.org/meetings/an10)

[www.siam.org/meetings/lsl0](http://www.siam.org/meetings/lsl0)

## General Information

The exhibit hall at the 2010 SIAM Annual Meeting will be open Monday, July 12, through Thursday, July 15. 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 2010 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 July 2009 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 five 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/sponsor10.pdf](http://www.siam.org/meetings/pdf/sponsor10.pdf). For details about specific events please 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

### Stetson Convention Services

2900 Stayton Street

Pittsburgh, PA 15212

Phone: 412.223.1090

Fax: 412.233.1094

Email: [jaime@stetsonexpo.com](mailto:jaime@stetsonexpo.com)

Stetson Convention Services is the designated official drayage handler and general service contractor for this joint meeting. Your contact for the SIAM meeting is Jaime Myers. Once you have signed your contract with SIAM, Stetson Convention Services will email you a service kit with contact information and the name of someone who will handle all your questions. Stetson Convention Services will set up the exhibit floor and will help 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 8, 2010.***

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

*Westin Convention Center,  
Pittsburgh (headquarter hotel)  
1000 Penn Avenue  
Pittsburgh, PA 15222  
Phone: +1-412-281-3700  
[www.starwoodhotels.com](http://www.starwoodhotels.com)*

*Omni William Penn Hotel  
530 William Penn Place  
Pittsburgh, PA 15219  
Phone: +1-412-281-7100  
[www.omnihotels.com/](http://www.omnihotels.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 14, 2010).
- One copy of the final meeting program per booth.
- Three complimentary exhibitor staff badges per booth.
- A maximum of five 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 12, 2010.

## 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 2010 Annual Meeting and the SIAM Conference on the Life Sciences will be held at the David L. Lawrence Convention Center in Pittsburgh, Pennsylvania. The official hotels for the meetings are the Westin Convention Center Hotel, which is connected by a skywalk to the meeting site, and the Omni William Penn Hotel, which is located four blocks away.

The room rate for SIAM meeting attendees is \$175 per night at the Westin and \$169 per night at the Omni. These rates will be offered three days before and three days after the official conference dates (July 12–15 2010), 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 14, 2010. 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 15 journals (12 print, 3 online) and the final programs for each SIAM conference.

## Show Hours:

(Subject to change)

Exhibitor Set-Up  
Sunday 7/11  
12:00 pm–5:00 pm

Exhibit Hall Open  
Monday 7/12  
9:30 am–4:30 pm

Tuesday 7/13  
9:30 am–4:30 pm

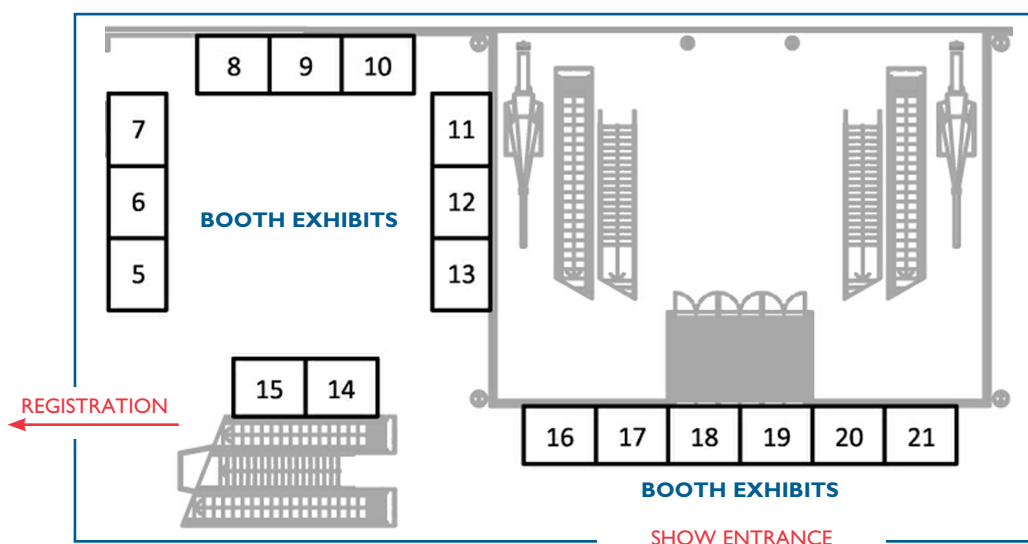
Wednesday 7/14  
9:30 am–4:30 pm

Thursday 7/15  
9:30 am–4:30 pm

Exhibitor Dismantle  
Thursday 7/15  
4:30 pm–8:00 pm

## Exhibit Hall Floor Plan

SOCIETY FOR INDUSTRIAL AND APPLIED MATHEMATICS



## Key Facts

Location  
David L. Lawrence  
Convention Center  
1000 Fort Duquesne Boulevard  
Pittsburgh, PA 15222-3622  
[www.pittsburghcc.com/cc](http://www.pittsburghcc.com/cc)

Exhibit Dates  
July 12–15, 2010

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

Jaime Myers  
Exhibitor Services Manager  
Stetson Convention Services  
2900 Stayton Street  
Pittsburgh, PA 15212  
Phone: 412.223.1090  
Fax: 412.233.1094  
Email: [jaime@stetsonexpo.com](mailto:jaime@stetsonexpo.com)

## Past and Present SIAM Exhibitors

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

# Exhibit Application

**Exhibit Dates: July 12–15, 2010**

## 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 7, 2010** if you want to be listed in the meeting final program. Otherwise, the final deadline for payment on booth space is **June 12, 2010**. 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 \_\_\_\_\_

**Please return 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



David L. Lawrence  
Convention Center  
Pittsburgh, Pennsylvania





# 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:** Installation will take place on Sunday, July 11, from 12:00 p.m. to 5:00 p.m. All Exhibits must be in place by 9:30 a.m. on Monday, July 12. Exhibitors may begin dismantling after 4:30 p.m. on Thursday, July 15 and must be completed by 8:00 p.m. on Thursday, July 15.

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 7/11	12:00–5:00	Exhibitor Set-Up
Monday 7/12	9:30–4:30	Exhibit Hall Open
Tuesday 7/13	9:30–4:30	Exhibit Hall Open
Wednesday 7/14	9:30–4:30	Exhibit Hall Open
Thursday 7/15	9:30–4:30	Exhibit Hall Open
	4:30–8:00	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' 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 10, 2010.

# Advertising Contract

Listed below are some of the advertising opportunities available to exhibitors to supplement their marketing effort at the 2010 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 10, 2010

Camera ready copy.....May 20, 2010

## June SIAM News

The June 2010 issue will be distributed to attendees at the meeting. Your ad will reach SIAM's 14,000 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, 2010

Artwork due April 30, 2010

## 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 \_\_\_\_\_

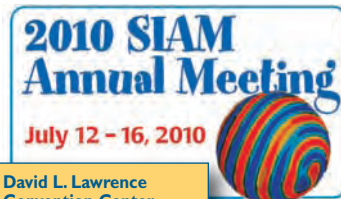
### Please return completed contract to:

SIAM

Marketing Representative

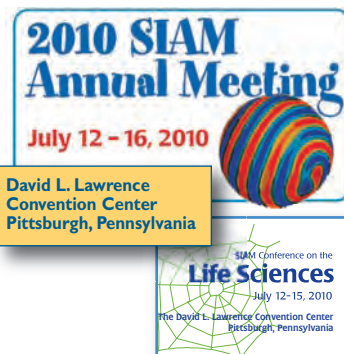
3600 Market Street, 6th Floor, Philadelphia, PA 19104-2688 USA

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



# Organization/Booth Description Form

Exhibit Dates: July 12–15, 2009



SIAM will be publishing a description of exhibitors' products and/or services in the 2010 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 12, 2010.

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 20, 2010. 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 20, 2010 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 12–15, 2010**



David L. Lawrence  
Convention Center  
Pittsburgh, Pennsylvania



**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 10, 2010. 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 five free passes 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 10, 2010.

**Please return this form by May 10, 2010 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 12–15, 2010

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 \_\_\_\_\_

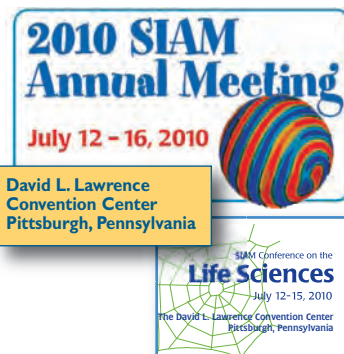
Title \_\_\_\_\_

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:** \_\_\_\_\_



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 12, 2010**.
- 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. Depending on the location of the meeting, exhibitors may be responsible for a package handling fee, either from the hotel or the service/drayage company in force.
- Payment should accompany this contract.

**Please return completed contract by June 12, 2010 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)

**siam** Society for Industrial and Applied Mathematics

# Registration Packet Inserts

Exhibit Dates: July 12–15, 2010



## 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 2010 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 2010 SIAM Annual Meeting registration packets by **completing and returning the contract on the back of this page with payment by June 7, 2010**. 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
- 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 7, 2010**
- Materials: must arrive at SIAM no later than **June 7, 2010**
- A surcharge will be applied for the insertion of booklets and oversized materials, and for inserts received after the deadline.

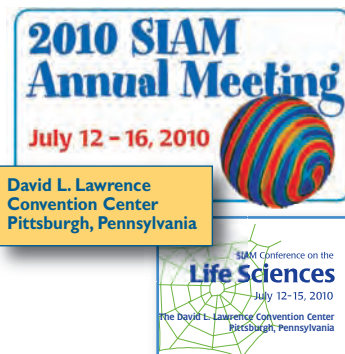
*SIAM reserves the right to approve all text prior to insertion.*

## Please return completed contract by June 7, 2010 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 12–15, 2010**



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
- 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 7, 2010.
- All materials must arrive at SIAM no later than **June 7, 2010**.
- 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 send completed contract with payment by June 7, 2010 to:**

SIAM, Marketing Representative

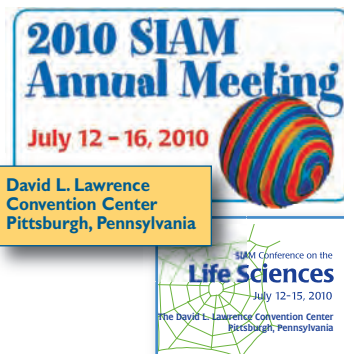
3600 Market Street, 6th Floor, Philadelphia, PA 19104-2688 USA

Phone: +1-215-382-9800 x364 • Fax: +1-215-386-7999 • [marketing@siam.org](mailto:marketing@siam.org)

# Sponsorship Contract

**Exhibit Dates: July 12–15, 2010**

The 2010 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 3, 2010**.
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 .....\$6,000  |
|  | <input type="checkbox"/> exclusive .....\$12,000  |
| <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.*

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 \_\_\_\_\_

**Please return this form by May 3, 2010 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)

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

*Thank you for your support.*