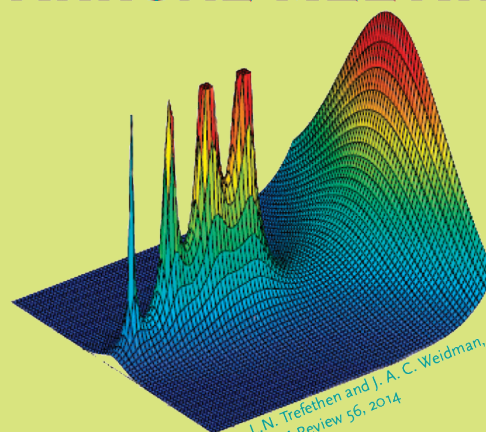


AN INVitation to EXHiBit

**2016 SIAM
ANNUAL MEETING**



JULY 11-15, 2016

THE WESTIN BOSTON WATERFRONT
BOSTON, MASSACHUSETTS, USA

www.siam.org/meetings/an16

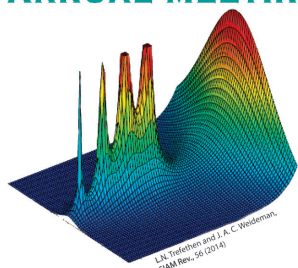
Contents

- General Information About the Meeting
- Advertising Commitment
- Exhibit Application
- Booth and Exhibitor Badge Information
- Unstaffed Tabletop Exhibit Commitment Form
- Sponsorship Commitment



Society for Industrial and Applied Mathematics
Phone 215-382-9800 x364 • Fax 215-386-7999
E-mail marketing@siam.org • www.siam.org/meetings/an16/exhibits.php

2016 SIAM ANNUAL MEETING



JULY 11-15, 2016

THE WESTIN BOSTON WATERFRONT
BOSTON, MASSACHUSETTS, USA

www.siam.org/meetings/an16

General Information

The exhibit hall at the 2016 SIAM Annual Meeting will be open Monday, July 11, through Thursday, July 14. This meeting is a gathering of applied and industrial mathematicians, computer scientists, engineers, and statisticians from a variety of fields. This meeting provides a forum for attendees to exchange ideas, expand their network, and discuss the latest trends in the mathematical sciences community. We anticipate an attendance of between 1000–1300.

How will the 2016 SIAM Annual Meeting be Promoted?

Call for Papers

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

Space Advertising

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

Poster Program

A poster promoting the meetings was mailed in October 2015 to more than 15,000 people and locations, including all SIAM members, academic institutions, federal government agencies, industrial research organizations, and relevant departmental chairpersons.

Program Information

The program information will be posted on the web at siam.org/meetings and promoted in *SIAM News* and *SIAM Connect*, on postcards, and 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/sponsor16.pdf. For details about specific events please contact marketing@siam.org via e-mail.

SIAM News or SIAM News ONLINE

There are myriad supporting marketing opportunities that can create or enhance your existing presence. Consider placing an ad in *SIAM News* or on *SIAM News ONLINE*, sponsoring an issue of *Unwrapped* (SIAM's e-newsletter), placing an ad in the final program, registration inserts in conference registration packets, or renting the technical attendee list. Any of these opportunities would help to get your organization in front of the SIAM community.

Digital Products

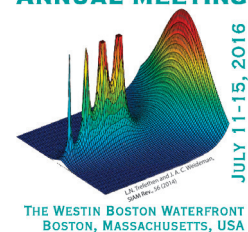
Placing an ad in *SIAM News* print format is one of the most effective ways to reach SIAM members. The print issue is widely read by SIAM members and highly anticipated by its audience. *SIAM News ONLINE* was recently launched in 2015 and is the newest SIAM product. Placing a banner ad in *SIAM News ONLINE* is another great way capture the SIAM audience. *SIAM Unwrapped* is a monthly e-newsletter transmitted to all SIAM members— individuals, corporate, and academic institutions. *SIAM Unwrapped* features relevant information and announcements for the SIAM community.

Print Products Mailing List

Conference program ads are also another effective way to engage the attendees. The inserts in registration packets will be handed out on-site to all meeting registrants. This opportunity puts your product directly in the hands of each attendee. Continue engaging the attendees of the meeting by renting the attendee list. The rental rate is \$150/M for a one time use. E-mail addresses are not available for use.

All of these opportunities can be accessed at: <http://www.siam.org/advertising/>

Society for Industrial and Applied Mathematics • marketing@siam.org



Booth Rental

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.
- Free listing in the final meeting program (provided SIAM receives your information by May 16, 2016).
- 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

Booth prices are:
**\$1435 for the first
 8' x 10' booth**
**\$1375 for the second
 8' x 10' booth**
**\$1275 for any additional
 booth(s)**

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 13, 2016.

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!

The 2016 SIAM Annual Meeting will be held at The Westin Boston Waterfront, Boston, Massachusetts.

The room rate for SIAM meeting attendees is \$199/single/double per night. These rates will be offered three days before and three days after the official conference dates, July 11–15, 2016, 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 4, 2016. 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 News*, *SIAM News Online*, *SIAM Unwrapped* and the conference programs for each SIAM conference.

*To ensure your booth space and
 preference in location, return the
 enclosed contract with payment on
 or before **June 13, 2016**.*

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

The Westin Boston Waterfront
425 Summer Street
Boston, Massachusetts, 02210 USA
Phone: +1-617-532-4600
Toll Free Reservations
(USA and Canada):
1-800-937-8461
Fax: +1-617-532-4889
www.westinbostonwaterfront.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,
 including email newsletter.
 The most popular among
 advertisers is SIAM News.*

Exhibit Hall Floor Plan

SOCIETY FOR INDUSTRIAL AND APPLIED MATHEMATICS

Coming Soon!

Show Hours

(Subject to change)

Exhibitor Set-Up

Sunday 7/10
12:00 pm–5:00 pm

Exhibit Hall Open

Monday 7/11
9:30 AM -4:30 PM

Tuesday 7/12
9:30 AM -4:30 PM

Wednesday 7/13
9:30 AM -4:30 PM

Thursday 7/14
9:30 AM -4:30 PM

Exhibitor Dismantle

Thursday 7/14
4:30 pm –8:00 pm

Drayage Company

Freeman
275 Bodwell Street
Avon, MA 02322
Phone: 508-894-5100
Fax: 469-621-5608
FreemanBostonES@freemanco.com

Key Facts

Location

The Westin Boston Waterfront
425 Summer Street
Boston, Massachusetts, 02210 USA
Phone Number: +1-617-532-4600
Toll Free Reservations
(USA and Canada): 1-800-937-8461
Fax: +1-617-532-4889
Hotel web address:
<http://www.westinbostonwaterfront.com/>

Exhibit Dates

July 11–14, 2016

Attendance

1000–1300 (anticipated)

Booth Prices

\$1435 first booth
\$1375 second booth
\$1275 third/additional booth(s)

Contact

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

SIAM Exhibitors (Past and Present)

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

Exhibit Form and Booth Description Form

2016 SIAM
ANNUAL MEETING

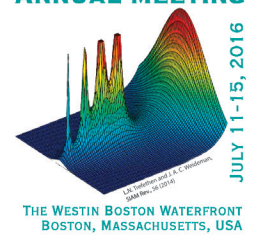


Exhibit Dates: July 11–14, 2016

Exhibiting Organization

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

Organization Name _____

Contact Name: _____

Address _____

City/State/Zip/Country _____

Telephone Number _____

E-mail _____

URL: _____

Description (75–125 words): _____

App logo Size: 294 x 84 pixels. File size not to exceed 256KB.

Exhibit Fee

\$1455 for first 8' x 10' booth; \$1375 for second 8' x 10' booth; \$1275 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.

☐ Check made 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 13, 2016 if you want to be listed in the conference program and app:

SIAM

Marketing Representative

Phone: 215-382-9800 x364

Email: marketing@siam.org



Society for Industrial and Applied Mathematics • 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. 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 10, from 12:00 p.m. to 5:00 p.m. All Exhibits must be in place by 9:30 a.m. on Monday, July 11. Exhibitors may begin dismantling after 4:30 p.m. on Thursday, July 14 and must be completed by 8:00 p.m. on Thursday, July 14.

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 7/11	9:30-4:30	Exhibit Hall Open
Tuesday 7/12	9:30-4:30	Exhibit Hall Open
Wednesday 7/13	9:30-4:30	Exhibit Hall Open
Thursday 7/14	9:30-4:30	Exhibit Hall Open
	4:30-8:00	Exhibitor Dismantle

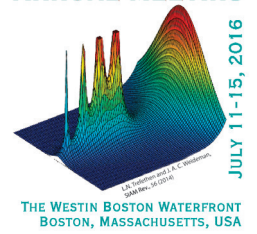
SHOW COLORS: The Exhibit Hall is carpeted. The drape colors are white and burgundy.

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

BOOTH PERSONNEL: Each 8'x10' booth shall be staffed by no more than two persons. 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 9, 2016.

Advertising Commitment Form

2016 SIAM
ANNUAL MEETING



Listed below are some of the advertising opportunities available to exhibitors to supplement your marketing effort at the 2016 SIAM Annual

Digital Advertising

SIAM UNWRAPPED: e-mailed member newsletter monthly

Issue(s) _____ Position: (Circle one)

Primary \$1,700 Midway \$1050 Closing \$550

Artwork specifications: 1024 x 128 pixels.

Format: .jpg Artwork deadline: the first of each month.

SIAM JOURNAL ETOC (E-TABLE OF CONTENTS) BANNER AD

Journal (s): _____

Position: (Circle one) Primary \$250/M Bottom \$200/M Exclusive 275/M

Rate: \$ _____

Artwork specifications: 600 x 299 pixels. Format: .jpg or .png.

Artwork deadline: 14 days prior to transmission deadline.

BANNER ADS IN SIAM NEWS ONLINE

Position: (Circle one)

- Exclusive Sponsor Banner ad-30 days \$750.00
- Top Position Stand Alone Banner ad-30 days \$500.00
- Bottom Position Stand Alone Banner ad-30 days \$350.00

Date(s) Posted: _____

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

Artwork deadline: within 3 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.

ANI6 MOBILE APP SPONSOR

Conference attendees rely on SIAM's mobile app to navigate the meeting, locate a speaker, find another participant, and schedule their days. This creates the perfect medium for your organization to connect with tech-savvy attendees in SIAM's highly focused fields. The app can be found at the App Store and Google Play. The app is called SIAM Events. Partial sponsors will be considered.

Rate \$7,000 or \$ _____ Exclusive Partial (circle one)

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

Artwork deadline: 5 weeks before meeting.

Please return completed contract by June 13, 2016 to:

SIAM
Marketing Representative
Phone: 215-382-9800 x364
Email: marketing@siam.org

Print Advertising

SIAM NEWS

Issue (s): _____

Ad type: Display ad size: _____

Horizontal or Vertical: _____ Rate: \$ _____

SIAM News advertising rates:

<http://www.siam.org/advertising/news/16-rates.php>

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.

CONFERENCE PROGRAM ADS

Rate: \$925 per ad

Ad dimensions: 7.5" x 9.5" Artwork specifications: grayscale PDF Art deadline: 6 weeks prior to the conference date.

Agency Commission

A 15% discount off gross billing is extended to recognized advertising agencies for all advertising except for classified ads or announcements. Commissions are not permitted on production charges. Advertising agency discounts are not extended to Mobile App Sponsor.

Material Requirements PDF is preferred for all print artwork.

Cancellation Policy

No refunds on ads cancelled after space reservation due dates. Cancellations must be received in writing.

Advertising Policy

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

Composition and Design

SIAM will prepare banner advertisements for those who cannot provide artwork. There is a minimum \$75 charge, and complete quotes will be given after a review of all work involved. Advertising agency discounts are not extended to Mobile App Support.

Send insertion order and artwork files to the Marketing Representative at marketing@siam.org.

Payment

You may pay by check, credit card, or wire transfer. Wire transfer information can be provided upon request. Check made payable to SIAM. Credit card (VISA, MasterCard, Discover, or American Express). Please circle card type.

Card number: _____ Expiration date: _____

Signature _____

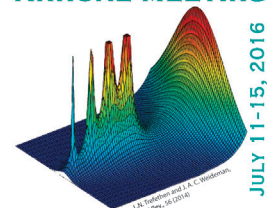


Society for Industrial and Applied Mathematics • marketing@siam.org

Exhibitor Badge Information

Exhibit Dates: July 11–14, 2016

**2016 SIAM
ANNUAL MEETING**



JULY 11–15, 2016

**THE WESTIN BOSTON WATERFRONT
BOSTON, MASSACHUSETTS, USA**

Company Name _____

Staff ID Badges

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

1. _____
2. _____

Complimentary Visitor Passes

Invite your preferred clients and potential customers to visit you at the show. Two free passes are available to exhibitors at no charge. If you wish to obtain free passes for the exhibit hall area only, please email a list of expected visitors to marketing@siam.org by June 13, 2016.

FREE!!

1. _____
2. _____

Additional at \$50 each:

1. _____
2. _____

Please email completed form by June 13, 2016 to:

SIAM
Marketing Representative
Phone: 215-382-9800 x364
Fax: 215-386-7999
Email: marketing@siam.org



Society for Industrial and Applied Mathematics • marketing@siam.org

Unstaffed Tabletop Exhibit

Exhibit Dates: July 11–14, 2016

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

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



From: _____
Company _____
Address _____
City/State _____
Zip/Country _____
Phone _____
Fax _____
E-mail _____
Name _____
Title _____
Signature _____

We are exhibiting:

- ☐ Individual Table: \$715
- ☐ Up to four(4) tables: \$1045
- ☐ Book(s): \$85 per title
- ☐ Journal(s): \$100 per journal volume
- ☐ Journal(s): \$85 per journal issue
- ☐ Free Literature: \$105 per 300 copies of item
- ☐ Stand-up poster: \$115 each
- ☐ Registration packet inserts: \$715 per 1300 sheets (8.5" x 11")

Total cost: _____

Payment

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

Wire transfer information can be provided upon request.

- ☐ Check made payable to SIAM.
- ☐ Credit card (Please circle card type: VISA, MasterCard, American Express, Discover)

Card number: _____ Expiration date: _____ Signature _____

Please return completed contract with payment by June 13, 2016 to:

SIAM
Marketing Representative
Phone: 215-382-9800 x364 • Fax: 215-386-7999
Email: marketing@siam.org



Society for Industrial and Applied Mathematics • marketing@siam.org

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) _____

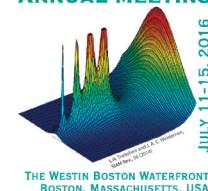
Promotional literature _____

Information/Instructions

- It is understood that books displayed at Combined Exhibits will not be returned, but will be donated to a local college, 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 13, 2016.
- Inserts in registration packets will be handed out on-site to meeting registrants. Rate applies to one 8.5" x 11" page, quantity is 1,300. A surcharge will be applied for the insertion of booklets, oversized materials, and for inserts received after the deadline. 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. SIAM reserves the right to approve all text prior to insertion. Inserts must be received by **June 6, 2016**.
- **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.

Sponsorship Commitment Form

2016 SIAM
ANNUAL MEETING



You can increase your organization's presence at the 2016 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 check the item(s) you would like to sponsor:

EVENTS:

Prizes and Awards Luncheon, July 12	\$35,000
Sunday's Welcome Reception, July 10	\$30,000
Community Reception, July 13	\$30,000
Poster Session Reception, July 12	\$30,000
E-mail Café, throughout the event	\$20,000
WI-Fi Sponsor, throughout the event	\$12,000
Graduate Student and Industry Members Networking Reception, July 11	\$12,000
Photo booth for one day for 3 hours at the Welcome Reception, July 10	\$3,500
Coffee Break	\$4,500
(Monday–Friday) _____ (indicate AM or PM) _____	

MATERIALS AND AIDS:

1,000 4,000 mAH Mobile Charger	\$18,000
1,000 2,200 mAH Mobile Charger	\$12,500
Pop-out Map Boston, MA	\$12,000
Registration Bags with your name/logo and SIAM's logo	\$10,000
One Hi-Top Tabletop or coffee table charging station	\$4,500
1,500 Sun Screen Stick	\$3,000
1,000 Hotel Cards-full front & back color access card	\$3,000
1,000 Hotel Cards-full front color access card	\$2,500

SIAM SPONSORSHIPS:

Video Clip Sponsor	\$20,000
(SIAM may select the engaging speakers and topics for the approximately 5–6 video clips)	
ANI6 Mobile App Sponsor (Exclusive or Partial)	\$7,000/\$3,500
Unwrapped (June or July) SIAM Member E-newsletter Sponsor	\$2,300

OTHER:

Childcare Sponsor	
(SIAM provides child care grants of \$250 for families wishing to bring children to the Annual Meeting)	
USA Student Travel Sponsorships	\$5000
International Student Travel Sponsorships	\$750
International Student Travel Sponsorships	\$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 app.

Artwork of sponsored items are available upon request.

Company _____
 Address _____
 City/State/Zip/Country _____
 Phone _____ E-mail _____

PAYMENT

- ☐ Check made payable to SIAM
- ☐ Wire transfer information can be provided upon request.
- ☐ Credit card (Please circle: VISA, MasterCard, American Express, Discover)
- Card number: _____ Expiration date: _____ Signature _____

Please return completed contract with payment by May 2, 2016 to:

SIAM
 Marketing Representative
 Phone: 215-382-9800 x364
 Email: marketing@siam.org



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