



SACRAMENTO, CA

AUGUST 6 - 9, 2025

Exhibit & Sponsorship Prospectus

Mathematical Association of America

maa.org/mathfest



About MAA

The Mathematical Association of America (MAA) is the world's largest community of mathematicians, students, and enthusiasts. The mission of the MAA is to advance the understanding of mathematics and its impact on the world. For more information on the MAA and our community, please visit maa.org.

About the Meeting

MAA MathFest presents the latest in mathematical research and education from the Mathematical Association of America each summer. MAA MathFest 2025 will be held at the SAFE Credit Union Convention Center from August 6 - 9, 2025, in Sacramento, CA.

Contact MAA

Mathematical Association of America

11 Dupont Circle NW, Suite 200
Washington, DC 20036

Phone: (202) 387-5200

Exhibit and Sponsorship Contact Information

sponsor@maa.org

To Our Recent & Prospective Sponsors:

Welcome! The Mathematical Association of America invites you to exhibit at or sponsor MAA MathFest 2025, from August 6 - 9, 2025, in Sacramento, CA. The event will be held at the SAFE Credit Union Convention Center. In the heart of downtown Sacramento, the SAFE Credit Union Convention Center will serve as a starting point for your ventures around the city. Many of Sacramento's interests are just a walk, taxi, or streetcar ride away.

Please review this prospectus thoroughly and complete your order online to secure your exhibit booth or sponsorship today. We look forward to working with you!



Should you exhibit at or sponsor MAA MathFest?



If your company markets products or services that support the field of mathematics, educators, students, and industry or academic mathematicians, then you don't want to miss this once-a-year outreach opportunity.

Supporters include leaders in:

- Hardware/Software
- Professional Education
- Publications
- Recruiting Services
- Research Tools
- Professional Associations
- Social Media Platforms
- Commercial (Clothing, games, art, etc.)

More than 1,600 registrants
from around the world, including
nearly 400 students in 2024.

In 2024, MAA MathFest attendees presented
nearly 600 paper or poster presentations,
over 100 of which were presented by
undergraduate students.

MAA MathFest welcomed
nearly 900 MAA members and
nearly 800 nonmembers in 2024.

MAA MathFest 2025 will have an extensive program of cutting-edge curriculum ideas and research on various topics. Previous talks from 2024 include:

AWM-MAA Etta Zuber Falconer Lecture:
Towards Fairer-ness in Machine Learning

Chan Stanek Ross Lecture for Students: What a DJ Knows: Song Demand Prediction from Sound Data

Panel:
Career Paths in Business, Industry, and Governments

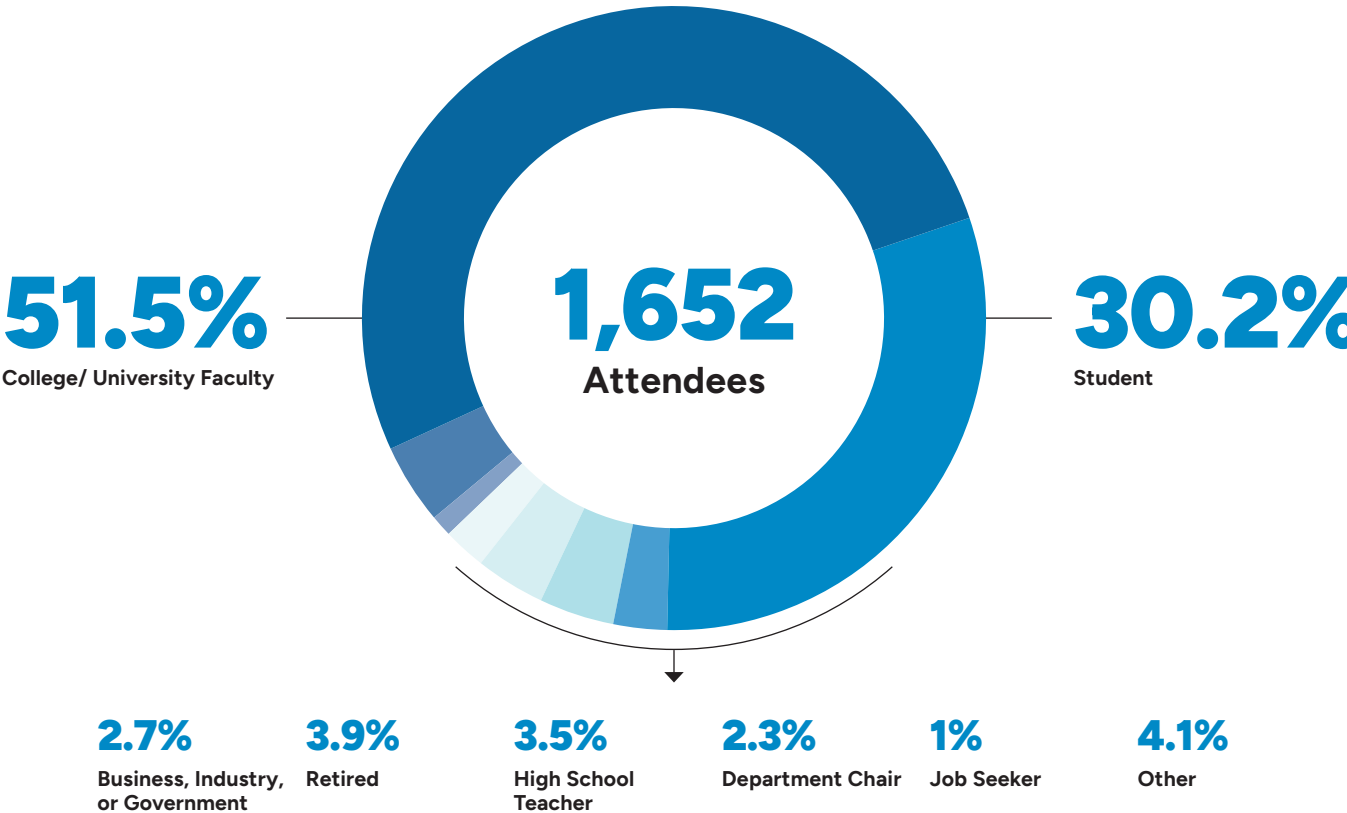
Workshop:
Mathematical Games and Puzzles: Fun for All!

Invited Paper Session:
Celebrating 50 Years of Embodied Mathematics in the Rubik's Cube

Breakdown by Affiliation

From 2024 MAA MathFest Attendees

MAA MathFest brings together more than 1,600 mathematicians, professors, students, and math enthusiasts to reconnect with colleagues, learn how to invigorate their curricula and techniques, see what's new in teaching and learning resources, and share their expertise and love of math.



Below is a sampling of companies who have participated in MAA MathFest:

- Aktiv Mathematics
- American Institute of Mathematics
- American Mathematical Association of Two-Year Colleges
- American Mathematical Society
- Association for Women in Mathematics
- Basic Books
- Budapest Semesters in Mathematics Education
- Cambridge University Press
- Casio America, Inc.
- Central Intelligence Agency
- Citadel | Citadel Securities
- Crowdmark
- De Gruyter
- DigitalEd
- Drexel University Department of Mathematics
- Edufide Inc
- Facebook
- Gradarius
- Hawkes Learning
- Heidelberg Laureate Forum Foundation
- Hudson River Trading (HRT)
- Jane Street
- Knewton, Inc.
- Lyryx Learning
- Macmillan Learning
- Maplesoft
- Math Wiz Flashcards, LLC
- MathHappens Foundation
- McGraw-Hill Education
- MIT Press
- National Science Foundation
- National Security Agency (NSA)
- Overleaf
- Oxford University Press
- Pearson
- Princeton University Press
- Society for Industrial and Applied Mathematics (SIAM)
- Springer
- STEMFLAG
- Taylor & Francis Group
- The D. E. Shaw Group
- The Initiative for Mathematics Learning by Inquiry (MLI)
- The University of Chicago Press
- Think Academy
- Thrive Scholars
- Two Sigma
- Way to Succeed: Mindful Insights for Learning
- Wiley
- Wolfram
- Woodrow Wilson National Fellowship Foundation
- World Scientific Publishing
- Worldwide Center of Mathematics
- Ximera Project
- XYZ Homework
- Zim Olson & Zim Mathematics

**Join this
esteemed
group!**

Contact:
sponsor@maa.org

Phone:
(202) 387-5200

For more information, visit: maa.org/mathfest

Print & Digital Advertising Opportunities

Advertising in MAA MathFest Onsite Final Printed Program:

- **Inside Front Cover** - \$1,800 (full color, full page)
- **Inside Back Cover** - \$1,800 (full color, full page)
- **Full Page** - \$1,500 (full color, full page)
- **Half Page** - \$900 (full color, half page)

Daily Dispatch Digital Ads:

Each day, MAA MathFest attendees receive an email detailing information on the conference and highlights of the upcoming day's schedule. Promote your company by submitting an ad that will be included in the e-newsletter.

Ads will be 300w x 250h pixels and include a link:

- \$250 for one e-newsletter ad (specify day)
- \$850 for all four days of the conference

NEW for 2025! Amplify Your Reach with Digital Retargeting

Maximize your brand's impact during MAA MathFest with our digital ad retargeting opportunities. Retargeting allows your ads to follow engaged MAA audiences across the web, appearing on major websites and mobile apps they visit. This ensures your brand remains at the top of the minds of higher education mathematics professionals, educators, and researchers long after their initial engagement.

Ad Retargeting Packages:

Choose from flexible packages tailored to fit your marketing needs.

- **Small Package: \$1,500**
 - 20,000 impressions
 - Duration: 1 month
- **Medium Package: \$4,125**
 - 60,000 impressions
 - Duration: 3 months
- **Large Package: \$7,500**
 - 120,000 impressions
 - Duration: 6 months



Ad Sizes and Specifications:

Your ads will be displayed in the following formats:

- Leaderboard: 728x90 pixels
- Wide Skyscraper: 160x600 pixels
- Square Pop-Up: 300x250 pixels

All ads should be submitted as static PNG or JPG files (no flash or animated ads).

Square Pop-Up:
300x250 pixels

Wide Skyscraper:
160x600px

Leaderboard:
728x90px

Quantifiable Results:

Track the success of your campaign with detailed performance reports, including impressions, clicks, and geographical insights. With retargeting, your ads will seamlessly follow MAA's qualified audience, delivering unmatched visibility and measurable ROI.

Don't miss this chance to amplify your presence with precision targeting and measurable results. Let MAA MathFest help you connect with decision-makers and influencers in the mathematics community.



Exhibit Opportunities



Exhibit Space — \$1,800 AND UP

Reserving an exhibit booth in the MAA MathFest 2025 Exhibit Hall allows you to enjoy a home base at the conference. Located in a high-traffic area, this exhibit space can be your base of operations throughout the meeting.

Your \$1,800 investment includes two full conference registrations, one 6' draped table with two chairs, an identification sign, and a wastebasket. As a conference exhibitor, you will also receive recognition in the final program book and on the annual meeting website.

**Register by April 15, 2025,
to receive a \$1,800 Early Bird Rate.**

After April 15, booth prices increase to \$2,100.

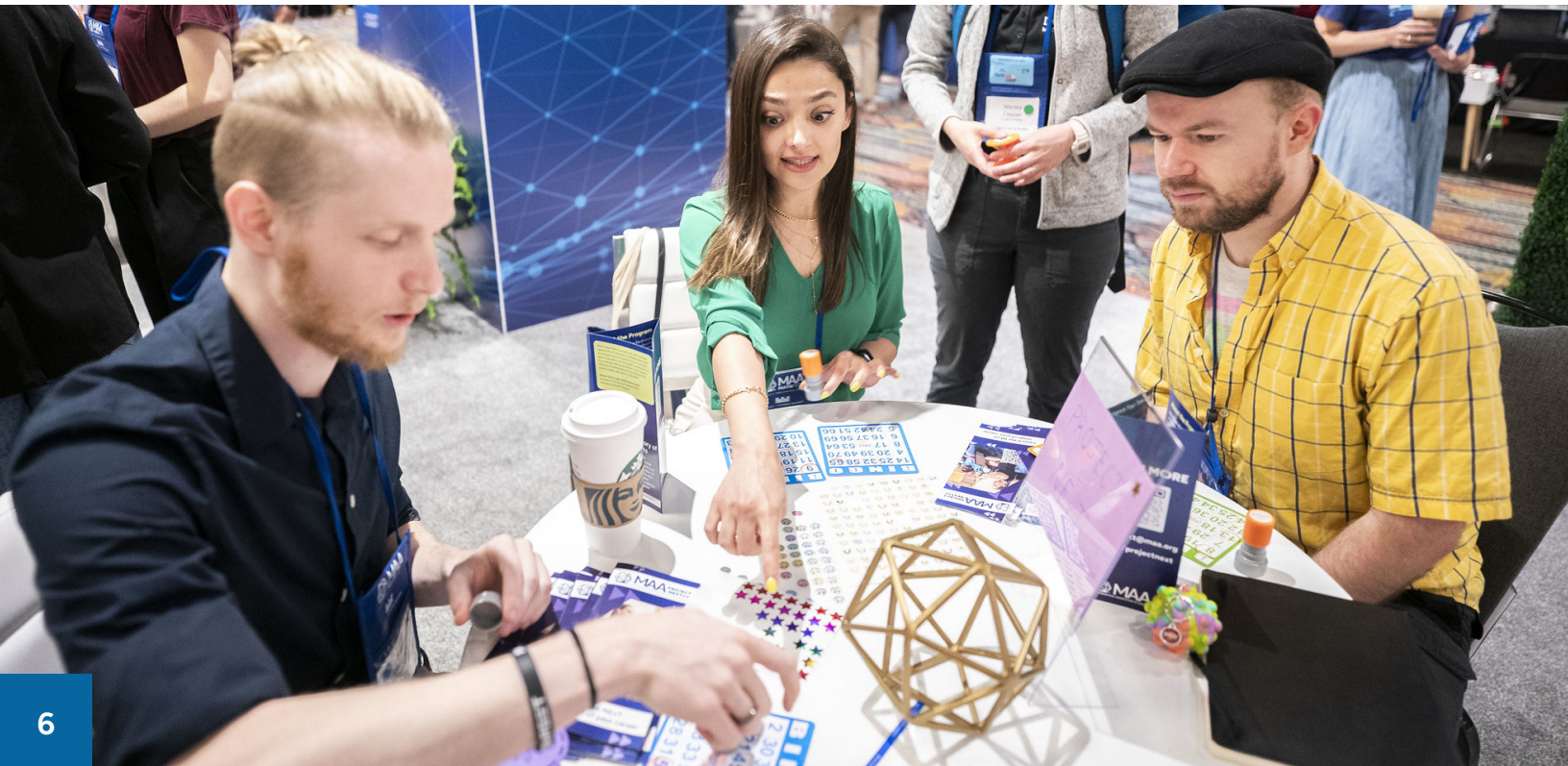


Multiple Booth Discount

Enjoy a 10% discount with the purchase of 2 or more booths. Email sponsor@maa.org for more information!

NEW for 2025! Demo Room

For MAA MathFest 2025, we are excited to offer Exhibitors the chance to give a demonstration or presentation to highlight their company products and services! It's a great opportunity to showcase a new product or a unique service or to educate conference attendees about your company. Demos will be held in the Exhibit Hall theater space on Thursday or Friday during the conference. Demo slots are offered on a 'first-come, first-served' basis, and will be determined once the MAA MathFest 2025 conference events have been finalized. For more information, email sponsor@maa.org.



Sponsorship Opportunities

There are many other ways to sponsor MAA MathFest in Sacramento, CA, and we welcome your ideas! Please contact sponsor@maa.org to discuss additional sponsorship opportunities, personalized package options, or combining one of the below with an exhibit booth. We are happy to work with you to develop a custom sponsorship package that meets your company's needs.



Expo Block Party — sponsorship packages start at \$500

The Expo Block Party is a festive annual community event in the MAA MathFest Exhibit Hall! Activities, games, prizes, and raffles make it a fun draw for conference attendees. Exhibitors who are food and beverage sponsors of the event will receive special signage, listings, and shout-outs throughout the conference. For more information, please email sponsor@maa.org.

Coffee Break Sponsor — \$6,000

Learning is hard work, and people need a break! Gain premium exposure by offering conference attendees much-needed coffee to get the jump start they need for the rest of the day. Your company name and/or logo will appear in the mobile app and on signage posted at the coffee station. MAA will also schedule a push notification promoting the coffee break and your company.

Hydration Station Sponsor — \$2,000

Quench MAA MathFest 2025 attendees' thirst as the Hydration Station Sponsor! Your company will be visible throughout the event at designated hydration stations. Option for a sponsor to provide their own company-branded reusable water bottles to encourage attendees to visit your hydration stations every day of the conference.

Bag Insert — \$1,000 per insert

Double your exposure by inserting a flier, program announcement, job opportunity, or small product into the conference tote bags. Every attendee receives a conference bag, and sponsors are responsible for providing the required quantity of inserts to be included. Please ensure materials are delivered by the specified deadline. All bag inserts must be pre-approved by MAA before production.

Name Badge Lanyards — \$6,500

Make a lasting impression with this sponsorship opportunity! By featuring your company or organization's logo alongside the MAA logo on the name badge lanyards worn by every MAA MathFest participant, you'll ensure that your brand is visible throughout the conference.

Conference Tote Bags — \$5,500

As a sponsor, your company name and logo will be featured alongside the MAA logo on tote bags distributed to every attendee at the MAA Registration Desk. These multi-functional bags provide lasting visibility, allowing your brand to be seen long after the conference ends.

Meeting Notebook — \$5,000

The sponsor logo and MAA logo will be displayed on the notebook, which will be distributed in each attendee's registration bag. This handy notebook, which includes pages for notes, is popular with attendees!

Conference Pens — \$2,500

Pens are inserted into each conference registration bag. As a sponsor, your company name or logo will be imprinted on the barrel of each pen along with the MAA logo. This is a guaranteed way to get your name in front of every attendee as they pick up their registration materials.

Puppy Break Sponsor — \$5,000

Become a highlight of MAA MathFest by sponsoring the Puppy Break! This unique event has become a favorite among attendees and offers a delightful stress relief opportunity while supporting the local shelter or rescue that brings the puppies. You can also enhance your visibility by providing branded swag for the event, which can also be donated. Join us in making this event a tail-wagging success!

Student Lounge — \$5,000

Offer student attendees a dedicated space to connect, collaborate, and recharge during the conference. Your company will receive prime brand visibility in the Student Lounge, with recognition across multiple platforms, including printed materials, the conference website, and throughout the app. This sponsorship provides a unique opportunity to engage with the next generation of mathematicians while reinforcing your brand's commitment to supporting the academic community.

Meeting Wi-Fi — \$8,000

Be the exclusive Wi-Fi sponsor for all attendees at MAA MathFest! Wi-Fi sponsor will have a customized Wi-Fi network and password and a URL link to your company homepage once successfully logged in. This gives you great company branding onsite throughout the conference, as most attendees use the Wi-Fi network.

Quiet Room — \$3,500

Sponsor the ultimate relaxation spot at MAA MathFest! The Quiet Room offers attendees a peaceful escape to recharge between sessions, complete with calming amenities designed for tranquility. Your company will be prominently recognized as the sponsor of this serene space, providing attendees with a much-needed break while subtly reinforcing your brand in a stress-free environment.

Hotel Key Cards — \$6,000

Be that brand that greets every MAA MathFest attendees at the start of their day and when they return to their hotel rooms. As a key card sponsor, your company's ad, name, and/or logo will be prominently displayed alongside the MAA logo, ensuring high visibility throughout the conference.

NEW for 2025! Hotel Check-In Giveaways — \$5,000

Want to get your company in front of attendees before they even enter the conference venue? Your flier will be given to conference attendees when they check in to get their hotel key card. This is a great option to pair with Hotel Key Card sponsorship for double the impact! Sponsors will be responsible for supplying the necessary number of fliers by the conference deadline. Fliers must be pre-approved by MAA before production.

Conference Directional Signage — \$3,000

Help enhance the attendee experience while showcasing your brand! As a sponsor of the Conference Directional Signage, your company will play a vital role in guiding participants throughout the venue. Your logo will be featured on the Conference at a Glance Board, ensuring high visibility as attendees navigate their way to sessions and events. Help them find their way while creating a lasting impression of your brand.

Standing Signs — \$3,000

Your company's advertisement, message, logo, and booth number are prominently displayed on freestanding, double-sided Standing Signs placed in high-traffic areas throughout MAA MathFest. Each sign measures 8' in height and 3' in width.



Meeting Mobile App — \$6,000

The MAA MathFest app is the go-to resource for attendees to access meeting details, venue maps, exhibitor information, the full program, and session schedules. It offers an excellent opportunity for your brand to gain visibility, and your company's name and logo will be prominent throughout the application.

Poster Sessions Sponsor

\$2,000 for individual sessions (choose your topic, first come, first served: Student Poster Session or Contributed Poster Session)

\$3,500 for exclusive sponsorship of both sessions.

Poster sessions are a standout feature of MAA MathFest, attracting large crowds on Thursday and Friday. Sponsors' logos will be prominently displayed in the Poster Session area inside the Exhibit Hall. Don't miss this opportunity to showcase your support for innovative research and engage attendees in one of the conference's most popular sessions. Choose one or both sessions to maximize your visibility.

Invited Address Sponsor — \$8,000

Seize the opportunity to showcase your brand at one of the most prestigious components of MAA MathFest—an Invited Address session! These addresses are key highlights of the conference, drawing significant attention and participation from attendees eager to engage with leading figures in the mathematical community. As a sponsor, your company name and logo will be displayed in the meeting app, and you'll receive verbal recognition from the stage, reinforcing your commitment to advancing mathematics education and research. Additionally, you can enhance your visibility by placing a flier or giveaway on each seat in the ballroom, allowing you to leave a memorable impression on a highly engaged audience. Sponsors will be responsible for supplying the necessary amount of fliers or giveaways by the conference deadline. Fliers or giveaways must be pre-approved by MAA before production. Don't miss this chance to elevate your brand alongside some of the most influential voices in the field!



SACRAMENTO, CA

AUGUST 6 - 9, 2025



Mathematical Association of America

maa.org/mathfest