Past and Present SIAM Exhibitors

- Academic Press, Inc.
- Addison-Wesley Publishing Co.
- AK Peters, Ltd.
- American Institute of Mathematics
- American Institute of Physics
- American Mathematical Society (AMS)
- American Society of Mechanical Engineers (ASME)
- American Statistical Association (ASA)
- Anees Laboratory
- Apogee Systems, Inc.
- Association for Symbolic Logic (ASL)
- Association for Women in Mathematics (AWM)
- Blackwell Publishers
- Birkhäuser
- Brooks/Cole and Duxbury
- Cambridge University Press
- Canadian Applied and Industrial Mathematics Society (CAIMS)
- Caktus Publishing
- CASIO
- Chapman and Hall
- CSE magazine
- Computational Mechanics
- CONSOL
- CRC Press, Inc.
- CSIRO Division of Mathematics and Statistics
- Design Science
- EDP Sciences
- Elsevier
- Farrar, Straus & Giroux/Macmillan
- Feinbach Publishers
- Florida Department of Education
- Gauthier-Villars/北美America, Inc.
- Gordon and Breach Science Publishers, Inc.
- HFS Publishing
- Hindawi Publishing Co.
- IBM Corporation
- ICIAM
- IEEE/Inspec Publishing
- IGERT Ecosystem Informatic at Oregon State University
- Institute for Scientific Information
- IMSL, Inc.
- INFORMS
- Interactive Products Division—Numonics
- International Press
- The International Society for Optical Engineering (SPIE)
- International Specialized Books
- IOS Publishing Inc.
- IPS
- Iverson/Strand Software, Inc.
- J Software
- John Wiley & Sons, Inc.
- Jones and Bartlett Publishers, Inc.
- Kodon Enterprises
- The Krell Institute
- Kluwer Academic Publishers
- MacKichan Software
- Macmillan, Inc.
- Marcel Dekker, Inc.
- Materials Research Society
- Mathematical Association of America (MMA)
- Mathsoft
- The Mathworks
- McGraw Hill Publishing Company
- MIT Press
- Morgan Kaufmann Publishers
- NCAR Graphics
- Numerical Algorithms Group (NAG)
- Optical Design Enterprise
- Oxford University Press
- Oxford University Press Journals
- Pearson
- Pergamon Press
- Perseus Books Group
- Piter Inc.
- Pinter Consulting Services
- Plenum Publishing Corporation
- Prentice-Hall/Pearson Education
- Princeton University Press
- R.T. Edwards, Inc.
- Rogue Wave Software, Inc.
- Routledge
- The Royal Society
- Salford Systems
- Sage Science Press
- Sandia National Laboratory
- SINC
- Società Italiana di Matematica
- Applicata Industriale (SIMAI)
- Soft Warehouse, Inc.
- Springer
- StatSoft
- Statistics.com
- STscI, Inc.
- Swets & Zeitlinger Publishers
- SYSTAT, Inc.
- Tech-X Corporation
- Thies Research
- Vaser-Root
- VSP International Science Publishers
- Wadsworth/ Brooks/Cole
- Advanced Books and Software
- Walter de Gruyter
- Waterloo Maple Research
- Withlaurier University
- Wolfram Research, Inc.
- World Scientific Publishing Company
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, to expand their network, and to 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?
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.

The meetings are advertised in SIAM News and other trade publications and conference calendar listings.

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.

The program information will be posted on the web at siam.org/meetings and in promotional SIAM News, on postcards, and on various media.

Promotional Opportunities for Exhibitors
Inviting your preferred clients and potential customers to visit you at the show. Up to five passes, valued at $50 each, are available to exhibit organizers at no charge. The passes are available only to the exhibit and coffee hall only. Admission to technical sessions requires full registration.

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 signage 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. For details about specific events please contact Kristin O’Neill (oneill@siam.org) via e-mail.

Exhibit Hall Traffic Builders
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 Sycamore Street
Pittsburgh, PA 15212
Phone: 412.223.9099
Fax: 412.223.1094
Email: stetsonconspa.com

Booth Rental

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>8' x 10' booth</td>
<td>$1105 per day</td>
</tr>
<tr>
<td>10' x 10' booth</td>
<td>$1610 per day</td>
</tr>
</tbody>
</table>

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.

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, 30% 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. Please refer to the meeting information for additional details.

Sponsors can reserve space for their representatives at the hotels by contacting 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 be on a space-available basis.

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 attendees 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.
SIAM News is the most popular among each year's Annual programs for each SIAM conference. 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, develop new networks, and discuss the latest trends in the mathematical sciences community. We anticipate an attendance of 850–1200.

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SIAM News 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).

### Booth Rental

- **Booth prices:**
  - $1,150 for the first 8' x 10' booth
  - $1,075 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.**

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### 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.

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### Space Advertising

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 and promoted in SIAM News, on postcards, and via other media.

### Promotional Opportunities for Exhibitors

- **Complimentary visitor passes**
- **Sponsorship of refreshment breaks and/or receptions**
- **Ensure greater traffic flow in the exhibit hall**
- **Exhibit Hall Traffic Builders**
- **Space Advertising**
- **Poster Program**
- **Program Information**

### Call for Papers

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- **Poster Program**
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### Exhibits

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- **Program Information**

### Complimentary Visitor Passes

- **Complimentary Visitor Passes**
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E-mail: marketing@siam.org
Fax: +1-215-386-7999
Phone: +1-215-382-9800 x364
Philadelphia, PA 19104-2688 USA
3600 Market Street, 6th Floor
Marketing Representative
Kristin O’Neill
SIAM
Contact

$995 third/additional booth(s)
$1075 second booth
$1150 first booth
850–1200 (anticipated)

Exhibit Dates
July 12–16, 2010

Key Facts
Location
David L. Lawrence Convention Center
1000 Fort Duquesne Boulevard
Pittsburgh, PA 15222-3622
www.pittsburghcc.com/cc

Exhibitor Dismantle
9:30 Thursday 7/15
Exhibitor Hall Open
12:00 Sunday 7/11

4:30 pm – 8:00 pm

Past and Present SIAM Exhibitors

Society for Industrial and Applied Mathematics

BOOTH EXHIBITS

Academic Press, Inc.
Addison-Wesley Publishing Co.
AK Peters, Ltd.
American Institute of Mathematics
American Institute of Physics
American Mathematical Society
AMS
American Society of Mechanical Engineers (ASME)
American Statistical Association (ASA)
Aries Laboratory
Apichon Systems, Inc.
Association for Symbolic Logic (ASL)
Association for Women in Mathematics (AWM)
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Birkhäuser
Brooks/Cole and Dubuury
Cambridge University Press
Canadian Applied and Industrial Mathematics Society (CAIMS)
Cartfax Publishing
Casio
Chapman and Hall
CSCI magazine
Computational Mechanics
COMSOL
CRC Press, Inc.
CSIRO Division of Mathematics and Statistics
Design Science
EDP Sciences
Elsevier
Farrar, Straus & Giroux/Macmillan
Feasibility Publishers
Florida Department of Education
Gauthier-Villars North America, Inc.
Gordon and Breach Science Publishers, Inc.
HFSF Publishing

Hindawi Publishing Co.
IBM Corporation
ICIAM
IEEE/IEP Publishing
IGERT Ecosystem Informatic
at Oregon State University
Institute for Scientific Information
INFORMS
Interactive Products Division–Numonics
International Press
The International Society for Optical Engineering (SPIE)
International Specialized Books
IOP Publishing, Inc.
IOS Press
Ivan/Sand Software, Inc.
J Software
John Wiley & Sons, Inc.
Jones and Bartlett Publishers
Kadon Enterprises
The Kiel Institute
Kluwer Academic Publishers
MacKichan Software
Massey, Inc.
Marcel Dekker, Inc.
Materials Research Society
MathSoft
MathWorks
McGraw Hill Publishing Company
MIT Press
Morgan Kaufmann Publishers
NCAR Graphics
Numerical Algorithms Group (NAG)
Optimal Designs Enterprise
Oxford University Press
Oxford University Press Journals
Pearson
Pergamon Press
Pitman Books Group
Pitman, Inc.
Pinter Consulting Services
Planum Publishing Corporation
Powell Technical Books
Prentice-Hall/Pearson Education
Princeton University Press
R. T. Edwards, Inc.
Rogue Wave Software, Inc.
Routledge
The Royal Society
Salford Systems
Sage Science Press
Sandia National Laboratory
SINC
Società Italiana di Matematica

Aplicata Industriale (SIMAI)
Soft Warehouse, Inc.
Springer
StataSoft
StatSoft.com
STSC, Inc.
Swets & Zeitlinger Publishers
SYSTAT, Inc.
Taylor & Francis Publishers
Teclor
Text-X Corporation
Thesis Research
Veeer-Koot
VSP International Science Publishers
Wadsworth-Brooks/Cole
Advanced Books and Software
Walter de Gruyter
Waterloo Maple Research
Wit/Flard Laurier University
Wolfram Research, Inc.
World Scientific Publishing

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• 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

Draweage Company
Jaime Myers
Exhibitor Services Manager
Stetson Convention Services
2900 Stayton Street
Pittsburgh, PA 15212
Phone: 412-223-1090
Fax: 412-223-1094
Email: jaime@stetsonexpo.com
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
$1,150 for first 8’ x 10’ booth; $1,075 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

Society for Industrial and Applied Mathematics
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, rules, order decree, or regulation, whether legislative, executive, or judicial, and whether constitutional or unconstitutional; Acts of God.

ARBITRATION: Any controversy of claim arising out of or relating to this contract or the breech 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’ sidetail 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.

<table>
<thead>
<tr>
<th>Size</th>
<th>Inches</th>
<th>Picas</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>9½ x 15½</td>
<td>57p3 x 92p6</td>
<td>$2650</td>
</tr>
<tr>
<td>½ page (island)</td>
<td>7½ x 10</td>
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<td>9½ x 7½</td>
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<td>$1645</td>
</tr>
<tr>
<td>½ page</td>
<td>4½ x 15½</td>
<td>27p9 x 92p6</td>
<td></td>
</tr>
<tr>
<td>¼ page (island)</td>
<td>7½ x 5</td>
<td>45 x 30</td>
<td>$1030</td>
</tr>
<tr>
<td>¼ page</td>
<td>9½ x 3 ⅜</td>
<td>57p3 x 23p9</td>
<td>$940</td>
</tr>
<tr>
<td>¼ page</td>
<td>4½ x 7½</td>
<td>27p9 x 45p9</td>
<td></td>
</tr>
<tr>
<td>⅛ page</td>
<td>4½ x 3 ⅜</td>
<td>27p9 x 23p9</td>
<td>$610</td>
</tr>
<tr>
<td>⅛ page</td>
<td>2½ x 7½</td>
<td>13p3 x 45p9</td>
<td></td>
</tr>
<tr>
<td>⅛ page</td>
<td>4½ x 11 ⅜</td>
<td>27p9 x 11p9</td>
<td>$350</td>
</tr>
<tr>
<td>⅛ page</td>
<td>2½ x 3</td>
<td>13p3 x 23p9</td>
<td></td>
</tr>
</tbody>
</table>

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
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, 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. 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
Exhibit Dates: July 12–15, 2010

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 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
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 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.

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.

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 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
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
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

Society for Industrial and Applied Mathematics
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:

- Coffee Break(s)........................................................................................................................................................................................ $4,500 and up
  Day (Monday–Friday) _________________________  Time (indicate AM or PM) __________

- Sunday’s Welcome Reception
  • co-sponsor ...................................................... $6,000
  • exclusive ........................................................ $12,000

- Graduate Student Networking Reception .............................................................. $5,000
- Industry Members Networking Reception ........................................................................ $5,000
- Poster Session Reception .......................................................................................... $10,000
- Community Reception
  • co-sponsor ...................................................... $7,500
  • exclusive ........................................................ $15,000

- Celebrating Diversity Workshop pizza donor .......................................................... $2,500
- Prizes and Awards Luncheon
  • co-sponsor ...................................................... $14,000
  • exclusive ........................................................ $28,000

- Registration Bags with your name/logo and SIAM’s logo ..................................................... $10,000
- 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

Amount Enclosed $ __________

Thank you for your support.