

OPENING OUR MATHEMATICAL EYES: SEEING MATH IN EVERYTHING WE DO

The 22nd International Conference of Adults Learning Mathematics (ALM)

Hosted by American Institutes for Research® (AIR)

Alexandria, VA

Sunday, July 12, 2015 to Wednesday, July 15, 2015

EXHIBITOR PROSPECTUS

Join us for a spectacular professional learning experience and interface with experts from all across the globe who will come together to present and discuss compelling issues in numeracy/mathematics education, research, and policy. The conference will be held at the Hilton Alexandria Mark Center hotel, a location central to all of the most famous sites to visit in Washington, DC.





AMERICAN
INSTITUTES
FOR RESEARCH[®]

1000 Thomas Jefferson Street | Washington, DC 20007

November 20, 2014

Dear Exhibitor:

We are writing to encourage you to become a sponsor of the 22nd International Conference of Adults Learning Mathematics (ALM)¹, which will be hosted in Alexandria, Virginia by American Institutes for Research (AIR) from July 12 to 15, 2015. The conference is titled “Opening Our Mathematical Eyes: Seeing Math in Everything We Do” to draw attention to the role and function of mathematics in all professions and to the varied ways in which people from different cultures conceptualize mathematics and use mathematics to solve everyday life problems. These concepts will be presented through the five core discussion strands noted below. A few of these discussion strands will include keynote speeches in a plenary forum, with a high-profile speaker delivering the opening keynote for the conference:

- Numeracy Concepts, Theories, and Practice (e.g., What is numeracy? What are mathematical eyes?)
- Science, Technology, Engineering, and Mathematics (STEM) (e.g., numeracy as a foundation for STEM)
- Numeracy and Diversity (e.g., Ethnomathematics; dyscalculia; and underrepresented minorities in STEM)
- Numeracy and Literacy Debates (e.g., numeracy and language acquisition; economics and financial literacy)
- Numeracy and the 21st Century Workforce (e.g., numeracy across career borders)

These topics were selected to attract a wide array of participants and presenters who will discuss and reflect on the importance of mathematical literacy. We will aim to select presentations that will advance our knowledge and understanding of mathematics in the classroom versus mathematics in real life (e.g., banking, engineering, construction), with a special focus on the idea that mathematics is in everything.

We anticipate that the conference will draw upon the expertise and interests of a broad range of participants, including students and teachers in the fields of education, workforce, STEM, mathematics, finance, and ethnomathematics, among others, who will learn and discuss new ideas and research in the areas of mathematical thinking, numeracy, and their manifestation and relevance in all facets of our lives. AIR will also host a Resource Exchange Exhibit during the conference, where exhibits can showcase a wide range of readily available mathematical resources. More information about the conference can be found on the [conference website](#)².

The regular registration rate for exhibitors is \$1000.00, which will include a reserved table for one company representative. Additional representatives are required to pay the regular registration rates at the [registration site](#)³. **This registration fee will be waived for exhibitors** who become conference sponsors or donate to specific conference activities. If you are able to contribute an unrestricted grant, we request your support in the form of donations in any of the following amounts:

1	Platinum Donor: \$5,000+
2	Gold Donor: \$3,000- \$4,999
3	Silver Donor: \$2,500- \$2,999

¹About ALM—ALM is an international forum for research and practice into numeracy—how people use mathematics in everyday life. ALM members extend across Europe, the Americas, and Australasia, and host conferences in a different country each year. The organization includes international leading figures in mathematics education research, policy and practice, many numeracy practitioners, and postgraduate researchers. The annual conferences offer unique opportunities to present new thinking and research, and conference proceedings are published annually, along with an international peer-reviewed journal.

² <http://www.alm-online.net/home/alm-22-conference-page/>

³ <https://www.meetinglink.org/alm/>

In recognition of your donation, you will receive the following:

PLATINUM DONOR (\$5,000 +) WILL RECEIVE:

- A full-page acknowledgment in the conference program booklet
- Complimentary participation in the Resource Exchange Exhibit
- Acknowledgment with signs in strategic areas during the meeting and company icon placement on the conference website
- Complimentary access for five (5) staff in all conference presentations and activities
- Meals for five (5) staff for each conference day

GOLD DONOR (\$3,000 - \$4,999) WILL RECEIVE:

- A half-page acknowledgment in the conference program booklet
- Complimentary participation in the Resource Exchange Exhibit
- Company icon placement on the conference website
- Complimentary access for three (3) staff in all conference presentations and activities
- Meals for three (3) staff for each conference day

SILVER DONOR (\$2,500- \$2,999) WILL RECEIVE:

- Acknowledgment in the conference program booklet
- Complimentary participation in the Resource Exchange Exhibit
- Meals for three (3) staff for each conference day

Please complete the Corporate Sponsorship/Exhibitor Information Form below if you will like to sponsor an event and/or exhibit at the conference. If you will like to be a sponsor, please indicate the amount of your donation and any additional novelty/premium items you would like to contribute on the Corporate Sponsorship Form below and return it to Ms. Channet Williams, Senior Conference Specialist, by April 30, 2015. Please make your check payable to the American Institutes for Research (Federal Tax ID # 25-0965219) and mail it to the attention of Ms. Williams. Unrestricted grants will be used to support a variety of sponsorship opportunities, as needed, including breaks, a reception, and participant registration or novelty items. More information is provided below for organizations that are only interested in exhibiting at the conference.

If you have additional questions about the conference or would like to learn about other opportunities to participate, please visit the [conference website](#)⁴ at or contact Ms. Channet Williams at ctr_cwilliams@air.org or 301-592-2130.

Thank you so much for your support of the 22nd International Conference of Adults Learning Mathematics, and I hope to see you in July, 2015.

Sincerely,

Anestine Hector-Mason, MA, MSED, PhD
American Institutes for Research
1000 Thomas Jefferson Street
Washington, DC 20007
T: 202-403-6913
E: ahector-mason@air.org
W: www.air.org

⁴ <http://www.alm-online.net/home/alm-22-conference-page/>

Corporate Sponsorship/Exhibitor Information Form

22nd International Conference of Adults Learning Mathematics (ALM)

“Opening Our Mathematical Eyes: Seeing Math in Everything We Do”

Hilton Alexandria Mark Center Hotel | 5000 Seminary Road, Alexandria, VA 22311

July 12 to 15, 2015

Hosted by American Institutes for Research (AIR)

PLEASE TYPE OR PRINT:

Corporate Sponsorship Information

Contact Name _____

Title _____

Organization _____

Department _____

Street Address _____

City, State, ZIP Code _____

Telephone _____

FAX _____

E-mail _____

Organization Web Page _____

Please complete the next section if your organization will exhibit at the conference.

Exhibit Information

Who is the representative AIR should contact to arrange for your company's exhibit or for novelty/premium items?

Name: _____

Title: _____

Telephone: _____

Email: _____

Address: _____

Sponsorship Information

- Yes**, my organization would like to contribute to the Conference as indicated below:
 - Silver Donor:** \$2,500- \$2,999
 - Gold Donor:** \$3,000- \$4,999
 - Platinum Donor:** \$5,000+
- No**, my organization cannot contribute at this time. We would like to participate and pay the exhibit fee in the amount of \$1,000 only.
- My organization will like to contribute **novelty/premium items**.

Exhibit Information

- Yes**, we want to exhibit at the Conference Resource Exchange. Please send us more information about the Resource Exchange.

Please make your check payable to the American Institutes for Research (Federal Tax ID # 25-0965219) and mail it to the attention of Ms. Channet Williams at the address below by April 30, 2015.*

American Institutes for Research
1050 Thomas Jefferson Street, NW
Washington, DC 20007

PLEASE RETURN THIS FORM NO LATER THAN THURSDAY, APRIL 30, 2015

Ms. Channet Williams, Senior Meeting Planner
LPE Associates | 1050 Thomas Jefferson Street, NW | Washington, DC 20007
ctr_cwilliams@air.org or 301-592-2130.

*This form may be emailed to Ms. Williams prior to submitting contributions by April 30.

Exhibits/Information Exchange Logistics

Thank you for your interest in exhibiting at the 22nd ALM Conference to be held July 12 to 15, 2015 at the Hilton Alexandria Mark Center, 5000 Seminary Road, Alexandria, VA 22311.

As an exhibitor, you will be able to:

- **Showcase** your organization’s efforts relevant to mathematics education
- **Distribute** complimentary materials, publications, and other information
- **Share** your success stories and lessons learned from previous or ongoing efforts in mathematics education
- **Interact** with all meeting attendees and network with organizations to create new relationships
- **Gain** insights and entertain new ideas of how to promote your own efforts in mathematics
- **Learn** about other partner organizations and the work they have accomplished over the last year
- **Place** your organization’s logo on the Exhibits/Info Exchange pages of the conference program booklet

Please take a moment to review the important information below.

Registration for Exhibitors

All exhibitors need to register for the conference. Please complete the sponsorship for above to begin the registration process, and submit the form to Channet Williams, who will provide you with additional registration information. If you are not sponsoring a conference activity, the registration rate is \$1,000 for one company representative. Other representatives need to [register online](#)⁵. You must register to reserve an exhibit space at the meeting. Although exhibit space is available at a cost of only \$1,000; we appreciate sponsorships beyond this amount. We will provide the following items for each exhibit: One 6’ skirted table and two chairs; identification sign; and one electrical outlet. Space is available on a first-come, first-served basis! Note: A limited number of exhibit spaces are available on a complimentary basis for community-based, nonprofit organizations. Register now by contacting Channet Williams at (ctr_cwilliams@air.org) to ensure that you have an exhibit space at this meeting!

Exhibit Schedule

Sunday, July 12, 2015	Monday, July 13, 2015	Tuesday, July 14, 2015	Wednesday, July 15, 2015
Registration and Reception Day No exhibit setup	Set Up: 8 a.m. to 12 p.m.	Set Up: 8 a.m. to 12 p.m.	Tear Down: 8 a.m. – 11 a.m.
Information Exchange: Exhibit & Networking Session 6 p.m. to 7:30 p.m.	Exhibits Open: 8 a.m. to 4 p.m.	Exhibits Open: 8 a.m. to 4 p.m.	
	Information Exchange: Exhibit & Networking Session 6 p.m. to 7:30 p.m.	Dinner and Dance: 7 p.m. to 12 a.m.	

Audiovisual Equipment Rental and Electronics: PSAV®, an in-house event technology provider at the Hilton Alexandria Mark Center, can attend to all of your audiovisual needs. Contact PSAV at 703-671-5700 for a custom proposal addressing the specific services you will need for your exhibits.

Hotel Accommodations: A block of rooms has been reserved at the Hilton Alexandria Mark Center hotel. These rooms are available on a first-come, first-served basis at a special conference rate as follows:

- \$139/night plus tax based on single and/or double occupancy

Please note that Exhibitor registrations must be completed by April 30, 2015.

For More Information: If you have additional questions about the conference, or would like to learn about other opportunities to participate, please visit the [conference website](#)⁶ or contact Ms. Channet Williams at ctr_cwilliams@air.org or 301-592-2130.

⁵ <https://www.meetinglink.org/alm/>

⁶ <http://www.alm-online.net/home/alm-22-conference-page/>

Sample Full-Page Conference Acknowledgment

This is how sponsors will be acknowledged for their contribution to the conference.

2015 ALM Conference Acknowledgments

Special Thanks to the [Your Company Name Here] for generously contributing to this year's conference. Through their donation, we have been able to support the following activities at the 2015 ALM Conference:

- **Activity One** (description description description description description description description description description description)
- **Activity Two** (description description description description description description description description description description)
- **Activity Three** (description description description description description description description description description description)
- **Activity Four** (description description description description description description description description description description)
- **Activity Five** (description description description description description description description description description description)
- **Activity Six** (description description description description description description description description description description)
- **Activity Seven** (description description description description description description description description description description)
- **Activity Eight** (description description description description description description description description description description)
- **Activity Nine** (description description description description description description description description description description)
- **Activity Ten** (description description description description description description description description description description)
- **Activity Eleven** (description description description description description description description description description description)

Contact Information

If you have any questions or comments about the conference, please contact the following planning staff:

- Logistics and Registration: Channet Williams, ctr_cwilliams@air.org or 301-592-2130
- Proposals/Abstracts/Call for Papers/Conference Proceedings: Anestine Hector-Mason, ahector-mason@air.org or 202-403-6913
- Hotel and Booking: Hilton Hotel Booking, 703-845-1010

If you would like to learn more about Adults Learning Mathematics (ALM) or American Institutes for Research (AIR), please visit us online at:

- [Adults Learning Mathematics \(ALM\): International Research Forum](#)
- [American Institutes for Research](#)