



Focus Group Request Form



AMATYC's 43rd Annual Conference
Sheraton San Diego Hotel & Marina
San Diego, CA November 9–12, 2017

Company/Organization Name _____

Contact Person _____

Company Name _____

Address _____

Telephone (____) _____ Fax (____) _____ Email _____

The following guidelines governing focus groups under the Policy and Procedures established by the Executive Board of the American Mathematical Association of Two-Year Colleges (AMATYC) are part of the application for space to conduct a focus group and they together constitute a contract between the COMPANY and AMATYC.

FOCUS GROUP INFORMATION AND RATES

1. A focus group is a form of qualitative research in which a group of people are asked about their attitude towards a product, service, concept, or idea. A focus group at an AMATYC conference will consist of no more than ten to twelve AMATYC conference participants and two or three representatives from the publishing company, exhibitors, or vendors. Focus groups will not be scheduled during the opening session, regional meetings, Saturday breakfast or other special conference events specified by the Conference Coordinator.
2. Focus groups held by various publishers, exhibitors, or vendors at AMATYC's Annual Conference provide the members of AMATYC with the opportunity to give feedback on textbooks and current trends in mathematics education. While AMATYC views the meetings as important, allowing too many focus groups to be scheduled in competition with the conference sessions detracts from session and committee participation. In order to maintain balance, the following guidelines will be followed by the Conference Coordinator when releasing space and setting up focus groups. The conditions listed are dependent upon the space available at the conference hotel.
 - A. The Conference Coordinator will arrange space, within the limits of the space available in the conference facility, for each publisher, exhibitor, or vendor up to 2 focus groups at no charge, one during prime time and one in the late afternoon or evening (See paragraph H). Publishers, exhibitors, or vendors must notify the Conference Coordinator of their desire to have a focus group by September 1. Any requests received after the September 1 deadline will be charged a fee of \$300 per focus group if space is available. Focus groups are assigned on a first come first serve basis.
 - B. Corporate Partners can have space for 3 additional focus groups (two prime-time, one late afternoon/evening) arranged at no charge if the Conference Coordinator is notified by September 1.
 - C. For each 4 booths that a publisher, exhibitor, or vendor purchases, space for 1 additional late afternoon/evening focus group will be arranged at no additional charge if the Conference Coordinator is notified by September 1.
 - D. Space for additional focus groups will be arranged for a fee of \$200 prime time or \$100 late afternoon/evening per meeting provided they are requested by September 1.
 - E. Audio visual needs, Internet connections, and food and beverage needs for focus groups are not the responsibility of AMATYC and must be arranged by the publisher, exhibitor, or vendor. AMATYC recommends that audiovisual equipment be reserved directly with AMATYC's contracted audiovisual company.
 - F. AMATYC agrees to refund the fees for arranging a focus group if notice of cancellation is received by the Conference Coordinator, in writing or email, by October 1. Any penalties or fines imposed by the hotel are not the responsibility of AMATYC.
 - G. Any group sponsoring a reception or other conference food event for at least 100 members of AMATYC may have a focus group arranged during prime time or late afternoon/evening at no charge. This is not part of the Corporate Partner Program.
 - H. The following 90-minute time slots will serve as guidelines when arranging for focus groups.

Prime Time (\$200 per session):

Thursday: 9:00 am - 10:30 am	Friday: 10:00 am - 11:30 am	Saturday: 10:00 am - 11:30 am
11:00 am - 12:30 pm	11:45 am - 1:15 pm	12:00 pm - 1:30 pm
1:00 pm - 2:30 pm	1:30 pm - 3:00 pm	2:00 pm - 3:30 pm
	3:15 pm - 4:45 pm	

Late afternoon/Evening (\$100 per session):

Thursday: 5:30 pm - 7:00 pm	Friday: 5:30 pm - 7:00 pm
7:30 pm - 9:00 pm	

Please submit one form per focus group requested.
(Turn page over and complete payment information.)

AMATYC will not release space to the conference hotel for focus groups until this form and payment has been received by the AMATYC Office.

Cancellation Policy: AMATYC agrees to refund the fees for arranging space for a focus group if notice of cancellation is received in writing or email by October 1. Any penalties or fines imposed by the hotel are not the responsibility of AMATYC.

Time Preference: Time slots will be assigned when form and payment (if necessary) is received (first come, first served). You will be contacted with the exact times of your meeting.

Use the numbers 1 - 3 to rank your choices of presentation times with 1 being your first choice.

Thursday: ___ 9:00 am - 10:30 am ___ 11:00 am - 12:30 pm ___ 1:00 pm - 2:30 pm ___ 5:30 pm - 7:00 pm ___ 7:30 pm - 9:00 pm
 Friday: ___ 10:00 am - 11:30 am ___ 11:45 am - 1:15 pm ___ 1:30 pm - 3:00 pm ___ 3:15 pm - 4:45 pm ___ 5:30 pm - 7:00 pm
 Saturday ___ 10:00 am - 11:30 am ___ 12:00 pm - 1:30 pm ___ 2:00 pm - 3:30 pm

Facilitator Information: Please provide following information - Facilitator name and relationship to the publisher, exhibitor, or vendor, and the purpose or nature of the focus group. If this meeting pertains to a particular author or textbook, please provide that information.

Facilitator Name _____

Purpose of Focus Group _____

Signature _____ Date _____
(Authorized Agent)

Name _____ Title of Signatory _____
(Please type or print name)

Make checks payable to AMATYC and send to:
AMATYC
5983 Macon Cove
Memphis, TN 38134
(901) 333-6243, fax (901) 333-6251
amatyc@amatyc.org

Direct questions to:
Keven Dockter
Anoka-Ramsey CC
11200 Mississippi Blvd NW
Coon Rapids, MN 55433
(763) 433-1499
keven.dockter@anokaramsey.edu

Check Type: Personal Business Check # _____ Amount \$ _____

Credit card payments:

Visa Mastercard
 Discover American Express

Amount \$ _____

Credit Card # _____
Exp. Date _____
Signature _____
Print Name _____
Address of Card Holder (if different from company address on front)

