



OPPORTUNITIES
GUIDE &
PROSPECTUS

EXHIBIT • SPONSOR • ADVERTISE • RECRUIT

CONFERENCE ON STATISTICAL PRACTICE

Innovations and Best Practices for the Applied Statistician

JACKSONVILLE, FLORIDA • FEBRUARY 23–25, 2017

2017 CONFERENCE OVERVIEW

The **Conference on Statistical Practice** aims to bring together hundreds of statistical practitioners—including data analysts, researchers, and scientists—who engage in the application of statistics to solve real-world problems on a daily basis.

Sessions focus on the following key themes:

-  Communication, Collaboration, and Career Development
-  Data Modeling and Analysis
-  Big Data and Data Science
-  Software, Programming, and Graphics

KEY DATES

**SEPTEMBER 29
2016**

RECRUITERS

Career Service
Registration
Opens

**NOVEMBER 10
2016**

SPONSORS

Deadline for
Logo to Appear
in Program Book

**JANUARY 6
2017**

ADVERTISERS

Deadline for
Digital and
Print Program
Advertisements

**JANUARY 16
2017**

EXHIBITORS

Deadline for
Exhibitor
Agreement

**JANUARY 31
2017**

SPONSORS

Deadline for
Logo to Appear
on Conference
Website and
Onsite Signage

**FEBRUARY 6
2017**

ADVERTISERS

Deadline for
Conference
Bag Inserts

**SPONSORSHIP,
ADVERTISING,
EXHIBITING, AND
RECRUITING
CONTACT**

AMY FARRIS

Director, Marketing and Membership Development
American Statistical Association
732 North Washington Street
Alexandria, VA 22314
amy@amstat.org

CONFERENCE SCHEDULE

Thursday, February 23

7:00 a.m. – 6:30 p.m.	Registration
8:00 a.m. – 5:30 p.m.	Full-Day Courses (additional fee)
8:00 a.m. – 12:00 p.m.	Morning Half-Day Courses (additional fee)
1:30 p.m. – 5:30 p.m.	Afternoon Half-Day Courses
5:30 p.m. – 7:00 p.m.	Poster Session 1 & Opening Mixer

Friday, February 24

7:30 a.m. – 5:30 p.m.	Registration
7:30 a.m. – 8:30 a.m.	Continental Breakfast
8:00 a.m. – 9:00 a.m.	Keynote Address
9:15 a.m. – 10:45 a.m.	Concurrent Sessions
10:45 a.m. – 11:00 a.m.	Refreshment Break
11:00 a.m. – 12:30 p.m.	Concurrent Sessions
12:30 p.m. – 2:00 p.m.	Lunch (on own)
2:00 p.m. – 3:30 p.m.	Concurrent Sessions
3:30 p.m. – 3:45 p.m.	Refreshment Break
3:45 p.m. – 5:15 p.m.	Concurrent Sessions
5:15 p.m. – 6:30 p.m.	Poster Session 2 & Refreshments

Saturday, February 25

7:30 a.m. – 2:30 p.m.	Registration
8:00 a.m. – 9:15 a.m.	Poster Session 3 & Continental Breakfast
9:15 a.m. – 10:45 a.m.	Concurrent Sessions
10:45 a.m. – 11:00 a.m.	Refreshment Break
11:00 a.m. – 12:30 p.m.	Concurrent Sessions
12:30 p.m. – 2:00 p.m.	Lunch (on own)
2:00 p.m. – 4:00 p.m.	Tutorials (additional fee)
2:00 p.m. – 4:00 p.m.	Practical Computing Demonstrations
4:00 p.m. – 4:15 p.m.	Refreshments
4:15 p.m. – 5:30 p.m.	Closing General Session



SPONSOR

The American Statistical Association invites you to the annual

Conference on Statistical Practice! We welcome sponsors, exhibitors, recruiters, and advertisers to join us during this gathering of more than 600 statistical practitioners and data scientists.

Your commitments to advertise, exhibit, recruit, or directly sponsor the meeting accumulate toward your sponsorship status. As a CSP sponsor, you will receive the following recognition for your support:

Principal Sponsor - \$7,500 combined investment

- Listing in the February issue of *Amstat News*, reaching more than 19,000 members
- Onsite signage featuring all sponsors
- Acknowledgement on the conference website, including a link to your website

Supporting Sponsor - \$2,500 combined investment

- Listing in the February issue of *Amstat News*, reaching more than 19,000 members
- Onsite signage featuring all sponsors
- Acknowledgement on the conference website

Every financial commitment you make as a company counts toward your

CSP sponsorship status. Principal and supporting sponsors are recognized on the conference website, in printed conference materials, in onsite conference signage, and at specific sponsored events.




Choose from the options below to build your sponsorship package, or select a sponsorship level and we will build a package for you!

Sponsorship Opportunities

CSP Opening Mixer

Sponsor the CSP Opening Mixer. Make an impression on attendees who come together for an informal gathering at the beginning of the conference. Your logo will be placed on cocktail napkins used by every attendee at this event, which will coincide with the opening of the exhibits and the first poster session of the conference.

Co-Sponsorship: \$2,500

Co-Sponsorship: \$2,500 

Attendee Coffee Breaks

Provide attendees with a fresh cup of coffee. Your logo will be placed on their cups.

Exclusive Sponsorship:

Two-Day Sponsorship \$2,500

Co-Sponsorship:

One-Day Sponsorship: \$1,500

One-Day Sponsorship: \$1,500

Attendee Continental Breakfast

Provide attendees with a continental breakfast. Your logo will be prominently displayed.

Exclusive Sponsorship:

Friday & Saturday \$5,000

Co-Sponsorship:

Friday's Breakfast: \$2,500

Saturday's Breakfast: \$2,500

CSP Conference Bag

Take advantage of a prominent sponsor. Your company logo will be prominently displayed on the conference bag for every registrant.

Exclusive Sponsorship: \$5,000

Badge Lanyards

Your company's logo will be prominently displayed on the lanyards used by attendees to hold their name badges and tickets.

Exclusive Sponsorship: \$2,500

Attendee WiFi

Sponsor WiFi for all attendees. Help attendees with their wireless connection areas of the conference. The welcome page will include your logo and can be redirected to your organization's homepage.

Exclusive Sponsorship: \$2,500

Conference Pen

Have a pen with your logo on it in every attendee's bag.

Exclusive Sponsorship: \$1,500

Charging Stations

Charging stations give CSP attendees the ability to stay connected by charging their phones, tablets, or laptops. Your logo will be included on signage displayed at the stations.

Exclusive Sponsorship: \$1,500

Co-Sponsorship: \$500



EXHIBIT

The ASA Conference on Statistical Practice is the ideal place to meet a talented group of statisticians and data scientists from business, industry, and academia. CSP has grown every year, and we expect more than 600 attendees in 2017!

Exhibitors receive the following:

- A 6' draped table with two chairs
- Signage throughout the conference
- Listing on the conference website
- Three exhibitor badges
- Networking opportunities during morning and afternoon refreshment breaks

Exhibitor Schedule

Thursday, February 23

Set-up: 2:00 p.m. – 5:00 p.m.

All exhibits must be set up by 5:00 p.m.

5:30 p.m. – 7:00 p.m.

Opening Mixer and Poster Session

Friday, February 24

7:30 a.m. – 6:30 p.m.

Saturday, February 25

7:30 a.m. – 1:00 p.m.

Tear-down: 1:00 p.m. – 3:00 p.m.

Fees

Exhibit	
One six-foot table	\$1,200
Additional six-foot tables	\$600 each

Current 2017 Exhibitors



ADVERTISE

Digital, online, and print advertising opportunities are available.

To take advantage of these opportunities, complete and return the **CSP 2017 Commitment Form** (back page).

Conference Bag Inserts

Provide us with 600 of your company's flyers or brochures and we will include them as inserts in the conference bag for each registrant. Inserts are due by February 5.

Per Insert: \$500

Conference Digital Advertisement

Your ad will be displayed on 12 electronic displays in high-traffic areas of the conference, including the registration area, keynote session, and exhibit area.

Per Digital Ad: \$500



A **Digital Ad** allows you to get your message out on high-resolution displays throughout the conference! This is a great opportunity to display multimedia messaging to our attendees. Your 15-second advertisement will be displayed on 20 electronic displays in high-traffic areas of the conference, including the main registration area, keynote sessions, and in the exhibit and eposter area. You simply provide a 15-second video and we will do the rest.

RECRUIT

The **CSP Career Service** is not your typical career fair. It is an online service focused on providing opportunities for top statistical employers to find qualified candidates at all career stages and skill levels. Employers arrange interviews at their leisure; no physical interview space is included.

Registered employers receive:

- Five distinct job postings that are available to all registered applicants. Additional postings are available.
- Access to our online applicant search. Narrow your search based on your criteria.
- Access to our online message service. Invite your screened applicants to interview onsite at your convenience.

Fees

Online Career Service	
ASA Organizational Member	\$750
Non-Organizational	\$1,000

Career Service registration does not grant conference access. All employers interested in attending conference sessions and events must also register as a conference attendee.



2017 Travel & Hotel Information

The 2017 Conference on Statistical Practice will be held at the

Hyatt Regency Jacksonville Riverfront

225 East Coastline Drive

Jacksonville, FL 32202



A limited number of rooms are available at a negotiated group rate, if booked by January 17, 2017.






- **Single/Double Rate:** \$199
- **Triple Rate:** \$249
- **Quad Rate:** \$259
- **Government Rate:** Limited quantity available at prevailing government per diem

You can reserve a room by calling the hotel reservation line at (888) 421-1442. Reference the **“ASA Conference on Statistical Practice 2017”** to receive the group rate.

Visit **www.amstat.org/csp** for more information.

Sponsors, Advertisers, Exhibitors, & Employers

Enhance your company's visibility at this year's [Conference on Statistical Practice](#). Select from the options listed below to expand your marketing portfolio at CSP 2017. See the sponsorship web page at www.amstat.org/meetings/csp/2017 for up-to-date options.

SPONSORSHIP		EXCLUSIVE	COSPONSORSHIP
Conference Bag		\$5,000	N/A
Attendee WiFi Hotspot	 	\$2,500	N/A
<input type="checkbox"/> Opening Mixer			\$2,500
<input type="checkbox"/> Attendee Coffee Break		\$2,500 (2 days/4 breaks)	\$1,500 (1 day/2 breaks)
Name Badge Lanyard		\$2,500	N/A
<input type="checkbox"/> Charging Stations		\$1,500	\$500
<input type="checkbox"/> Attendee Continental Breakfast		\$5,000 (both days)	\$2,500 (1 day)
Conference Pen		\$1,500	N/A
ADVERTISING			
<input type="checkbox"/> Conference Bag Insert		N/A	\$500
<input type="checkbox"/> Digital Ad		N/A	\$500

EXHIBITING

- ☐ One six-foot table (\$1,200) ☐ Additional six-foot tables (\$600 each)

CAREER SERVICE

- ☐ ASA Organizational Member (\$750) ☐ Non-Organizational Member (\$1,000)

Contact _____ Organization _____

Address _____

City _____ State/Province _____ ZIP/Postal Code _____

Country _____ Email _____

Phone _____ Fax _____

Payment

Total Amount Due: _____ ☐ Check Enclosed ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Card Number _____ Expiration _____

Name on Card _____ Security Code _____

Authorized Signature _____

Return to Amy Farris, Director of Marketing and Membership Development
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American Statistical Association

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Current CSP 2017 Sponsors

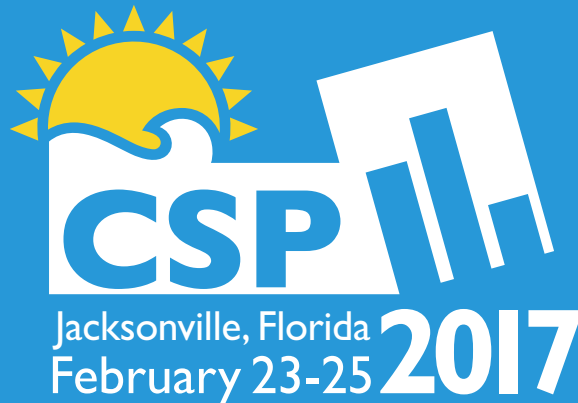
Principal



Supporting



STATISTICS
TEXAS A&M UNIVERSITY



We hope to see **you**
in Jacksonville!