

CONFERENCE ON STATISTICAL PRACTICE

OPPORTUNITIES GUIDE & PROSPECTUS

Portland, Oregon • February 15-17, 2018

EXHIBIT • SPONSOR • ADVERTISE • RECRUIT

Innovations and Best Practices for the Applied Statistician





KEY DATES

September 29, 2017

Recruiters

Career Service
Registration Opens

January 3, 2018

Advertisers

Deadline for Digital
and Print Program
Advertisements

January 12, 2018

Exhibitors

Deadline for
Exhibitor Agreement

January 29, 2018

Advertisers

Deadline for
Conference Bag Inserts

January 31, 2018

Sponsors

Deadline for Logo
to Appear on
Conference Website
and Onsite Signage

**February
15–17, 2018**

CSP 2018 in
Portland, Oregon

CONFERENCE OVERVIEW

The American Statistical Association's **Conference on Statistical Practice** highlights techniques and best practices for applied statisticians and data scientists. CSP attracts nearly 600 attendees with its engaging technical program, courses and tutorials, exhibits, Career Service, and social events. Attendees learn new statistical methodologies and best practices in statistical analysis, design, consulting, and statistical programming.

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**

Every financial commitment you make as a company counts toward your 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.

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

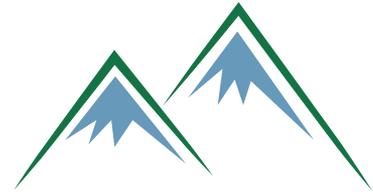
AMY FARRIS

Director, Marketing and Membership Development

American Statistical Association
732 North Washington Street
Alexandria, VA 22314

amy@amstat.org

CONFERENCE SCHEDULE



THURSDAY, FEBRUARY 15

7:00 a.m. – 6:30 p.m.	Registration
8:00 a.m. – 5:30 p.m.	Full-Day Courses
8:00 a.m. – 12:00 p.m.	Morning Half-Day Courses
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 16

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 17

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
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 additional recognition for your support.

	Principal Sponsor \$7,500	Supporting Sponsor \$2,500–\$7,499
Thank you in <i>Amstat News</i> , reaching more than 19,000 ASA members	✓	✓
Onsite signage featuring sponsors	✓	✓
Acknowledgement on the conference website and in the conference program	✓	✓
Social media mentions	✓	✓
A link to your website from the conference website	✓	

CURRENT SPONSORS



SPONSORSHIP OPPORTUNITIES

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

Opening Mixer & Poster Session

Sponsor the CSP Opening Mixer & Poster Session! This event is a highlight of the meeting and draws lots of attendees. Sponsorship will provide for light snacks and beverages to accompany the poster session. Sponsors will be recognized in the program and with onsite signage.

Exclusive Sponsorship: \$5,000

Co-Sponsorship: \$2,500

Co-Sponsorship: \$2,500

Refreshment Breaks

Refreshment breaks provide a great opportunity for attendees to network and socialize in a relaxed environment. Sponsors will be recognized in the program and with onsite signage.

EXCLUSIVE SPONSORSHIP

Two-Day Sponsorship: \$2,500

One-Day Sponsorship: \$1,500

Continental Breakfast

Start off attendees' days with a continental breakfast. Sponsors will be recognized in the program and with onsite signage.

Exclusive Sponsorship:

Friday & Saturday \$5,000

Friday's Breakfast: \$2,500

Saturday's Breakfast: \$2,500

Conference Bag

SPONSORED BY SAS

Take advantage of one of the most prominent sponsorship options available. Your logo will be on the conference bag given to every registrant.

Exclusive Sponsorship: \$5,000

Conference Pen

SPONSORED BY STATA

Have a pen with your logo on it in every attendee bag. Distributed all attendees.

Exclusive Sponsorship: \$1,500.00

Conference Lanyards

Your logo will be prominently displayed on this lanyard used by attendees to hold their name badges and tickets.

Exclusive Sponsorship: \$2,500

Attendee WiFi

SPONSORED BY TEXAS A&M

Attendees will be able to multitask with your support of WiFi! Your logo will be prominently featured on onsite signage and in program materials.

Exclusive Sponsorship: \$2,500

Charging Stations

Charging stations give 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

NEW! Conference App

Help attendees navigate the meeting by supporting the conference app! This is a great interactive way to promote your message to attendees. A banner with your logo will appear on every screen and can be linked to the website landing page of your choice.

Exclusive Sponsorship: \$2,500



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.

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 15

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 16

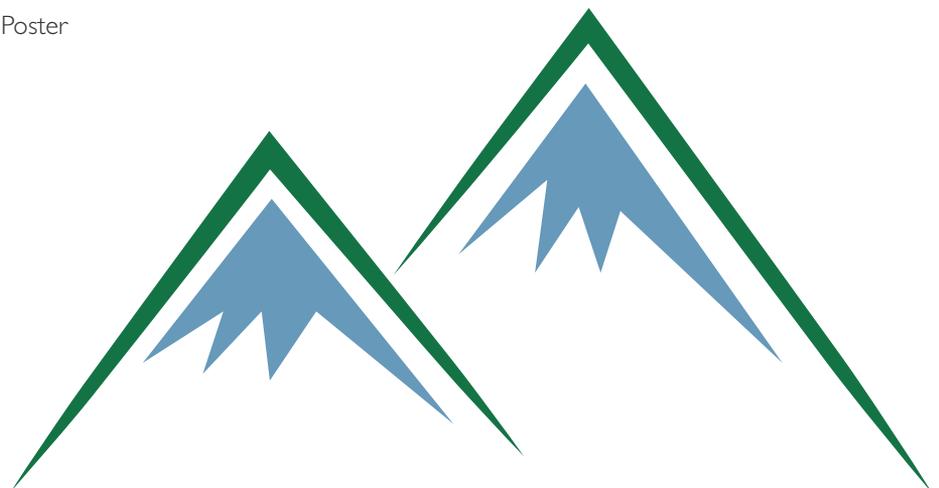
7:30 a.m. – 6:30 p.m.

Saturday, February 17

7:30 a.m. – 1:00 p.m.

Tear-down:

1:00 p.m. – 3:00 p.m.



PAST EXHIBITORS

Bank of America.



Minitab 



STATA



ADVERTISE

Digital, online, and print advertising opportunities are available.

To take advantage of these opportunities, complete and return the CSP 2018 Commitment Form.

Conference Bag Inserts

Provide us with copies of your insert and we will make sure one is included in every attendee conference bag! This is a great way to get your message out to all attendees.

Per Insert: \$500

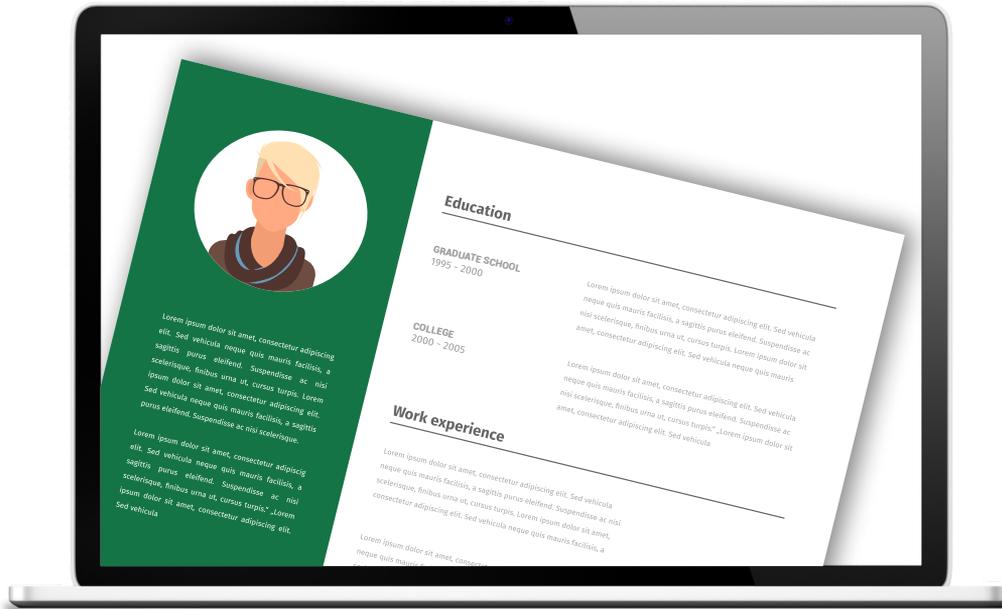
Conference Digital Advertisement

Place your ad or video on screens around the conference events. This is ideal for displaying multimedia messaging. Your spot will be 15 seconds and can be a static image or a video.

Per Advertisement: \$500



A **Digital Ad** allows you to get your multimedia message out on high-resolution displays throughout the conference! Your 15-second advertisement will be displayed on 20 electronic screens 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 – 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 Corporate Member.....\$750
 Nonmember \$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.

2018 Travel & Hotel Information

The Conference on Statistical Practice will be held at the

Marriott Portland Downtown Waterfront

1401 SW Naito Parkway

Portland, OR 97201



The Marriott Portland Downtown Waterfront

A limited number of rooms are available at a negotiated group rate, if booked by January 22, 2018, 5:00 p.m. PT.

Standard Room: \$179

Visit <https://laws.paskey.com/go/CSP2018> to reserve your room.

Visit ww2.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 2018. See the sponsorship web page at ww2.amstat.org/csp 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 & Poster Session	\$5,000	\$2,500
<input type="checkbox"/> Refreshment Breaks	\$2,500 (2 days/4 breaks)	\$1,500 (1 day/2 breaks)
<input type="checkbox"/> Conference Lanyard	\$2,500	N/A
<input type="checkbox"/> Charging Stations	\$1,500	\$500
Conference Pen 	\$1,500	N/A
<input type="checkbox"/> Continental Breakfast	\$5,000 (both days)	\$2,500 (1 day)
<input type="checkbox"/> Conference App (new!)	\$2,500	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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**WE HOPE
TO SEE YOU
IN PORTLAND!**

Start the CSP 2018 conversation now.

Use the hashtag **#CSP2018** and be sure to tag **@amstatnews**.

Follow us on social media



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community.amstat.org