



SDSS
SYMPOSIUM ON
DATA SCIENCE & STATISTICS

BEYOND BIG DATA: LEADING THE WAY
RESTON, VIRGINIA • MAY 16–19, 2018

**OPPORTUNITIES GUIDE and
CONFERENCE PROSPECTUS**

ABOUT THE CONFERENCE

Sessions will be centered on the following topic areas:

STATISTICAL MACHINE
LEARNING



DATA VISUALIZATION



DATA SCIENCE



COMPUTATIONAL
STATISTICS



COMPUTING SCIENCE



APPLICATIONS



The American Statistical Association is pleased to announce the Symposium on Data Science and Statistics, Beyond Big Data: Leading the Way—to be held May 16–19, 2018, in Reston, Virginia.

SDSS is a continuation of the Symposium on the Interface of Computing Science and Statistics (“The Interface”). The new annual SDSS combines data science and statistical machine learning with the Interface Foundation of North America’s (IFNA’s) historical strengths in computational statistics, computing science, and data visualization.

This conference is designed for data scientists, computer scientists, and statisticians who analyze and visualize complex data.



PROGRAM AT A GLANCE

Wednesday, May 16

7:00 a.m. – 6:30 p.m.	Registration
8:00 a.m. – 5:30 p.m.	Full- and Half-Day Short Courses
5:30 p.m. – 7:00 p.m.	Poster Session 1 and Opening Mixer

Thursday, May 17

7:30 a.m. – 8:30 a.m.	Continental Breakfast
8:30 a.m. – 10:00 a.m.	Welcome and Keynote Address
10:00 a.m. – 10:30 a.m.	Refreshment Break
10:30 a.m. – 12:00 p.m.	Concurrent Sessions
12:00 p.m. – 1:30 p.m.	Lunch (on own)
1:30 p.m. – 3:00 p.m.	Concurrent Sessions
3:00 p.m. – 3:30 p.m.	Refreshment Break
3:30 p.m. – 5:00 p.m.	Concurrent Sessions
5:15 p.m. – 6:15 pm	Concurrent Sessions
6:15 p.m. – 7:15 p.m.	Poster Session 2 and Refreshments
7:15 p.m. – 8:30 p.m.	Banquet

Friday, May 18

7:30 a.m. – 8:30 a.m.	Continental Breakfast
8:15 a.m. – 10:00 a.m.	General Session (+ panel)
10:00 a.m. – 10:30 a.m.	Refreshment Break
10:30 a.m. – 12:00 p.m.	Concurrent Sessions
12:00 p.m. – 1:30 p.m.	Lunch (on own)
1:30 p.m. – 3:00 p.m.	Concurrent Sessions
3:00 p.m. – 3:30 p.m.	Refreshment Break
3:30 p.m. – 5:00 p.m.	Concurrent Sessions
5:15 p.m. – 6:15 pm	Concurrent Sessions

Saturday, May 19

7:30 a.m. – 8:30 a.m.	Continental Breakfast
8:30 a.m. – 10:00 a.m.	Concurrent Sessions
10:00 a.m. – 10:30 a.m.	Refreshment Break
10:30 a.m. – 12:00 p.m.	Concurrent Sessions
12: 00 p.m. – 1:15 p.m.	Lunch (on own)
1:15 p.m. – 2:45 p.m.	Concurrent Sessions
3:00 p.m. – 3:30 p.m.	Closing Remarks

Preliminary schedule. Times and events are tentative and subject to change.

SPONSORSHIP

The American Statistical Association invites you to the Symposium on Data Science and Statistics. All sponsors will be recognized in the conference materials, including the website, program, and signage, as well as in *Amstat News*—the ASA's membership magazine reaching more than 19,000 members.

Once you reach one of the levels below, you also receive the following:

Principal—\$5,000

- A link from your logo on our conference website to your organization's website
- A thank-you tweet including your preferred Twitter handle
- A sponsor table for networking with attendees

Supporting—\$1,500-\$4,999

- A sponsor table for networking with attendees
- A thank-you tweet including your preferred Twitter handle

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

CONTACT

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and Membership
Development

American Statistical
Association
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Alexandria, VA 22314

amy@amstat.org

SPONSORSHIP OPPORTUNITIES

Poster Session and Opening Mixer

Poster sessions are a highlight of the meeting and draw a large number 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: \$2,500

Banquet

Enjoy an evening filled with networking and sharing opportunities during a delicious plated meal following an informal reception.

Exclusive Sponsorship: \$5,000

Co-Sponsorship: \$2,500

WiFi

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



Conference Badge 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 Continental Breakfast

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

Exclusive Sponsorship: \$4,500

Thursday Breakfast: \$1,500

Friday Breakfast: \$1,500

Saturday Breakfast: \$1,500

Refreshment Breaks

Refreshment breaks provide a great opportunity for attendees to network and socialize in a relaxed environment. Breaks are offered in the morning and afternoon between concurrent sessions. Sponsors will be recognized in the program and with onsite signage.

Exclusive Sponsorship: \$5,000

Morning Break: \$1,000 each (Thursday–Saturday)

Afternoon Break: \$1,000 each (Thursday and Friday)

Student Travel Awards

Help support students who would otherwise not be able to attend because of travel costs.

Per Award: \$500



Conference Bag

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

Co-Sponsorship: \$2,500

Charging Stations

Charging stations give attendees the ability to stay connected when they hook up their phones, tablets, and laptops. Your logo will be included on signage displayed at the stations.

Exclusive Sponsorship: \$1,500

Co-Sponsorship: \$500

Conference Pen

Have a pen with your logo in every conference bag!

Exclusive Sponsorship: \$1,000



ADVERTISE

Can't commit to attending in person? Take advantage of these advertising opportunities to get your organization noticed at SDSS.

ADVERTISING FEES

Conference Bag Inserts

Provide us with 500 of your company's inserts and we will include them in the conference bag for each registrant. This is a highly visible marketing option.

Insert in the Attendee Bag \$500

Conference Digital Advertisement

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

Digital Advertisement \$500

KEY DATES



February 1, 2018

All: Registration Opens

April 2, 2018

Advertisers: Deadline for Digital and Print Program Advertisements

April 18, 2018

Exhibitors: Deadline for Exhibitor Agreement

May 7, 2018

Advertisers: Deadline for Conference Bag Inserts

Sponsors: Deadline for Logo to Appear on Conference Website and Onsite Signage

May 16–19, 2018
SDSS 2018 in Reston, Virginia



EXHIBIT

The ASA Symposium on Data Science and Statistics provides a great opportunity to meet a targeted group of statisticians on a one-to-one basis in a small, comfortable environment.

Opportunities to engage attendees include the following:

- Morning and afternoon refreshment breaks
- Relationship-building opportunities throughout the conference
- Signage throughout the conference
- Listing on the conference website

Exhibitors receive ...

- A 6' draped table
- Two chairs
- Signage throughout the conference
- Listing on the conference website
- Two exhibitor badges

EXHIBIT FEES

Principal and Supporting Sponsors	Included
One six-foot table	\$1,000
Additional six-foot tables	\$500 each
Additional exhibitor badges	\$100 per exhibitor

Good to Know

Exhibit space allows for tabletop exhibits and small displays only; signage must be behind your table. No rigging. If you are attending only in your capacity as an exhibitor, conference registration is not required; however, if you wish to attend sessions or events, you must also register for the conference.

SDSS COMMITMENT FORM

Enhance your company's visibility at this year's *Symposium on Data Science and Statistics*. Select from the options listed below to expand your marketing portfolio. See the sponsorship web page at ww2.amstat.org/meetings/sdss/2018 for up-to-date options.

SPONSORSHIP LEVELS

- | | |
|---|---|
| <input type="checkbox"/> Principal
\$5,000 | Includes a link from your logo on our conference website, a sponsor table, and a dedicated thank-you tweet. |
| <input type="checkbox"/> Supporting
\$1,500-\$4,999 | Includes a sponsor table and a dedicated thank-you tweet. |

EXHIBIT

- | | |
|---|---------------------|
| <input type="checkbox"/> Principal and Supporting Sponsor Table | Included |
| <input type="checkbox"/> One 6' Table | \$1,000 |
| <input type="checkbox"/> Additional 6' Tables | \$500 each |
| <input type="checkbox"/> Additional Exhibitor Badges | \$100 per exhibitor |

ADVERTISE

- | | |
|---|-------|
| <input type="checkbox"/> Conference Bag Insert | \$500 |
| <input type="checkbox"/> Conference Digital Advertisement | \$500 |

SPONSORSHIP ITEMS

EXCLUSIVE

COSPONSORSHIP

- | | | |
|---|---------|-----------------|
| <input type="checkbox"/> Poster Session and Opening Mixer | \$2,500 | N/A |
| <input type="checkbox"/> Banquet | \$5,000 | \$2,500 |
| <input type="checkbox"/> WiFi | \$2,500 | N/A |
| <input type="checkbox"/> Conference Badge Lanyards | \$2,500 | N/A |
| <input type="checkbox"/> Attendee Continental Breakfast | \$4,500 | \$1,500 each |
| <input type="checkbox"/> Refreshment Breaks | \$5,000 | \$1,000 each |
| <input type="checkbox"/> Conference Bag | \$5,000 | \$2,500 |
| <input type="checkbox"/> Charging Stations | \$1,500 | \$500 |
| <input type="checkbox"/> Conference Pen | \$1,000 | N/A |
| <input type="checkbox"/> Student Travel Awards | N/A | \$500 per award |

Contact Information

Contact _____ Organization _____

Address _____

City _____ State/Province _____ ZIP/Postal Code _____

Email _____ Phone _____

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 • American Statistical Association
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