



ASA SYMPOSIUM ON  
STATISTICAL  
**INFERENCE**

# OPPORTUNITY GUIDE & PROSPECTUS

**OCTOBER 11-13, 2017** BETHESDA, MARYLAND

Scientific Method for the 21st Century:  
A World Beyond  $p < 0.05$



## ABOUT THE SYMPOSIUM

Dear Supporter,

The American Statistical Association is pleased to announce the **ASA Symposium on Statistical Inference**—to be held October 11-13, 2017, in **Bethesda, MD**.

The symposium follows up on the historic *ASA Statement on P-Values and Statistical Significance*. Although the problems identified in the statement have been known for several decades, previous expressions of concern and calls for action have not fostered broad improvements in practice. Recognizing this failure and seeking to move beyond the Don'ts highlighted by the ASA statement, the Symposium on Statistical Inference will focus attention on the Do's—specific approaches for improving practice across three broad sets of activities:

- Conducting research in the 21st century
- Using research in the 21st century
- Sponsoring, disseminating, reproducing, and replicating research in the 21st century

This symposium will drive change that leads to lasting improvements in statistical research, communicating and understanding uncertainty, and decision making.

Anticipated attendees and targeted audiences for the symposium include:

- Statisticians from a broad range of areas of practice
- Nonstatisticians from the broader research community
- Research sponsors, including both private organizations and government agencies
- Journal editors, reviewers, and others involved in publication decisions
- The media, in the broadest sense
- Consumers, users, and evaluators of research

We are reaching out to past and potential supporters to ask for help in making this symposium a success. Your support—via direct financial support or other means—will enhance the experience of all.

We hope you will consider supporting the ASA Symposium on Statistical Inference.

Thank you!

**WEDNESDAY, OCTOBER 11**

7:30 a.m. – 6:30 p.m.	Registration
7:30 a.m. – 8:30 a.m.	Continental Breakfast
8:30 a.m. – 10:00 a.m.	Opening Plenary Session
10:00 a.m. – 10:30 a.m.	Coffee 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.	Breakout Discussion Sessions
3:00 p.m. – 3:30 p.m.	Refreshment Break
3:30 p.m. – 5:00 p.m.	Concurrent Sessions
5:00 p.m. – 6:00 p.m.	Opening Mixer

**THURSDAY, OCTOBER 12**

7:30 a.m. – 5:30 p.m.	Registration
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.	Coffee 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.	Breakout Discussion Sessions
3:00 p.m. – 3:30 p.m.	Refreshment Break
3:30 p.m. – 5:00 p.m.	Final Plenary Session
5:15 p.m. – 6:15 p.m.	Closing Session (“Take the Mic”)

**FRIDAY, OCTOBER 13**

9:00 a.m. – 12:00 p.m.	Writing Groups
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## SPONSOR

The ASA Symposium on Statistical Inference (SSI) has a limited number of sponsorship opportunities available. We welcome sponsors and advertisers. Your commitments to advertise or directly sponsor the meeting accumulate toward your sponsorship status.

### PRINCIPAL

#### **\$5,000 COMBINED INVESTMENT**

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

As a sponsor, you will receive additional recognition for your support:

- Listing in *Amstat News*, reaching more than 19,000 ASA members
- Onsite signage featuring all sponsors
- Acknowledgement on the conference website, including a link to your website
- Social media mentions leading up to and throughout the meeting

### SUPPORTING

#### **\$2,500 COMBINED INVESTMENT**

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

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

**#ASASYMPOSIUM2017**

## SPONSORSHIP OPPORTUNITIES

### OPENING MIXER

Includes prominent signage acknowledging your contribution to the opening mixer.

**Exclusive Sponsorship:** \$3,000  
**Co-Sponsorship:** \$1,500

### CONTINENTAL BREAKFAST

Includes prominent signage acknowledging your organization's contribution to the breakfast and poster session.

**Exclusive Sponsorship:** \$3,000  
**Co-Sponsorship:** \$1,500

### REFRESHMENT BREAKS

Perk up the day of an attendee! Coffee break sponsorship is available exclusively or on a daily basis.

**Exclusive Sponsorship:** \$5,000  
**Morning Coffee Break:** \$2,500  
**Morning Coffee Break:** \$2,500  
**Afternoon Coffee Break:** \$2,500

### CONFERENCE BAG

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

**Exclusive Sponsorship:** \$3,000  
**Co-Sponsorship:** \$1,500

### 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  
**Co-Sponsorship:** \$1,000

### CONFERENCE BADGE LANYARDS

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

**Exclusive Sponsorship:** \$1,000

### AUDIO-VISUAL SUPPORT

This will be acknowledged with your logo and name on the screen in all sessions.

**Exclusive Sponsorship:** \$5,000

### 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:** \$1,000  
**Co-Sponsorship:** \$500

### CONFERENCE PEN

Have a pen with your logo in every conference bag!

**Exclusive Sponsorship:** \$750

### STUDENT TRAVEL AWARDS

Help students attend this meeting. Sponsors will be acknowledged in the final program, during the opening mixer, and in a letter to each recipient. These awards will go to students who would otherwise not be able to attend because of travel costs. Multiple awards are available.

**Co-Sponsorship:** \$500 per travel award (no limit)

## SPONSORSHIP, EXHIBITING, & ADVERTISING INFORMATION

### AMY FARRIS

Director, Marketing  
& Membership  
Development  
[amy@amstat.org](mailto:amy@amstat.org)  
(703) 684-1221,  
Ext. 1855



## ADVERTISE & EXHIBIT

### ADVERTISE

SSi will provide the opportunity to reach your audience!

#### SSi PROGRAM ADVERTISING

Choose a full- or half-page program book advertisement.

**Full-Page:** \$750

**Half-Page:** \$500

#### ONSITE ADVERTISEMENT

Take advantage of this highly visible option. Provide us with copies of your flyers or brochures and we will hand them out when attendees check in.

**Co-Sponsorship:** \$500

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### EXHIBIT

#### EXHIBITOR BENEFITS:

- A 6' draped table
- Two chairs
- Signage throughout the conference
- Listing on the conference website
- Two exhibitor badges (additional badges are available at \$100 each)
- Networking opportunities during breakfast and refreshment breaks



#### EXHIBITOR FEES:

**One six-foot table:** \$1,000

**Additional six-foot tables:** \$500 each

**Additional exhibitor badges:** \$100 per exhibitor

# SSI COMMITMENT FORM

Enhance your company's visibility at this year's **ASA Symposium on Statistical Inference**. Select from the options listed below to expand your marketing portfolio at SSI 2017. See the sponsorship web page at [www.amstat.org/ssi](http://www.amstat.org/ssi) for up-to-date options.

## SPONSORSHIP LEVELS

- Principal**  
\$5,000 Includes a link from your logo on our conference website, a sponsor table, and a dedicated thank-you tweet.
- Supporting**  
\$2,500 Includes a sponsor table and a dedicated thank-you tweet.

## EXHIBIT

- Principal and Supporting Sponsor Table Included
- One 6' Table \$1,000
- Additional 6' Tables \$500 each

## ADVERTISE

- Onsite Advertisement \$500
- Conference Program Advertisement (circle one)  
**Full-Page** \$750    **Half-Page** \$500

## SPONSORSHIP ITEMS

	EXCLUSIVE	COSPONSORSHIP
<input type="checkbox"/> Audio-Visual Support	\$5,000	N/A
<input type="checkbox"/> Refreshment Breaks	\$5,000	\$2,500
<input type="checkbox"/> Continental Breakfast	\$3,000	\$1,500
<input type="checkbox"/> Conference Bag	\$3,000	\$1,500
<input type="checkbox"/> Opening Mixer	\$3,000	\$1,500
<input type="checkbox"/> WiFi	\$2,500	\$1,000
<input type="checkbox"/> Charging Stations	\$1,000	\$500
<input type="checkbox"/> Conference Badge Lanyards	\$1,000	N/A
<input type="checkbox"/> Conference Pen	\$750	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  
[amy@amstat.org](mailto:amy@amstat.org) • Phone: (703) 684-1221 • Fax: (703) 684-3445



## 2017 HOTEL INFORMATION



The 2017 ASA Symposium on Statistical Inference will be held at the

### **Hyatt Regency Bethesda**

One Bethesda Metro Center  
7400 Wisconsin Avenue  
Bethesda, MD, 20814  
(301) 657-1234

A limited number of rooms are available at a negotiated group rate, if booked by September 12, 2017.

**Single/Double Rate: \$209**

For more information, check out [ww2.amstat.org/ssi](http://ww2.amstat.org/ssi).

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