



ADVERTISE

EXHIBIT

RECRUIT

SPONSOR

JSM 2013

Opportunities Guide and Prospectus

Montréal, Québec, Canada  August 3–8, 2013

Every financial contribution you make counts toward your JSM sponsorship status. When you reach **Platinum, Gold,** or **Silver**, you will receive additional recognition through our publications and onsite signage.

JSM OVERVIEW

On behalf of the sponsoring societies, the American Statistical Association invites you to the 2013 Joint Statistical Meetings. Please join us as a **Sponsor, Exhibitor, Employer, or Advertiser** during this—the largest—annual gathering of statisticians in North America.

JSM brings together more than 6,000 statisticians, including members of the:

- * American Statistical Association
- * Institute of Mathematical Statistics
- * International Biometric Society (ENAR and WNAR)
- International Chinese Statistical Association
- International Indian Statistical Association
- International Society for Bayesian Analysis
- Korean International Statistical Association
- * Statistical Society of Canada

(*i indicates the founding societies of JSM)

See www.amstat.org/meetings/jsm/2013 for more!

Key Contacts

Advertisers & Exhibitors

Claudine Donovan
Advertising and Exhibits Manager
American Statistical Association
732 North Washington Street
Alexandria, VA 22314
claudine@amstat.org

Sponsorship & Career Placement Employers

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

As a JSM advertiser,
you will ...

Reach the entire
statistical community

Have your ad viewed
throughout the meetings

Send your ad back
to participants, offices,
and libraries

Advertise at JSM

The Program Book is the most-used resource for all JSM registrants. Included in every conference bag, it contains the dates, times, and locations for sessions, socials, and committee meetings, plus floor plans and exhibitor information.

The Attendee Mailing List comes directly from the JSM registration database and is available prior to the meeting. Typically including more than 3,000 opted-in names, it is a great way to let attendees know ahead of time about your products or to extend special invitations to an elite group of buyers and decisionmakers.

An In-Bag Flyer allows you to place a one-page advertisement in the conference bag of every attendee.

Rates and Instructions

To reserve your ad space, return the Application Order Form before April 2, 2013. Telephone orders are not possible. Artwork is due May 1, 2013.

All covers must use process color. Artwork should be a minimum of 300 dpi and at least 150 lpi. We accept artwork in TIFF, EPS, and PDF formats. All fonts must be embedded, and line art should be at least 1,200 dpi. All artwork must be accompanied by a hard copy of the advertisement.

Program Book

Cover (4-color)
\$2,250

Full-page (B&W)
\$1,350 (7" x 10")

Half-page (B&W)
\$875 (7" x 4 7/8")

Tab (4-color)
\$1,600

Agency discounts will be honored.

ATTENDANCE AT RECENT JSMS

2012	San Diego, California	6,200
2011	Miami, Florida	5,300
2010	Vancouver, British Columbia	5,800
2009	Washington, DC	6,800
2008	Denver, Colorado	5,600
2007	Salt Lake City, Utah	5,200
2006	Seattle, Washington	6,000



Palais des congrès (Montréal Convention Center). Photo courtesy of Thinkstock.

Exhibit at JSM

Provide attendees the opportunity to observe and learn about state-of-the-art products and services related to the statistics industry. Join us to reach a powerful audience of buyers.

As a courtesy to conference registrants and other exhibitors, exhibit booths must be staffed by at least one person at all times during exhibition hours.

Exhibit at JSM to ...

- Generate leads
- Meet buyers face-to-face
- Showcase your products and services
- Stay ahead of the competition
- Keep up with industry trends
- Reinforce long-term business relationships

Each exhibit booth includes:

A 10'x 10' booth with an 8' back wall and 3' side walls

ID sign

Three exhibitor badges

Exhibitor synopsis listed in the JSM Program Book

Daily cleaning of aisles and common areas (*does not include cleaning and trash removal inside individual booths*)

Fees

1st End Booth	\$1,960
2nd End Booth	\$1,855
Additional End Booths	\$1,755
1st in Line Booth	\$1,905
2nd in Line Booth	\$1,800
Additional in Line Booths	\$1,700

A deposit of **\$1,000** per booth will reserve your space. The balance must be paid by **March 15, 2013**.

Cancellation Policy

Cancellations will be refunded prior to May 11, 2013, less 50% per booth. No refunds will be given after May 11, 2013. Cancellations must be submitted in writing to Exhibits Manager, Joint Statistical Meetings, 732 North Washington Street, Alexandria, VA 22314 or claudine@amstat.org.

Hotel Reservations

Information about JSM Hotel Reservations will be available at www.amstat.org/meetings/jsm/2013 in May.

Exhibitor Badges

Three exhibitor badges are provided per booth. Additional badges are available for \$50 each.

JSM EXHIBITOR SCHEDULE

Exhibitor Move-In

Saturday, August 3, 8:00 a.m. – 5:00 p.m.

Sunday, August 4, 8:00 a.m. – 12:00 p.m.

Show Management Walk-Through

Sunday, August 4, 12:01 p.m. – 12:30 p.m.

Exhibitor Tear-Down

Wednesday, August 7, 2:31 p.m. – 8:00 p.m.

SHOW HOURS

Sunday, August 4, 1:00 p.m. – 6:00 p.m.

Monday, August 5, and Tuesday, August 6, 9:00 a.m. – 5:30 p.m.

Wednesday, August 7, 9:00 a.m. – 2:30 p.m.

Key Contact

Exhibit Management

Claudine Donovan Exhibits Manager

Joint Statistical Meetings
732 North Washington Street
Alexandria, VA 22314
Phone: (703) 302-1847
Fax: (703) 684-2036
claudine@amstat.org

PAST JSM EXHIBITORS

Join the many organizations using the Joint Statistical Meetings to reach a quality statistics audience.

AAAS Science & Technology Policy Fellowships	Hawkes Learning Systems	SAS Institute Inc.
ASA-SIAM	IBM SPSS	SAS Institute, Publications Division
Alaska Dept. of Fish and Game	INC Research	SIAM
American Association for Public Opinion Research	Institute of Mathematical Statistics (IMS)	STAT-HAWKERS (Sarjinder)
American Institutes for Research	Johnson & Johnson	SYSTAT Software, Inc.
Aptiv Solutions/ADDPLAN	Mango Solutions	Salford Systems
BioStat Solutions, Inc.	Minitab Inc.	Springer
Brooks/Cole Cengage Learning	NCHS Research Data Center	StatEase, Inc.
Bureau of Economic Analysis	NCSS	StatPoint Technologies, Inc.
Bureau of Labor Statistics (BLS)	Nat'l Cancer Institute/Nat'l Institutes of Health	StatSoft, Inc.
CRC Press - Taylor & Francis Group LLC	National Center for Health Statistics	StataCorp LP
Cambridge University Press	National Science Foundation	Statistical Society of Canada
Centers for Disease Control and Prevention	National Security Agency	Statistical Solutions
Central Intelligence Agency	Oxford University Press	Statistics.com
Cytel Inc.	P-STAT Inc.	TIBCO Software Inc.
DE GRUYTER	Pearson	Tech Observer
Elsevier	Penn State World Campus	Texas A&M Statistical Services, LP
Experis Business Analytics	PharmaNet/i3 Strategic Resourcing	Tigermed-Macrostat
Fred Hutchinson Cancer Research Center	ProQuest	U.S. Census Bureau
Frontline Systems, Inc.	Provalis Research	USDA Economic Research Service
Gilead Sciences Inc.	RStudio Inc.	USDA, National Agricultural Statistics Service
Green Key Resources	RTI International	University of Washington
	Randstad Pharma	Valesta Clinical Research Solutions
	Revolution Analytics	W.H. Freeman
	SAGE	Wiley
	SAS Global Academic Program	Wolfram Research
	SAS Institute Inc., JMP Division	



Montréal skyline. Photo courtesy of Thinkstock.

Recruit at JSM

Each year, hundreds of qualified applicants look to the JSM Career Placement Service to begin or further their career in statistics. The JSM Career Placement Service offers a full-service recruiting facility, including online registration, private interview booths, and an onsite computerized message center. Your company can use the placement service to make recruiting more efficient and effective.

Go beyond the typical conference job fair experience. The JSM Career Placement Service, including the applicant database and messaging center, is online and useable from anywhere you have Internet access.

Employer Options

General Employer Registration

Listing of up to five distinct job postings in the online postings, available to all registered applicants

Onsite access to the JSM Career Placement Service, including access to printed books of applicant data and résumés for up to three representatives

Onsite access to interview space daily, available by reservation for up to four hours per day

Online access to a searchable database of applicants, including all applicant data and résumés, from June 1 until September 30

Advance, onsite, and post-JSM access to the online Placement Service Message Center

Executive Suite Registration

A private, fully furnished booth for your exclusive use throughout the meeting

Listing of up to 10 distinct job postings in the online postings, available to all registered applicants

Onsite access for up to five representatives and three guests from your organization to conduct onsite interviews

Online access to a searchable database of applicants, including all applicant data and résumés, from June 1 until September 30

An onsite computer and printer in your suite

Advance, onsite, and post-JSM access to the online Placement Service Message Center

Special recognition online and onsite, as well as credit toward the JSM Sponsorship program

CAREER PLACEMENT SERVICE HOURS

Saturday, August 3

9:00 a.m. – 5:00 p.m.

Pre-registered attendee badge pick-up and onsite registration only

Sunday, August 4

1:00 p.m. – 6:00 p.m.

Full placement service opens

Monday, August 5, and Tuesday, August 6

8:00 a.m. – 5:30 p.m.

Wednesday, August 7

8:00 a.m. – 2:30 p.m.

The Career Placement Service is fully online and useable from both within the service and anywhere you have Internet access.

Private Interview Booths – Add-on Fee

Don't need an Executive Suite, but would like dedicated interview space? Already have an Executive Suite, but need additional interview space so you can hold multiple interviews at one time? Consider adding on a private interview booth. When you add a private interview booth to your employer registration, you will have access to a curtained interviewing space for your exclusive use throughout the meeting. Your booth will give you the freedom to schedule interviews with potential employees whenever you like, without the need to reserve space on an hourly basis.

Online Applicant Access ONLY – Post-JSM Access

For those employers who do not wish to register as non-attending employers and do not wish to post job positions, access is still available to our online, interactive database, including all applicant data.

Database access will be granted post-JSM through September 30. Employers who cannot attend JSM, but would like to post jobs and/or have access to the online applicants in advance and during JSM, should select the “Employer Registration + Online Access” option.

Employer Fees

	Early May 1 – June 30	Late July 1 – August 1
Executive Suite Registration – ASA Corporate Member	\$2,750	\$2,750
Executive Suite Registration – Nonmember	\$3,000	\$3,000
Employer Registration + Online Access – ASA Corporate Member	\$1,000	\$1,100
Employer Registration + Online Access – Nonmember	\$1,250	\$1,350
Private Interview Booth – ASA Corporate Member	\$750	\$750
Private Interview Booth – Nonmember	\$1,000	\$1,000
Post JSM Online Applicant Access Only – ASA Corporate Member	\$750	\$750
Post JSM Online Applicant Access Only – Nonmember	\$1,000	\$1,000

*Placement fees include registration for the Career Placement Service only; they do not include general meeting registration. The fees vary depending on your date of registration. The ASA Corporate Member rate is extended to organizational members only; individual membership does not qualify for this discount.

Online registration opens May 1, 2013.
See www.amstat.org/meetings/jsm/2013.

Be a JSM Sponsor

Do you want to set your company apart as a strong advocate for the statistics profession? The JSM sponsorship program has been specifically designed to combine your desire to support professional statisticians while enhancing your corporate image.



Queen Victoria statue in Montréal, Canada. Photo courtesy of Thinkstock.

Platinum

\$25,000 combined investment

Listing in the July and August issues of *Amstat News*, reaching more than 18,000 members of the American Statistical Association

Exhibit booth signage indicating your sponsor status

Onsite JSM signage featuring all sponsoring companies

Acknowledgement on the JSM website, including a link to your company website

A \$2,000 investment credit toward Platinum status for the subsequent JSM

Preferential booth space in the exhibit hall*

*If committed prior to booth assignments deadline

Gold

\$10,000 combined investment

Listing in the July and August issues of *Amstat News*, reaching more than 18,000 members of the American Statistical Association

Exhibit booth signage indicating your status

Onsite JSM signage featuring all sponsoring companies

Acknowledgement on the JSM website

Preferential booth space in the exhibit hall*

Silver

\$5,000 combined investment

Listing in the July and August issues of *Amstat News*, reaching more than 18,000 members of the American Statistical Association

Exhibit booth signage indicating your status

Onsite JSM signage featuring all sponsoring companies

Acknowledgement on the JSM website

Become a JSM sponsor and show approximately 5,000 attendees your support for the statistics community!

SPONSORSHIP GUIDELINES

Sponsorship items are awarded on a first-come, first-served basis, with the previous year's sponsor given first right of refusal. To sponsor an item, please visit www.amstat.org/jsmopportunities for a listing of available sponsorship items. Payment in full is required.

A tentative list of available JSM sponsorship opportunities is below. All previous-year JSM sponsors are given first right of refusal, therefore the availability of certain items has not been finalized.

Conference Bag

Take advantage of one of the most prominent sponsorship options available for JSM by displaying your company's logo on the conference bag given to every attendee by JSM throughout the conference and after.

Exclusive Sponsorship:
\$30,000

Cosponsorship: \$16,000

Limit: 2

Conference Program USB Drive

The conference program will be provided to more than 5,000 attendees on a USB drive customized with your logo. Your company's logo will be placed prominently on this highly visible and often-used resource.

Exclusive Sponsorship:
PRICING PROVIDED UPON REQUEST

Cyber Center

With your contribution, attendees will be able to access the Internet at the onsite Cyber Center. Sponsors will be recognized with onsite signage and on the every attendee's conference bag. Sponsorship also will include mouse pads with your corporate logo at every station.

Exclusive Sponsorship:
\$10,000

Cosponsorship: \$5,000

Limit: 3

EXPO WiFi

Sponsor WiFi in the exhibit hall for all attendees. With your help, JSM attendees will be able to access a wireless network in the exhibit hall. Sponsorship also will be directed to the organization's homepage.

Exclusive Sponsorship:
\$10,000

Opening Mixer

Sponsor the JSM Opening Mixer! Make an early impression on attendees who come together for the kick-off social event of JSM. Sponsors' corporate logos will be placed on cups or cocktail napkins used by every attendee at this event.

Exclusive Sponsorship:
\$10,000

Cosponsorship: \$5,000

Limit: 2

Longtime Member Reception

Sponsor the annual reception to honor ASA members who have shown dedication to the association for 35 years or more. We expect more than 150 of our most faithful and distinguished members to attend this event. Show your company's support of the ASA, and these members in particular, by placing your name and logo on signage to be seen by reception attendees.

Exclusive Sponsorship:
\$5,000

Cosponsorship: \$2,500

Limit: 2

Student Mixer

This is an opportunity for your company to show its support for statistics scholars. The Student Mixer provides an opportunity for a fun-filled time. Typically attended by more than 300 students.

Exclusive Sponsorship:
\$7,500

Attendee Coffee Breaks

Get attendees' attention with a fresh cup of coffee. Sponsors' corporate logos will be placed on coffee cups.

Exclusive Sponsorship:
\$15,000

Monday Morning Coffee Break: \$7,500

Poster Session Coffee Break: \$7,500

Limit: 2

Online registration opens May 1, 2013.
See www.amstat.org/meetings/jsm/2013.

PACKAGES

Become a JSM sponsor simply by picking one of the packages below, specifically designed to combine your desire to support professional statisticians while enhancing your corporate image. If you wish to select a package option, please act fast, as many options will be spoken for quickly.

Platinum

Exclusive Sponsor of the Cyber Center (\$10,000)

Exclusive Sponsor of the Continuing Education Program (\$10,000)

Executive Suite in the JSM Career Placement Service (\$3,000)

Conference Bag Insert (\$2,000)

Gold

Exclusive Sponsor of the Continuing Education Program (\$10,000)

Or

Exclusive Sponsor of the Student Mixer (\$7,500)

Cosponsor of the Restaurant and City Map (\$3,000)

Silver

Cosponsor of the Dance Party (\$5,000)

Or

Executive Suite in the JSM Career Placement Service (\$3,000)

Conference Bag Insert (\$2,000)

For more information or to sponsor one of these opportunities, email sponsor@amstat.org or return the Sponsors Order Form.

Dance Party and Lounge

Sponsor this high-profile and well-attended after party for the JSM Presidential Address and Awards Ceremony. Held each year on Tuesday night, more than 500 attendees attend the dance and lounge. There are snacks, a cash bar, and a live DJ.

Exclusive Sponsorship: \$10,000

Cosponsorship: \$5,000

Limit: 2

ASA Continuing Education Program

The ASA CE Program offers 30 courses over four days, attracting more than 1,000 statisticians. Choose to sponsor the entire duration or a single day of sessions. Sponsors are acknowledged with CE announcements, signage at JSM, and ad space in the course binder distributed to participants.

Exclusive Sponsorship: \$10,000

Saturday: \$2,500

Sunday: \$2,500

Monday: \$2,500

Tuesday: \$2,500

Limit: 4

Name Badge Lanyards

Your company's logo will be prominently displayed on lanyard used by all attendees. Includes name tags and lanyards.

Exclusive Sponsorship: \$10,000

Attendee Popcorn Break

Provide a fresh bag of warm popcorn to hungry attendees as they browse the exhibit hall floor.

Cosponsorship: \$3,000

Limit: 3

Conference Pen

Have a pen with your logo on it in every attendee bag. Distributed to more than 5,000 participants onsite at JSM.

Exclusive Sponsorship: \$5,000

Restaurant and City Map

Attendees will want to explore many of our host city's attractions and restaurants. Sponsor the JSM Restaurant and City Map. Includes a city map and restaurant guide.

Cosponsorship: \$3,000

Limit: 2

Conference Bag Inserts

Take advantage of this highly visible marketing option. Provide us with 5,000 of your company's flyers or brochures and we will include them as inserts in the conference bag for each registrant.

Cosponsorship: \$2,000

Limit: 12

Technical Session Room Slideshow

Add your advertisement to the technical session room slideshow, shown in all technical session rooms for the day. Have your message seen in more than 40 technical session rooms for a total of more than 140 sessions.

Cosponsorship: \$2,000 per day

Limit: 5



ADVERTISERS & EXHIBITORS APPLICATION ORDER FORM

Advertising

- Program Book Cover* \$2,250 (4-color) Program Book Full Page \$1,350 (7" x 10")
 Program Book Half Page \$ 875 (7" x 4 7/8") Program Book Tab \$1,600 (4-color)

*selected by a drawing on April 2, 2013

All artwork is due by **May 1, 2013**

- Online Banner Ad (check box and we will contact you to make arrangements)

Exhibiting

- 1st End Booth \$1,960 1st in Line Booth \$1,905
 2nd End Booth \$1,855 2nd in Line Booth \$1,800
 Additional End Booths \$1,755 Additional in Line Booths \$1,700

My booth preferences are (refer to the exhibit hall floor plan to be posted at www.amstat.org/meetings/jsm/2013)

1st _____ 2nd _____ 3rd _____ 4th _____

Your company profile will be listed in the JSM Program Book. Please email a 50-word description by **March 1, 2013**, to claudine@amstat.org.

Send Confirmation, Exhibitor Service Manual, and Information to:

Name _____ Title _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ Email _____

Payment

Total Amount Due: _____ Deposit: _____ (A deposit of \$1,000 per booth is required.)

- Check Enclosed American Express Discover MasterCard VISA

Balance Due March 15, 2013

Card Number _____ Expiration _____

Name on Card _____ Security Code _____

Authorized Signature _____



SPONSORS ORDER FORM

Enhance your company's visibility at this year's Joint Statistical Meetings. Select from the options listed below to expand your marketing portfolio at JSM 2013. See the JSM sponsorship web page for up-to-date options, www.amstat.org/jsmopportunities.

	Exclusive	Cosponsorship	
Conference Pen	\$5,000	N/A	
Conference Bag	\$30,000	\$16,000 Limit two sponsors	CO-SPONSORED BY SAS and IBM
Poster Session Coffee Break	N/A	\$7,500/day Limit three sponsors	
Cyber Center	\$10,000	\$5,000 Limit three sponsors	SPONSORED BY IBM
Name Badge Lanyards	\$10,000	N/A	SPONSORED BY Minitab
ASA Continuing Education (CE) Program	\$10,000	\$2,500 Limit four sponsors	
Student Mixer	\$7,500	N/A	SPONSORED BY Pfizer
EXPO WiFi	\$10,000	N/A	SPONSORED BY Revolution Analytics
Longtime Member Reception	\$5,000	\$2,500 Limit two sponsors	
Attendee Coffee Break	\$15,000	\$7,500 Limit two sponsors	
Dance Party and Lounge	\$10,000	\$5,000 Limit two sponsors	SPONSORED BY IBM
Attendee Popcorn Break	N/A	\$3,000 Limit three sponsors	CO-SPONSORED BY RTI International 2 cosponsorships left
Opening Mixer	\$10,000	\$5,000 Limit two sponsors	
Restaurant and City Map	N/A	\$3,000 Limit two sponsors	CO-SPONSORED BY Abbott Laboratories and Takeda
Conference Bag Inserts	N/A	\$2,000 Limit 12 sponsors	9 cosponsorships left
Conference Program USB Drive	Pricing provided upon request		
Tech Session Room Slide	N/A	\$2,000/day Limit five sponsors per day	

Contact _____ Organization _____

Address _____

City _____ State/Province _____ ZIP/Postal Code _____

Country _____ Email _____

Phone _____ Fax _____

I would like information about renting the attendee mailing list.

Payment

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

Card Number _____ Expiration _____

Name on Card _____ Security Code _____

Authorized Signature _____

ANNOUNCING AN Exciting New Opportunity

Our longtime JSM supporters can join us at the inaugural **Conference on Statistical Practice**, February 21–23, 2013, in New Orleans, Louisiana. The conference will be a great place to meet a targeted group of applied statisticians in a comfortable, intimate environment.

2013 SPONSORS



SPONSOR

Principal Sponsor - \$7,500 combined investment

Listing in the February issue of *Amstat News*, reaching more than 18,000 members of the American Statistical Association

Exhibit signage indicating your sponsor status

Onsite signage featuring all sponsoring companies

Acknowledgement on the website, including a link to your company website

Supporting Sponsor - \$2,500 combined investment

See www.amstat.org/csp for a list of sponsorship opportunities and detailed information about exhibiting and sponsorship.

CURRENT EXHIBITORS

CRC Press/Taylor & Francis

JMP, a Division of SAS

Minitab

SAS Institute

Stat-Ease

Strategic Data Project

Texas A&M University

US Census Bureau

EXHIBIT

- A six-foot draped table
- Two chairs
- Exhibitor listing on the conference website
- Three exhibitor badges

2013 Exhibitor Fees

One six-foot table	\$1,000
Additional six-foot tables	\$250 each
One-page flyer in the attendee packet	\$500

Visit www.amstat.org/csp or contact Amy Farris at amy@amstat.org or (703) 684-1221 for detailed information about any of these opportunities.

American Statistical Association

732 North Washington Street
Alexandria, VA 22314-1943 USA

Non-Profit Org.
U.S. Postage
PAID
Alexandria,
Virginia
Permit No. 361

MontréalCanada
JSM2013

JSM 2013 SPONSORS

Platinum



Important Deadlines

February 22, 2013

For name/logo to appear
in the Registration Book

April 12, 2013

For name/logo to appear
in the Program Book

June 3, 2013

For name/logo to appear on
special onsite signage

Gold



Silver



Become a JSM Sponsor and show more than 5,000 attendees
and exhibitors your support for the statistical community!
For more information, email sponsor@amstat.org.