



JSM 2014 **Opportunities Guide** **& Prospectus**

ADVERTISE • EXHIBIT • RECRUIT • SPONSOR

Boston, Massachusetts • August 2–7, 2014

Every financial contribution you make counts toward your JSM sponsorship status. When you reach Platinum, Gold, or Silver status, 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 2014 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

(*indicates the founding societies of JSM)

See www.amstat.org/meetings/jsm/2014 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 3, 2014. Telephone orders are not possible. Artwork is due May 1, 2014.

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

2013	Montréal, Québec, Canada	6,000
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



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' sidewalls

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 14, 2014.

Cancellation Policy

Cancellations will be refunded prior to May 2, 2014, less 50% per booth. No refunds will be given after May 2, 2014. 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/2014 in May.

Exhibitor Badges

Three exhibitor badges are provided per booth. (*This badge does not admit you into any sessions.*) Additional badges are available for \$50 each.

JSM EXHIBITOR SCHEDULE

Exhibitor Move-In

Saturday, August 2, 8:00 a.m. – 5:00 p.m.

Sunday, August 3, 8:00 a.m. – 12:00 p.m.

Show Management Walk-Through

Sunday, August 3, 12:00 p.m. – 12:30 p.m.

Exhibitor Tear-Down

Wednesday, August 6, 2:31 p.m. – 8:00 p.m.

SHOW HOURS

Sunday, August 3, 1:00 p.m. – 6:00 p.m.

Monday, August 4, and Tuesday, August 5, 9:00 a.m. – 5:30 p.m.

Wednesday, August 6, 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.

AAPOR	National Center for Health Statistics
Aptiv Solutions	National Science Foundation
Automatic Forecasting Systems, Inc.	National Security Agency
Barrington James Limited	Oxford University Press
Berry Consultants	Pearson
BioStat Solutions, Inc.	Penn State World Campus
Bureau of Economic Analysis	ProQuest
CRC Press-Taylor & Francis	Procter & Gamble
Cambridge University Press	Project Euclid
Cengage Learning	Provalis Research
Cytel, Inc.	RStudio Inc.
De Gruyter	Revolution Analytics
Elsevier	SAGE
Facebook	SAS Institute Inc., JMP Division
Fred Hutchinson Cancer Research Center	SAS Institute Inc.
Frontline Systems, Inc.	SAS Institute, Education
Gilead Sciences	SAS Institute, Publications
Green Key Resources	SIAM
Harmonia Holdings Group LLC	STAT-HAWKERS
IBM	Salford Systems
InVentiv Health Clinical	Skytree, Inc.
Institute of Mathematical Statistics	Springer
Johnson & Johnson	StatPoint Technologies Inc.
K & L Consulting Services, Inc.	Statistical Society of Canada
MacMillan	Statistics.com
Mango Business Solutions LTD	Systat Software
MarketPlace	University of Washington Biostatistics
McGraw-Hill Education	U.S. Census Bureau
Minitab	USDA National Agricultural Statistics Service
Monsanto	W.H. Freeman
NCSS	Wiley



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

- Five distinct job postings in the online postings, available to all registered applicants
- Onsite access to the JSM Career Placement Service 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 from June 1 until September 30
- Advance, onsite, and post-JSM access to the online Placement Service Message Center

Executive Suite Registration

- Everything included with General Employer Registration
- A private, fully furnished booth for your exclusive use throughout the meeting, including a computer and printer
- Up to 10 distinct job postings in the online postings
- Onsite access for up to five representatives and three guests from your organization
- Special recognition online and onsite, as well as credit toward the JSM Sponsorship program

CAREER PLACEMENT SERVICE HOURS

Saturday, August 2

9:00 a.m. – 5:00 p.m. Pre-Registered Attendee Badge Pick-Up and Onsite Registration

Sunday, August 3

1:00 p.m. – 6:00 p.m. Full Placement Service Opens

Monday, August 4

8:00 a.m. – 5:30 p.m.

Tuesday, August 5

8:00 a.m. – 5:30 p.m.

Wednesday, August 6

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.

Employer Fees

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 a private interview booth to your employer registration. Gain the flexibility to schedule interviews, without the need to reserve shared 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.

Database access will be granted post-JSM through September 30.

	Early May 1 – July 1	Late July 2 – August 6
Executive Suite Registration – ASA Corporate Member	\$2,900	\$2,900
Executive Suite Registration – Nonmember	\$3,200	\$3,200
Employer Registration + Online Access – ASA Corporate Member	\$1,250	\$1,450
Employer Registration + Online Access – Nonmember	\$1,500	\$1,650
Private Interview Booth – ASA Corporate Member	\$1,100	\$1,100
Private Interview Booth – Nonmember	\$1,350	\$1,350
Post JSM Online Applicant Access Only – ASA Corporate Member	\$1,000	\$1,000
Post JSM Online Applicant Access Only – Nonmember	\$1,250	\$1,250

*Placement fees include registration for the Career Placement Service only; they do not include general meeting 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, 2014.
See www.amstat.org/meetings/jsm/2014.



Be a JSM Sponsor

Show more than 6,000 attendees your support for the statistics community! 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 image.

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

Gold

\$10,000 combined investment

- Silver benefits plus...
- Preferential booth space in the exhibit hall*

Platinum

\$25,000 combined investment

- Gold benefits plus...
- Acknowledgement on the JSM website, including a link to your company website
- A \$2,000 investment credit toward Platinum status for the subsequent JSM

**If committed prior to booth assignments deadline*

ASA's 175th Anniversary Celebration*

The ASA will be celebrating its 175th anniversary in Boston! Show your support and join us on Tuesday night following the Presidential Address at our 175th Anniversary Celebration. Reserve your tables today or secure your drink tickets. Give away drink tickets and drive traffic to your EXPO booth!

Two reserved tables and 20 celebration tickets:
\$20,000

One reserved table and 10 celebration tickets:
\$10,000

150 drink tickets to distribute at your exhibit hall booth: \$2,500

50 drink tickets to distribute at your exhibit hall booth: \$1,000

(Table Limit: 5, Left: 4; Drink Ticket Limit: N/A)

Co-sponsored by: Westat

**One-time opportunity to help the ASA celebrate its 175th anniversary!*

Conference Bag

Take advantage of one of the most prominent ways to promote your logo and name. The conference bag is given to every registrant.

Co-Sponsorship:
\$16,000

Cyber Center

With your contribution, more than 600 attendees will have access to the cyber center. Exclusive sponsorship also will include mouse pads with your corporate logo at every station.

Exclusive Sponsorship:
\$10,000

JSM Mobile Program

The online program is visited more than 9,000 times over the course of JSM. Include your logo branding and a link directed to your organization's homepage.

Exclusive Sponsorship:
\$10,000

JSM Badge Lanyards

Your company's logo will be prominently displayed on the lanyard. Your name and logo will be on the back of the lanyard.

Exclusive Sponsorship:
\$10,000

Conference Pen

Have a pen with your logo on it in every attendee's hand. Your logo and name will be on the pen.

Exclusive Sponsorship:
\$6,000

Student Mixer

This is an opportunity for your company to show its support of statistics scholars. Typically attended by more than 500 students.

Exclusive Sponsorship:
\$7,500

Dance Party and Lounge

Sponsor this high-profile and well-attended after party for the JSM Presidential Address and the ASA's 175th Anniversary Celebration! Held each year on Tuesday night, more than 700 conference attendees come to this party. There are snacks, a cash bar, and a live DJ.

Exclusive Sponsorship:
\$10,000

Co-Sponsorship: \$5,000

Longtime Member Reception

Sponsor the reception to honor ASA members who have shown dedication to the association for 35 years or more. More than 250 of our most faithful and distinguished members attend this reception.

Co-Sponsorship: \$3,500

(Co-Sponsor Limit: 2, Left: 1)
Co-sponsored by: Westat

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.

Co-Sponsorship: \$5,000

(Co-Sponsor Limit: 2, Left: 1)
Co-sponsored by: Westat

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.

SAMPLE 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 DANCE PARTY (\$10,000)

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

Executive Suite in the JSM Career Placement Service (\$3,200)

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 Popcorn Break (\$3,000)

Silver

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

Or

Executive Suite in the JSM Career Placement Service (\$3,200)

Digital Advertising (\$2,000)

ASA Awards Celebration and Editor Appreciation

The ASA will host an awards ceremony to the JSM Student Mixer.

SPONSORED BY
IBM

Exclusive Sponsorship:
\$5,000

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

(Co-Sponsor Limit: 4, Left: 4)

Restaurant and City Map

Attendees will want to explore many of our host city's attractions and dining options.

CO-SPONSORED BY
ABBVIE and TAKEDA
PHARMACEUTICALS

distributed in the conference bag of every attendee.

Co-sponsorship: \$3,000

Popcorn Break

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

Exclusive Sponsorship:
\$9,000

Monday: \$3,000

Tuesday: \$3,000

Wednesday: \$3,000

(Co-Sponsor Limit: 3, Left: 3)

Attendee Coffee Break

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

Exclusive (Includes Monday & Tuesday Mornings): \$15,000

Monday Morning:
\$7,500

Tuesday Morning:
\$7,500

(Co-Sponsor Limit: 2, Left: 2)

Conference Bag Inserts

Take advantage of this highly visible marketing option. Provide us with 6,000 flyers or brochures and we will include them in the conference bag.

Cosponsorship: \$2,000

(Co-Sponsor Limit: 10, Left: 5)

Co-sponsored by: Minitab, Inc., Taylor & Francis Group, Salford Systems, Wiley, and Institute of Mathematical Statistics

Conference Digital Advertising

Place your ad on two digital signs placed around the major conference events, including the registration area, general session rooms, and speaker management.

Co-sponsorship: \$2,000 per day

(Co-Sponsor Limit: 10, Left: 10)

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

JSM 2014 Boston

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, 2014

All artwork is due by **May 1, 2014**

- ☐ 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/2014)

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

Your company profile will be listed in the JSM Program Book. Please email a 50-word description by **March 3, 2014**, to claudine@amstat.org.

Send confirmation 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 14, 2014

Card Number _____ Expiration _____

Name on Card _____ Security Code _____

Authorized Signature _____

Return this form to Claudine Donovan, Advertising and Exhibits Manager
American Statistical Association • 732 North Washington Street • Alexandria, VA 22314-1943
claudine@amstat.org • Phone: (703) 302-1847 • Fax: (703) 684-2036

JSM 2014 Boston

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 2014. See the JSM sponsorship web page at www.amstat.org/jsmopportunities for up-to-date options.

	Exclusive	Cosponsorship	
ASA 175th Celebration	N/A	\$20,000 \$10,000 \$2,500 \$1,000	CO-SPONSORED BY Westat
Conference Pen	\$6,000	N/A	SPONSORED BY Berry Consultants
Conference Bag	\$30,000	\$16,000 Limit two sponsors	CO-SPONSORED BY SAS and IBM
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	
JSM Mobile Program	\$10,000	N/A	
Longtime Member Reception	N/A	\$3,500 Limit two sponsors	CO-SPONSORED BY Westat 1 sponsorship left
Attendee Coffee Break	\$15,000	\$7,500 Limit two sponsors	
Dance Party and Lounge	\$10,000	\$5,000 Limit two sponsors	
Attendee Popcorn Break	\$9,000	\$3,000 Limit three sponsors	
Opening Mixer	N/A	\$5,000 Limit two sponsors	CO-SPONSORED BY Westat 1 sponsorship left
Restaurant and City Map	N/A	\$3,000 Limit two sponsors	CO-SPONSORED BY AbbVie and Takeda
Conference Bag Inserts	N/A	\$2,000 Limit 10 sponsors	5 sponsorships left
ASA Awards Celebration and Editor Appreciation	\$5,000	N/A	SPONSORED BY IBM
Conference Digital Advertising	N/A	\$2,000 Limit 10 sponsors	

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 _____

Return to Amy Farris, Director, Marketing and Membership Development
American Statistical Association • 732 North Washington Street, Alexandria, VA 22314
amy@amstat.org • Phone: (703) 684-1221 • Fax: (703) 684-3445

American Statistical Association Conference on STATISTICAL PRACTICE

February 20–22, 2014 * Tampa, Florida



Our longtime JSM supporters can join us at the third **Conference on Statistical Practice**, February 20–22, 2014, in Tampa, Florida. The conference will be a great place to meet a targeted group of applied statisticians in a comfortable, intimate environment.

2014 SPONSORS



CURRENT EXHIBITORS

JMP, a Division of SAS

Michigan Program in Survey Methodology

Minitab

SAS Institute

Strategic Data Project

Texas A&M University

U.S. Census Bureau

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.

EXHIBIT

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

2014 Exhibitor Fees

One six-foot table	\$1,000
Additional six-foot tables	\$500 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 Conference on

STATISTICAL PRACTICE

Tampa, Florida



February 20-22

2014

American Statistical Association

732 North Washington Street
Alexandria, VA 22314-1943 USA

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



JSM 2014 SPONSORS

Important Deadlines

February 22, 2014

For name/logo to appear
in the Registration Book

April 12, 2014

For name/logo to appear
in the Program Book

June 3, 2014

For name/logo to appear on
special onsite signage



Platinum



Gold



Silver



Become a JSM Sponsor and show more than 6,000 attendees
and exhibitors your support for the statistical community!
For more information, email sponsor@amstat.org.