



JSM 2015

Opportunities Guide & PROSPECTUS

ADVERTISE • EXHIBIT • RECRUIT • SPONSOR

Seattle, Washington • August 8–13, 2015

JSM Overview



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.

On behalf of the sponsoring societies, the American Statistical Association invites you to the 2015 Joint Statistical Meetings. Please join us as a **Sponsor, Exhibitor, Employer, or Advertiser** during this—the largest—annual gathering of statisticians in North America.

- *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
- Royal Statistical Society

(*indicates the founding societies of JSM)

See www.amstat.org/meetings/jsm/2015 for more!

ATTENDANCE AT RECENT JSMS

2014	Boston, Massachusetts	6,800
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



Promoting the Practice and Profession of Statistics®

Advertise at JSM

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

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, you can let attendees know ahead of time about your products or extend special invitations.

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

PROGRAM BOOK AD

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.

Rates and Instructions

To reserve your ad space, return the Application Order Form before April 3, 2015. Telephone orders are not possible. Artwork is due May 1, 2015.

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.

Exhibit at JSM

Provide attendees the opportunity to observe and learn about state-of-the-art products and services related to the statistics industry.

JSM EXHIBITOR SCHEDULE

Exhibitor Move-In

Saturday, August 8

8:00 a.m. – 5:00 p.m.

Sunday, August 9

8:00 a.m. – 12:00 p.m.

Show Management Walk-Through

Sunday, August 9

12:00 p.m. – 12:30 p.m.

Exhibitor Tear-Down

Wednesday, August 12

2:31 p.m. – 8:00 p.m.

SHOW HOURS

Sunday, August 9

1:00 p.m. – 6:00 p.m.

8:30 p.m. – 10:30 p.m.

Monday, August 10

9:00 a.m. – 5:30 p.m.

Tuesday, August 11

9:00 a.m. – 5:30 p.m.

Wednesday, August 12

9:00 a.m. – 2:30 p.m.

Exhibit Booths

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

Exhibitor Badges

Three exhibitor badges are provided per booth. Badges allow EXPO access only and do not admit you to sessions or social events. Additional badges are available for \$50 each.

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 13, 2015.

2014 JSM EXHIBITORS INCLUDED

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

AAAS Science & Technology Policy Fellowships	NCSS
ASA-SIAM	National Science Foundation
Advanced Clinical	National Security Agency
Alcoa Technical Center	North Carolina State University
American Institutes for Research	Numeric
American Mathematical Society	Office of Justice Programs
Annual Reviews	OpenStax College
Aptech Systems	Oxford University Press
Aptiv Solutions	PROMETRIKA, LLC
Barrington James LTD	Pearson
Berry Consultants	Penn State World Campus
Booz Allen Hamilton	Personify
Bureau of Economic Analysis	Plotly, Inc.
Bureau of Labor Statistics	Pratt & Whitney
CAMO Software Inc.	ProQuest
CDC	Prosoft Clinical
CRC Press-Taylor & Francis Group	QI Macros for Excel
Cambridge University Press	Quintiles
Cengage Learning	RStudio Inc.
Cloud ERA Limited	Revolution Analytics
Cytel Inc.	SAGE
DataRobot	SAS Institute
De Gruyter	SIAM
Deloitte Consulting LLP	STAT-HAWKERS
Drexel University	Salford Systems
Elsevier	Skytree, Inc.
Experis Business Intelligence & Analytics	Springer
U.S. Food and Drug Administration	Stat-Ease, Inc.
Fred Hutchinson Cancer Research Center	StataCorp LP
Frontline Systems Inc.	Statgraphics Centurion
GCE Solutions, Inc.	Statistical Society of Canada
Gilead Sciences	Statistics.com
Hawkes Learning Systems	The Lotus Group
IBGE-Brazilian Institute for Geography & Statistics	U.S. Census Bureau
IBM	USDA/NASS
Infinite Trading Inc.	University of Michigan Program in Survey Methodology
Institute of Mathematical Statistics	University of Washington Department of Biostatistics
inVentiv Health Clinical	Valesta Clinical Research Solutions
JMP software from SAS	W.H. Freeman & Company
Johnson & Johnson	WebAssign
Liberty Mutual Insurance	Westat
MathWorks	Wiley
Microsoft	Wolfram Research, Inc.
Minitab	XLSTAT

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

New

THIS YEAR!

The EXPO will host the JSM **Opening Mixer** on Sunday evening from 8:30 to 10:30. This event, attended by thousands of attendees, is an additional opportunity to mix and mingle with attendees eager to learn about your products and services! The invited poster session also will be held in the EXPO.

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.

RECRUITING HOURS

Saturday, August 8
9:00 a.m. – 5:00 p.m.
Pre-registered attendee badge pick-up and onsite registration only

Sunday, August 9
1:00 p.m. – 6:00 p.m.

Monday, August 10
8:00 a.m. – 5:30 p.m.

Tuesday, August 11
8:00 a.m. – 5:30 p.m.

Wednesday, August 12
8:00 a.m. – 2:30 p.m.

Employer Fees

		Early April 30 – June 30	Late July 1 – August 13
Executive Suite Registration	ASA Corporate Member	\$2,900	\$2,900
	Nonmember	\$3,200	\$3,200
Employer Registration + Online Access	ASA Corporate Member	\$1,250	\$1,450
	Nonmember	\$1,500	\$1,650
Private Interview Booth	ASA Corporate Member	\$1,100	\$1,100
	Nonmember	\$1,350	\$1,350
Post JSM Online Applicant Access Only Available August 13	ASA Corporate Member	\$1,000	\$1,000
	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.*

Options

General Employer Registration

- Five distinct job postings in the online postings
- Onsite access to the JSM Career Placement Service
- Onsite access to interview space daily
- Online access to a searchable database of applicants from June 1 until September 30
- Online Placement Service Message Center Access

Executive Suite Registration

- Everything included with General Employer Registration
- A private, fully furnished (including a computer and printer) booth for your exclusive use throughout the meeting
- Up to 10 distinct job postings in the online postings
- Special recognition online and onsite, as well as credit toward the JSM sponsorship program

Private Interview Booths (only available as an add-on)

Don't need an Executive Suite, but would like dedicated interview space? Add a private interview booth.

JSM 2015 *Seattle*

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, 2015

All artwork is due by **May 1, 2015**

- 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/2015)

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

Your company profile will be listed in the JSM Program Book. Please email a 50-word description by **March 3, 2015**, 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, 2015

Card Number _____ Expiration _____

Name on Card _____ Security Code _____

Authorized Signature _____

Be a JSM Sponsor

Become a JSM sponsor and show more than 6,000 attendees and exhibitors your support for the statistical community! Set your company apart as a strong advocate for the statistics profession.

Design your own tailored package with your exhibit, advertising, placement service, and sponsorships or choose one of our packages designed to optimize your visibility.

	Platinum \$25,000 combined investment	Gold \$10,000 combined investment	Silver \$5,000 combined investment
Listing in the July and August issues of <i>Amstat News</i> , reaching almost 19,000 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*	●	●	
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

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

Sponsorship Opportunities

Conference Bag

Take advantage of one of the most prominent sponsorship opportunities at JSM. Your company's logo will be prominently displayed on the conference bag. Highly visible and seen by thousands throughout the conference.

Co-Sponsorship: \$16,000
(Co-Sponsor Limit: 2, Left: 0)

Cyber Center

More than 6,000 attendees will be able to access the Internet at our onsite cyber center. Sponsors will be recognized with onsite signage and on the screen of every computer in the cyber center.

Exclusive Sponsorship: \$10,000
Co-Sponsorship: \$5,000
(Co-Sponsor Limit: 3, Left: 3)

JSM Map

Attendees will want to explore many of our host city's attractions during JSM. Place your company's logo on the official JSM map.

Co-Sponsorship: \$3,000
(Co-Sponsor Limit: 2, Left: 1)

EXPO Popcorn Break

Provide a fresh hot beverage for hungry attendees at the EXPO Popcorn Break. Your company's logo will be prominently displayed on the popcorn bag.

Exclusive Sponsorship: \$9,000
Monday: \$3,000
Tuesday: \$3,000
Wednesday: \$3,000
(Co-Sponsor Limit: 3, Left: 0)

JSM App & Mobile Program

Sponsor the JSM App & Mobile Program. The 2014 mobile app has been downloaded by more than 250,000 attendees. Your company's logo will be prominently displayed on the app. Includes onsite branding and a link to your website or survey.

Exclusive Sponsorship: \$10,000

JSM Badge Lanyards

Your company's logo will be prominently displayed on the lanyard. Highly visible and seen by thousands throughout the conference.

Exclusive Sponsorship: \$10,000

ASA Professional Development Program

The ASA's Professional Development Program includes more than 30 CE short courses, Computer Technology Workshops, and Personal Skills Development offerings. Sponsors are acknowledged with signage at JSM and ad space in the course binder distributed to participants.

Saturday: \$2,500 (Sponsored)

Sunday: \$2,500

Monday: \$2,500

Tuesday: \$2,500

(Co-Sponsor Limit: 4, Left: 3)

Conference Pen

Have a pen for every registrant. More than 6,000 pens are distributed at JSM.

SPONSORED BY
Berry Consulting

Exclusive Sponsorship: \$6,000

Student Mixer

Support statistics scholars by allowing students to join their contemporaries. Typically attended by more than 500 students.

Exclusive Sponsorship: \$7,500

Co-Sponsorship: \$4,000

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

Dance Party and Lounge

Sponsor this high-profile and well-attended after party for the JSM Presidential Address! Held each year on Tuesday night, more than 700 conference attendees come to dance, snack, and lounge.

Exclusive Sponsorship: \$10,000

Co-Sponsorship: \$5,000

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

Longtime Member Reception

Sponsor the annual reception to honor ASA members who have shown dedication to the association for 35 or more years.

Co-Sponsorship: \$3,500

(Co-Sponsor Limit: 2, Left: 1)

ASA Awards Celebration and Editor Appreciation

The ASA will host an awards and editor appreciation celebration on Sunday evening, prior to the JSM Opening Mixer.

Exclusive Sponsorship: \$5,000

SAMPLE PACKAGES

Platinum

Exclusive Sponsor of the Dance Party and Lounge (\$10,000)

Exclusive Sponsor of the Professional Development Program (\$10,000)

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

Conference Bag Insert (\$2,000)

Gold

Exclusive Sponsor of the Professional Development Program (\$10,000)

Silver

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

Opening Mixer

Make an early impression on attendees who come together for the kick-off social event of JSM.

Exclusive Sponsorship: \$10,000

Co-Sponsorship: \$5,000

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

* EXPO Charging Stations

Sponsor an EXPO charging station and have your logo prominently displayed in the 2015 EXPO.

Exclusive Sponsorship: \$8,000

Per Station: \$2,000

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

* Digital Advertising

Place your ad or video on screens stationed at major events throughout the convention center.

Co-Sponsorship: \$2,000

(Co-Sponsor Limit: 10, Left: 6)

Attendee Coffee Break

Give attendees a pick-me-up with a fresh cup of coffee. Sponsors' corporate logos will be placed on coffee cups.

Monday Morning: \$7,500 (Sponsored)

Tuesday Morning: \$7,500

(Co-Sponsor Limit: 2, Left: 1)

Conference Bag Inserts

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

Co-Sponsorship: \$2,000

(Co-Sponsor Limit: 10, Left: 4)

* JSM Speaker Management Kiosks

Have your company logo displayed on kiosks around the convention center. More than 2,500 speakers use this system to have their presentations ready to use in session rooms at JSM.

Co-Sponsorship: \$2,000

(Co-Sponsor Limit: 5, Left: 4)

 **NEW THIS YEAR!**

JSM 2015 *Seattle*

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 2015. See the JSM sponsorship web page at www.amstat.org/jsmopportunities for up-to-date options.

	Exclusive	Cosponsorship	
Conference Pen	\$6,000	N/A	SPONSORED BY Berry Consulting
Conference Bag	\$30,000	\$16,000 Limit two sponsors	CO-SPONSORED BY SAS and IBM
Cyber Center	\$10,000	\$5,000 Limit three sponsors	
JSM Badge Lanyards	\$10,000	N/A	SPONSORED BY Minitab
ASA Professional Development (PD) Program	\$10,000	\$2,500 Limit four sponsors	CO-SPONSORED BY RTI 3 sponsorships left
Student Mixer	\$7,500	\$4,000 Limit two sponsors	
JSM App & Mobile Program	\$10,000	N/A	SPONSORED BY IBM
Longtime Member Reception	N/A	\$3,500 Limit two sponsors	CO-SPONSORED BY RTI 1 sponsorship left
Attendee Coffee Break	N/A	\$7,500 Limit two sponsors	CO-SPONSORED BY Sanofi 1 sponsorship left
Dance Party and Lounge	\$10,000	\$5,000 Limit two sponsors	
EXPO Popcorn Break	\$9,000	\$3,000 Limit three sponsors	SPONSORED BY XLStat
Opening Mixer	N/A	\$5,000 Limit two sponsors	
JSM Map	N/A	\$3,000 Limit two sponsors	CO-SPONSORED BY AbbVie 1 sponsorship left
Conference Bag Inserts	N/A	\$2,000 Limit 10 sponsors	4 sponsorships left
ASA Awards Celebration and Editor Appreciation	\$5,000	N/A	
Digital Advertising	N/A	\$2,000 Limit 10 sponsors	6 sponsorships left
EXPO Charging Stations	\$8,000	\$2,000 Limit 4 sponsors	
JSM Speaker Management Kiosks	N/A	\$2,000 Limit 5 sponsors	CO-SPONSORED BY AbbVie 4 sponsorship left

Contact _____ Organization _____

Address _____

City _____ State/Province _____ ZIP/Postal Code _____

Country _____ Email _____

Phone _____ Fax _____

I would like information about renting the attendee mailing list.

Payment

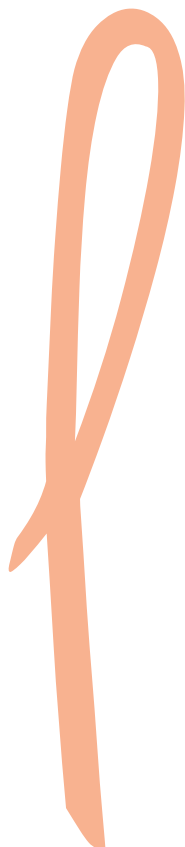
Total Amount Due: _____ Check Enclosed American Express Discover MasterCard VISA

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



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.

Exhibitor Cancellation Policy

Cancellations will be refunded prior to May 2, 2015, less 50% per booth. No refunds will be given after May 1, 2015. 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/2015 on April 30, 2015. We encourage you to reserve early, as our housing block fills quickly.

Key Contacts

Advertisers & Exhibitors

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

Sponsors & Employers

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

Key Dates

February 20, 2015

For name/logo to appear in the Registration Book

April 10, 2015

For name/logo to appear in the Program Book

June 3, 2015

For name/logo to appear on special onsite signage

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 2015 SPONSORS



Platinum



Gold



Silver



For more information, email sponsor@amstat.org.