



Innovations and Best Practices
for the Applied Statistician

CONFERENCE ON STATISTICAL PRACTICE

OPPORTUNITIES GUIDE & PROSPECTUS

EXHIBIT • SPONSOR • ADVERTISE • RECRUIT



KEY DATES

September 28, 2018

Recruiters

Career Service
Registration Opens

January 3, 2019

Advertisers

Deadline for Digital
and Print Program
Advertisements

January 11, 2019

Exhibitors

Deadline for
Exhibitor Agreement

January 25, 2019

Sponsors

Deadline for Logo
to Appear on
Conference Website
and Onsite Signage

February 1, 2019

Advertisers

Deadline for
Conference Bag Inserts

All

Deadline for Daily
News Content

**February
14–16, 2019**

CSP 2019 in
New Orleans,
Louisiana

CONFERENCE OVERVIEW

The American Statistical Association invites you to the annual **Conference on Statistical Practice**! We welcome sponsors, exhibitors, recruiters, and advertisers to join us during this gathering of hundreds of statistical practitioners and data scientists. Your commitments to advertise, exhibit, recruit, or directly sponsor the meeting accumulate toward your sponsorship status. As a CSP sponsor, you will receive additional recognition for your support.

The American Statistical Association's Conference on Statistical Practice highlights techniques and best practices for applied statisticians and data scientists. CSP attracts nearly 600 attendees with its engaging technical program, courses and tutorials, exhibits, résumé service, and social events.

Sessions focus on the following key themes:

- **Communication, Collaboration, and Career Development**
- **Data Modeling and Analysis**
- **Big Data and Data Science**
- **Software, Programming, and Data Visualization**

CONTACT **AMY FARRIS**

Director, Marketing and Membership Development

American Statistical Association
732 North Washington Street
Alexandria, VA 22314
amy@amstat.org

CONFERENCE SCHEDULE

THURSDAY, FEBRUARY 14

7:00 a.m. – 6:30 p.m.	Registration
8:00 a.m. – 5:30 p.m.	Full-Day Courses
8:00 a.m. – 12:00 p.m.	Morning Half-Day Courses
1:30 p.m. – 5:30 p.m.	Afternoon Half-Day Courses
5:30 p.m. – 7:00 p.m.	Poster Session 1 & Opening Mixer

FRIDAY, FEBRUARY 15

7:30 a.m. – 5:30 p.m.	Registration
7:30 a.m. – 8:30 a.m.	Continental Breakfast
8:00 a.m. – 9:00 a.m.	Keynote Address
9:15 a.m. – 10:45 a.m.	Concurrent Sessions
10:45 a.m. – 11:00 a.m.	Refreshment Break
11:00 a.m. – 12:30 p.m.	Concurrent Sessions
12:30 p.m. – 2:00 p.m.	Lunch (on own)
2:00 p.m. – 3:30 p.m.	Concurrent Sessions
3:30 p.m. – 3:45 p.m.	Refreshment Break
3:45 p.m. – 5:15 p.m.	Concurrent Sessions
5:15 p.m. – 6:30 p.m.	Poster Session 2 & Refreshments

SATURDAY, FEBRUARY 16

7:30 a.m. – 2:30 p.m.	Registration
8:00 a.m. – 9:15 a.m.	Poster Session 3 & Continental Breakfast
9:15 a.m. – 10:45 a.m.	Concurrent Sessions
10:45 a.m. – 11:00 a.m.	Refreshment Break
11:00 a.m. – 12:30 p.m.	Concurrent Sessions
12:30 p.m. – 2:00 p.m.	Lunch (on own)
2:00 p.m. – 4:00 p.m.	Tutorials
2:00 p.m. – 4:00 p.m.	Practical Computing Demonstrations
4:00 p.m. – 4:15 p.m.	Refreshment Break
4:15 p.m. – 5:30 p.m.	Closing General Session

SPONSOR

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	Principal Sponsor \$7,500	Supporting Sponsor \$2,500–\$7,499
Thank you in <i>Amstat News</i> , reaching more than 19,000 ASA members	✓	✓
Onsite signage featuring sponsors	✓	✓
Acknowledgement on the conference website and in the conference program	✓	✓
Social media mentions	✓	✓
A link to your website from the conference website	✓	

CURRENT SPONSORS



ALL OPPORTUNITIES

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

SPONSORSHIP

CSP Opening Mixer

This event is a highlight of the meeting and draws lots of attendees. Sponsorship will provide for light snacks and beverages to accompany the poster session. Sponsors are recognized in onsite signage, the online and printed programs, the conference app, and on social media.

Exclusive Sponsorship: \$5,000

Co-Sponsorship: \$2,500

Co-Sponsorship: \$2,500

NEW! Conference App

Help attendees navigate the meeting by supporting the conference app! This is a great interactive way to promote your message to attendees. A banner with your logo will appear on every screen and can be linked to the website landing page of your choice.

Exclusive Sponsorship: \$2,500

SOLD! Conference Bag

SPONSORED BY SAS

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

Exclusive Sponsorship: \$5,000

SOLD! Conference Pen

SPONSORED BY STATA

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

Exclusive Sponsorship: \$1,500

Badge Lanyards

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

Exclusive Sponsorship: \$2,500

Charging Stations

Charging stations give CSP attendees the ability to stay connected by charging their phones, tablets, or laptops. Your corporate logo will be included on signage displayed at the stations.

Co-Sponsorship: \$500

Continental Breakfast

CSP's breakfast is the more than just a quick bite to eat. Accompanied by electronic poster sessions, breakfasts are a popular time for attendees to gather informally. Sponsor both CSP continental breakfasts or chose Friday or Saturday. Sponsors are recognized in onsite signage, the online and printed programs, the conference app, and social media.

Exclusive Sponsorship:

Friday & Saturday \$5,000

Friday's Breakfast: \$2,500

Saturday's Breakfast: \$2,500

Refreshment Breaks

Perk up a CSP attendee's day! This sponsorship is available exclusively or on a one-day basis. Sponsors are recognized in onsite signage, the online and printed programs, the

conference app, and on ASA'S social media.

Exclusive Sponsorship: \$2,500

Friday Sponsorship: \$1,500

Saturday Sponsorship: \$1,500

SOLD! Attendee WiFi

SPONSORED BY TEXAS A&M

With your help, attendees will be able to access wireless internet in the common areas of the conference. Sponsor WiFi for all attendees. Sponsors are recognized in onsite signage, the online and printed programs, the conference app, and on social media.

Exclusive Sponsorship: 2,500

ADVERTISING

Conference Bag Inserts

Take advantage of this highly visible marketing option. Provide us with 600 of your company's fliers or brochures and we will include them as inserts in the conference bag for each registrant. Inserts are due by February 5!

Per Bag Insert: \$500

Conference Digital Advertisement

Your ad will be displayed on up to 20 electronic displays in high-traffic areas of the conference.

Per advertisement: \$500

EXHIBITING

Exhibit Space

First Exhibit Table: \$1,200

Additional Table(s): \$600

EXHIBIT



Exhibitors at the 2018 Conference on Statistical Practice

The ASA Conference on Statistical Practice is the ideal place to meet a talented group of statisticians and data scientists from business, industry, and academia.

EXHIBITORS RECEIVE THE FOLLOWING:

- A 6' draped table with two chairs
- Signage throughout the conference
- Listing on the conference website and conference app
- Two exhibitor badges
- Networking opportunities during morning and afternoon refreshment breaks

PAST EXHIBITORS



EXHIBITOR SCHEDULE

Thursday, February 14

Set-up:

2:00 p.m. – 5:00 p.m.

All exhibits must be set up by 5:00 p.m.

5:30 p.m. – 7:00 p.m.

Opening Mixer and Poster Session

Friday, February 15

7:30 a.m. – 6:30 p.m.

Saturday, February 16

7:30 a.m. – 1:00 p.m.

Tear-down:

1:00 p.m. – 3:00 p.m.

ADVERTISE

Digital and print advertising opportunities are available. To take advantage of these opportunities, complete and return the CSP 2019 Commitment Form.

Conference Bag Inserts

Provide us with copies of your insert and we will make sure one is included in every attendee conference bag! This is a great way to get your message out to all attendees.

Per Insert: \$500

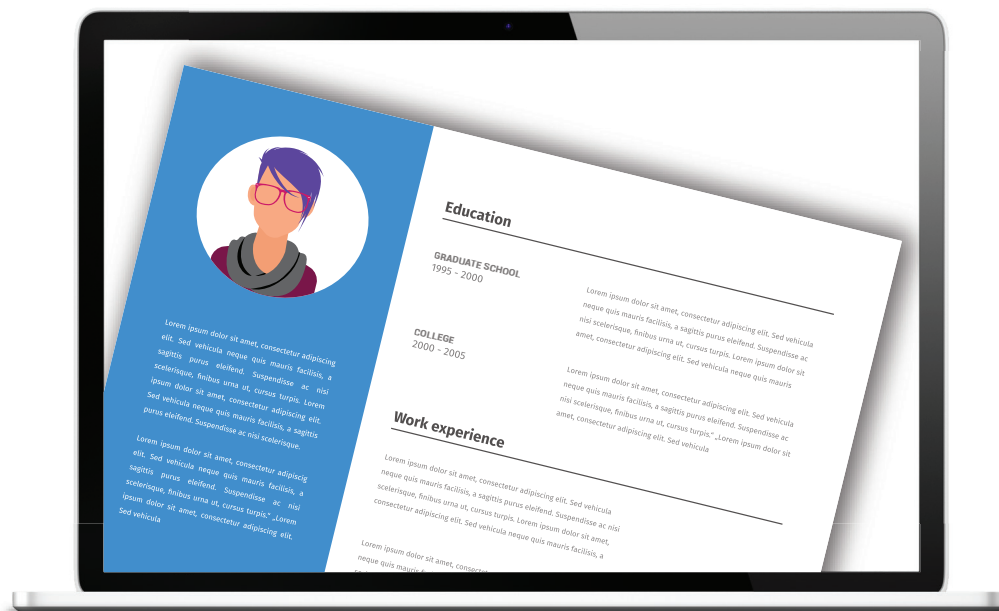
Conference Digital Advertisement

Place your ad or video on screens around the conference events. This is ideal for displaying multimedia messaging. Your spot will be 15 seconds and can be a static image or a video.

Per Advertisement: \$500



A **Digital Ad** allows you to get your multimedia message out on high-resolution displays throughout the conference! Your 15-second advertisement will be displayed on 20 electronic screens in high-traffic areas of the conference, including the main registration area, keynote sessions, and in the exhibit and eposter area. You simply provide a 15-second video and we will do the rest.



RECRUIT

The CSP Career Service is not your typical career fair. It is an online service focused on providing opportunities for top statistical employers to find qualified candidates at all career stages and skill levels. Employers arrange interviews at their leisure; no physical interview space is included.

Registered employers receive:

- Five distinct job postings available to all registered applicants. Additional postings are available.
- Access to our online applicant search. Narrow your search based on your criteria.
- Access to our online message service. Invite your screened applicants to interview onsite at your convenience.

Fees

ASA Corporate Member.....	\$750
Nonmember	\$1,000

Career Service registration does not grant conference access. All employers interested in attending conference sessions and events must also register as a conference attendee.

2019 Travel & Hotel Information

The Conference on Statistical Practice will be held at

The Hilton New Orleans Riverside

2 Poydras Street
New Orleans, Louisiana



The Hilton New Orleans Riverside

A limited number of rooms are available at a negotiated group rate, if booked by January 12, 2019.

Standard Room: \$212

Triple: \$242

Quad: \$272

Government: Limited quantity available at prevailing government per diem

Visit <https://aws.passkey.com/go/CSP2019> to reserve your room.

Visit ww2.amstat.org/csp for more information.

Sponsors, Advertisers, Exhibitors, & Employers

Enhance your company's visibility at this year's [Conference on Statistical Practice](#). Select from the options listed below to expand your marketing portfolio at CSP 2019 See the sponsorship web page at ww2.amstat.org/csp for up-to-date options.

SPONSORSHIP	EXCLUSIVE	COSPONSORSHIP
<input type="checkbox"/> Conference Bag Sponsored by SAS	\$5,000	N/A
<input checked="" type="checkbox"/> Attendee WiFi Sponsored by Texas A&M	\$2,500	N/A
<input type="checkbox"/> Opening Mixer	\$5,000	\$2,500
<input type="checkbox"/> Refreshment Breaks	\$2,500 (2 days/4 breaks)	\$1,500 (1 day/2 breaks) Pick one: Friday____ Saturday____
<input type="checkbox"/> Badge Lanyard	\$2,500	N/A
<input type="checkbox"/> Charging Stations	N/A	\$500
<input checked="" type="checkbox"/> Conference Pen Sponsored by StataCorp	\$1,500	N/A
<input type="checkbox"/> Continental Breakfast	\$5,000 (both days)	\$2,500 (one day) Pick one: Friday____ Saturday____
<input type="checkbox"/> Conference App (new!)	\$2,500	N/A
ADVERTISING		
<input type="checkbox"/> Conference Bag Insert	N/A	\$500
<input type="checkbox"/> Digital Ad	N/A	\$500

EXHIBITING

- ☐ One six-foot table (\$1,200) ☐ Additional six-foot tables (\$600 each)

CAREER SERVICE

- ☐ ASA Organizational Member (\$750) ☐ Non-Organizational Member (\$1,000)

Contact _____ Organization _____
Address _____
City _____ State/Province _____ ZIP/Postal Code _____
Country _____ Email _____
Phone _____ Fax _____

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
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WE HOPE **YOU** IN TO SEE **NEW ORLEANS!**

Start the CSP 2019 conversation now.

Use the hashtag **#CSP2019** and be sure to tag **@amstatnews**.

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community.amstat.org