



Sacramento, California
February 20-22 **2020**

Innovations and Best Practices
for the Applied Statistician

CONFERENCE ON STATISTICAL PRACTICE

OPPORTUNITIES **GUIDE &** **PROSPECTUS**

SPONSOR • EXHIBIT • ADVERTISE • RECRUIT

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



Data Science and Big Data



Software, Programming, and Data Visualization

IMPORTANT DATES

September 28, 2019

Recruiters:

Career Service
Registration Opens

January 2, 2020

Advertisers:

Deadline for Digital and
Print Program
Advertisements

January 13, 2020

Exhibitors:

Deadline for
Exhibitor Agreement

January 27, 2020

Sponsors:

Deadline for Logo
to Appear on
Conference Website and
Onsite Signage

February 3, 2020

Advertisers:

Deadline for
Conference Bag Inserts

All:

Deadline for
Daily News Content

February 20–22, 2020

CSP 2020 in
Sacramento, California




CONTACT **AMY FARRIS**

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American Statistical Association
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Alexandria, VA 22314
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CONFERENCE SCHEDULE


THURSDAY, FEBRUARY 20

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 21

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 22

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 Demos	
4:00 p.m. – 4:15 p.m.	Refreshment Break	
4:15 p.m. – 5:30 p.m.	Closing General Session	



Denotes Ticketed Event

ww2.amstat.org/csp

SPONSOR

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.

	Principal Sponsor \$7,500	Supporting Sponsor \$2,500–\$7,499
Thank you in <i>Amstat News</i> , reaching all ASA members monthly	✓	✓
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	✓	

**SPONSOR A
REFRESHMENT
BREAK**

Perk up a CSP
attendee’s day!



Attendees at CSP 2019 take a break between poster sessions.

SPONSORSHIP 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

Sponsor the CSP Opening Mixer. Make an impression on attendees who come together for an informal gathering at the beginning of the conference. Your corporate logo will be placed on cocktail napkins used by every attendee at this event, which will coincide with the opening of the exhibits and the first poster session of the conference. Sponsors are recognized in onsite signage and the online and printed programs, as well as on social media.

Exclusive Sponsorship: \$5,000

Co-Sponsorship: \$2,500

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



Attendee Continental Breakfast

CSP's breakfast is 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 and the online and printed programs, as well as on social media.

Exclusive Sponsorship: \$5,000

Friday's Breakfast: \$2,500

Saturday's Breakfast: \$2,500

Refreshment Breaks

Perk up a CSP attendee's day! This sponsorship opportunity is available exclusively or on a one-day basis.

Sponsors are recognized in onsite signage and the online and printed programs, as well as on social media.

Exclusive Sponsorship: \$2,500

Friday Breaks: \$1,500

Saturday Breaks: \$1,500

CSP Conference Bag

Take advantage of one of the premier sponsorship opportunities by having your logo on the conference bag given to every registrant.

Exclusive Sponsorship: \$5,000



Conference Pen

Have a pen with your logo in the hands of every attendee.

Exclusive Sponsorship: \$1,500

Attendee WiFi

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

Exclusive Sponsorship: \$2,500

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



EXHIBIT



Exhibitors during the 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:

Exhibitors
Deadline for
Exhibitor
Agreement is
January 13, 2020.

- 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

EXHIBITOR FEES

First Exhibit Table: \$1,200 • Additional Table(s): \$600 each

PAST EXHIBITORS



EXHIBITOR SCHEDULE

THURSDAY, FEBRUARY 20

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 21

7:30 a.m. – 6:30 p.m.

SATURDAY, FEBRUARY 22

7:30 a.m. – 1:00 p.m.

TEAR DOWN:

1:00 p.m. – 3:00 p.m.

ADVERTISE

Digital, online, and print advertising opportunities are available.

To take advantage, complete and return the CSP 2020 Commitment Form.

Conference Bag Inserts

Take advantage of this highly visible marketing option. Provide us with 600 of your organization's advertisement or brochure and we will include it in the conference bag for each registrant. This is a great way to get your message out to all attendees.

Per Insert: \$500

Conference Digital Advertisement

Your ad will be displayed on up to 20 electronic displays in high-traffic areas of the conference. This is a great opportunity to display 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 e-poster area. You simply provide a 15-second video and we will do the rest.



RECRUIT

The Career Service is an online system that runs concurrently with the conference. It is intended as a launching point for employers and applicants to learn about opportunities and set up informal meetings and interviews.

Recruiters arrange interviews at their leisure; no physical interview space is included. You may elect to reserve a table to be in the general exhibitor area.

Registered employers receive:

- Five distinct job postings in the online postings, available to all registered applicants
- Access to all applicants via an online database with search capability and a messaging service

Fees

Principal Sponsors	Access is complimentary
ASA Organizational Member (no table)	\$750
ASA Organizational Member (with table)	\$1,500
Non-ASA Organizational (no table)	\$1,000
Non-ASA Organizational (with table)	\$1,750

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

Travel & Hotel Information

The 2020 Conference on Statistical Practice will be held at the Hyatt Regency Sacramento. A limited number of rooms are available at a negotiated group rate, if booked by January 27, 2020.



HYATT REGENCY SACRAMENTO

1209 L St.,
Sacramento, CA 95814

Standard Room:
\$199

Triple:
\$224

Quad:
\$249

Government:
Limited quantity
available at prevailing
government per diem



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

We hope to see you in California!

Sponsors, Exhibitors, Advertisers, & 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 2020. See the sponsorship web page at ww2.amstat.org/csp for up-to-date options.

SPONSORSHIP	EXCLUSIVE	COSPONSORSHIP
<input type="checkbox"/> Conference Bag	\$5,000	N/A
<input type="checkbox"/> Attendee WiFi	\$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 type="checkbox"/> Conference Pen	\$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

- ☐ Principal Sponsors (*access is complimentary*) ☐ ASA Organizational Member (*no table*) \$750 ☐ ASA Organizational Member (*with table*) \$1,500
☐ Non-ASA Organizational (*no table*) \$1,000 ☐ Non-ASA Organizational (*with table*) \$1,750

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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Thank you to our
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Principal



Supporting



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

We hope to see you in California!