CONFERENCE ON STATISTICAL PRACTICE

OPPORTUNITIES GUIDE & PROSPECTUS

February 20-22, 2020
Sacramento, California

SPONSOR • EXHIBIT • ADVERTISE • RECRUIT
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

**CONFERENCE OVERVIEW**

**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
- **February 20–22, 2020**
  - CSP 2020 in Sacramento, California

**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 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.

<table>
<thead>
<tr>
<th>Periodicity</th>
<th>Principal Sponsor $7,500</th>
<th>Supporting Sponsor $2,500–$7,499</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thank you in <em>Amstat News</em>, reaching all ASA members monthly</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Onsite signage featuring sponsors</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Acknowledgement on the conference website and in the conference program</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media mentions</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>A link to your website from the conference website</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

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 choose 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 most prominent sponsorship options available. Your logo will be on the conference bag given to every registrant.

Exclusive Sponsorship: $5,000

Conference Pen
Have a pen with your logo in every attendee bag, which is distributed to all attendees.

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
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

**EXHIBITOR FEES**

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

PAST EXHIBITORS

ASQ Statistics Division
The Global Voice of Quality

CENTRAL INTELLIGENCE AGENCY

FRONTLINE SOLVERS
Solver.com • XLMiner.com

NISS National Institute of Statistical Sciences

Oregon State University

SAS

JMP

STATA

ATM STATISTICS
TEXAS A&M UNIVERSITY

KU UNIVERSITY OF KANSAS

United States Census Bureau

XLSTAT Your data analysis solution
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.

Visit [ww2.amstat.org/csp](http://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.

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>EXCLUSIVE</th>
<th>COSPONSORSHIP</th>
</tr>
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<tbody>
<tr>
<td>□ Conference Bag</td>
<td>$5,000</td>
<td>N/A</td>
</tr>
<tr>
<td>□ Attendee WiFi</td>
<td>$2,500</td>
<td>N/A</td>
</tr>
<tr>
<td>□ Opening Mixer</td>
<td>$5,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>□ Refreshment Breaks</td>
<td>$2,500 (2 days/4 breaks)</td>
<td>$1,500 (1 day/2 breaks)</td>
</tr>
<tr>
<td>□ Badge Lanyard</td>
<td>$2,500</td>
<td>N/A</td>
</tr>
<tr>
<td>□ Charging Stations</td>
<td>N/A</td>
<td>$500</td>
</tr>
<tr>
<td>□ Conference Pen</td>
<td>$1,500</td>
<td>N/A</td>
</tr>
<tr>
<td>□ Continental Breakfast</td>
<td>$5,000 (both days)</td>
<td>$2,500 (one day)</td>
</tr>
<tr>
<td>□ Conference App (new!)</td>
<td>$2,500</td>
<td>N/A</td>
</tr>
</tbody>
</table>

ADVERTISING

□ Conference Bag Insert | N/A | $500
□ 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
American Statistical Association • 732 North Washington Street, Alexandria, VA 22314-1943
amy@amstat.org • Phone: (703) 684-1221 • Fax: (703) 684-3445
Thank you to our
CURRENT SPONSORS

Principal

[Logos of MF and SAS]

Supporting

[Logo of STATA]

Visit [ww2.amstat.org/csp](http://ww2.amstat.org/csp) for more information.

We hope to see you in California!