



# OPPORTUNITIES **GUIDE** & CONFERENCE **PROSPECTUS**

Sponsor • Advertise • Exhibit • Recruit



Innovations and Best Practices for the Applied Statistician



## CONFERENCE THEMES

### Theme 1

Career, Professional,  
and Leadership  
Development

### Theme 2

Study Design and  
Data Management

### Theme 3

Implementation  
and Analysis

### Theme 4

Effective  
Communication

## THE AMERICAN STATISTICAL ASSOCIATION

invites sponsors, exhibitors, recruiters, and advertisers to join us during this gathering of hundreds of statistical practitioners and data scientists. Your commitments 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 attendees with its engaging technical program, courses and tutorials, exhibits, résumé service, and social events.

## IMPORTANT DATES & DEADLINES

**September 30,  
2020**

**Recruiters:**  
Career Service  
Registration Opens

**January 4, 2021**  
**Advertisers:**

Deadline for Digital  
and Print Program  
Advertisements

**January 11,  
2021**

**Exhibitors:**  
Deadline for  
Exhibitor  
Agreement

**January 25,  
2021**

**Sponsors:**  
Deadline for  
Logo to Appear  
on Conference  
Website and  
Onsite Signage

**February 1,  
2021**

**Advertisers:**  
Deadline for  
Conference Bag  
Inserts




**All:**  
Deadline for Daily  
News Content

**February  
18-20, 2021**

CSP 2021 in  
Nashville

## CONFERENCE SCHEDULE


### THURSDAY, FEBRUARY 18

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 and Opening Mixer

### FRIDAY, FEBRUARY 19

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 and Refreshments

### SATURDAY, FEBRUARY 20

7:30 a.m. – 2:30 p.m.	Registration
8:00 a.m. – 9:15 a.m.	Poster Session 3 and 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

Indicates a  
ticketed event  
requiring an  
additional fee.

# 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 \$5,000**
- **SUPPORTING SPONSOR \$1,500–\$4,999**

- ✓ Thank you in *Amstat News*, 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\*

*\*Principal sponsors only*

## SPONSORSHIP OPPORTUNITIES

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

### 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**

### CSP Conference Bag

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

**Exclusive Sponsorship: \$5,000**

### 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**



Attendees mingle and enjoy hot drinks during an afternoon refreshment break.



### 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**

### 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**

### Attendee Wi-Fi

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**

### Conference Pen

Have a pen with your logo on it in every attendee's bag, which is distributed to all attendees.

**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: \$1,500**

### 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

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 app
- Two exhibitor badges
- Networking opportunities during morning and afternoon refreshment breaks

### FEES

One six-foot table

**\$1,500**

Additional six-foot tables

**\$500 each**

Additional exhibitor badges

**\$100 per exhibitor**



## PAST EXHIBITORS INCLUDE



## EXHIBITOR SCHEDULE

**Thursday,  
February 18**

### Set-up:

2:00 p.m. – 5:00 p.m.

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

### Opening Mixer and Poster Session:

5:30 p.m. – 7:00 p.m.

**Friday, February 19**

7:30 a.m. – 6:30 p.m.

**Saturday,  
February 20**

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 2021 Commitment Form on the back page.

## DIGITAL ONSITE ADVERTISEMENT

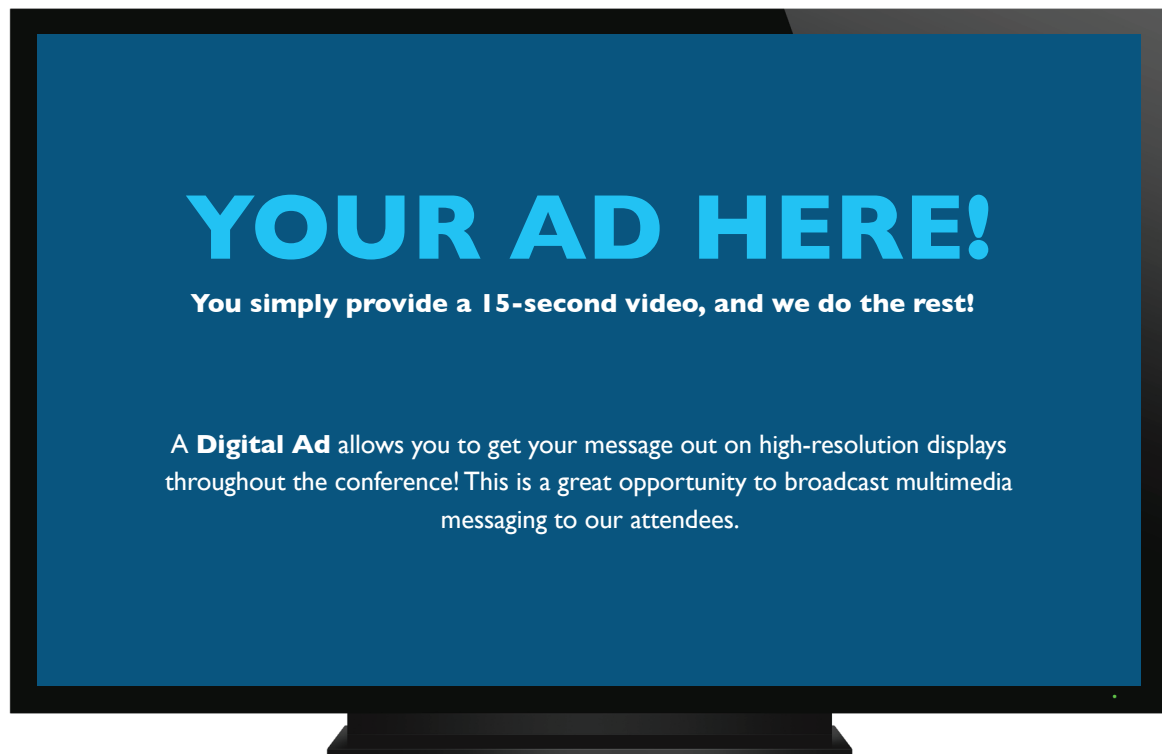
Your ad will be displayed on up to 20 electronic displays in high-traffic areas of the conference. This is a great opportunity to display multimedia messaging. Your spot will be 15 seconds and can be a static image or video.

**Per Digital Ad: \$750**

## CONFERENCE BAG INSERT

Take advantage of this highly visible marketing option. Provide us with 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: \$750**







# Recruit

You can search for applicants and contact them through our dedicated online messaging service to arrange interviews.

## BENEFITS

- 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 \$0 (access is complimentary)**

ASA Organizational Member	Non-ASA Organizational
<b>\$750 (no table)</b>	<b>\$1,000 (no table)</b>
<b>\$1,500 (with table)</b>	<b>\$1,750 (with table)</b>

*Career Service registration does not grant conference access.*

*All employers interested in attending conference sessions and events must also register as a conference attendee.*

## Sponsor/ Exhibitor/Recruiter Cancellation Policy

Exhibitor cancellations will be refunded prior to November 20, 2020, less 50% per exhibit space.

Sponsor opportunities are not refundable. On a case-by-case basis, sponsorship commitments may be transferred to other opportunities.

Career Service payments are nonrefundable once the recruiter has accessed the online service and posted jobs or reviewed candidates. Other recruiter cancellations will be refunded prior to December 21, 2020, less 50%. No refunds will be given after December 21, 2020.

Cancellations **MUST** be submitted in writing to Amy Farris at [amy@amstat.org](mailto:amy@amstat.org).

# Local Information

The 2021 Conference on Statistical Practice will be held in Nashville, Tennessee.



Jake Matthews

**Broadway Street in Nashville, Tennessee**

A limited number of rooms are available at a negotiated group rate, if booked by January 19, 2021.

## **RENAISSANCE NASHVILLE HOTEL**

611 Commerce St., Nashville, TN 37203

(615) 255-8400

**Single/Double Rate:** \$245

**Government:** Limited quantity available at prevailing government per diem

**Housing will open September 30, 2020.**

For more information, check out [www.amstat.org/csp](http://www.amstat.org/csp).

# 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 2021. See the sponsorship webpage at [www2.amstat.org/csp](http://www2.amstat.org/csp) for up-to-date options.

## SPONSORSHIP

	EXCLUSIVE	COSPONSORSHIP
<input type="checkbox"/> Opening Mixer	\$5,000	\$2,500
<input type="checkbox"/> Conference Bag	\$5,000	—
<input type="checkbox"/> Continental Breakfast	\$5,000 (both days)	\$2,500 (one day) Pick one: Friday _____ Saturday _____
<input type="checkbox"/> Conference App	\$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"/> Attendee Wi-Fi	\$2,500	—
<input type="checkbox"/> Conference Pen (Sponsored: Stata)	\$1,500	—
<input type="checkbox"/> Badge Lanyard	\$1,500	—
<input type="checkbox"/> Charging Stations		\$500

## CONTACT INFORMATION

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 \_\_\_\_\_

## ADVERTISING

- ☐ Conference Bag Insert: \$750
- ☐ Digital Ad: \$750

## EXHIBITING

- ☐ One six-foot table: (\$1,500)
- ☐ Additional six-foot tables (\$500 each)
- ☐ Additional exhibitor badges (\$100 per exhibitor)

## CAREER SERVICE

### Principal Sponsors

- ☐ Access is complimentary

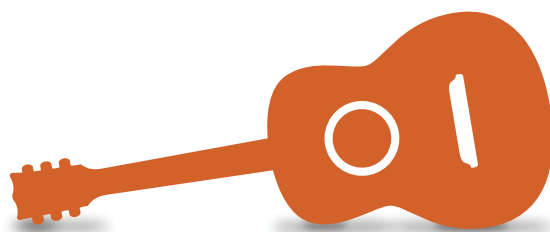
### ASA Organizational Member

- ☐ No Table: \$750
- ☐ With table: \$1,500

### Non-ASA Organizational

- ☐ No table: \$1,000
- ☐ With table: \$1,750

Return to Amy Farris, Director of Marketing and Membership Development  
American Statistical Association • 732 North Washington Street, Alexandria, VA 22314-1943  
[amy@amstat.org](mailto:amy@amstat.org) • Phone: (703) 684-1221 • Fax: (703) 684-3445



**WE HOPE TO  
SEE YOU IN  
MUSIC CITY!**

THANK YOU TO OUR  
CURRENT SPONSOR

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**TO LEARN MORE, CONTACT**

**Amy Farris**

***amy@amstat.org***

Director, Marketing and Membership Development  
American Statistical Association,  
732 North Washington Street, Alexandria, VA 22314

*[ww2.amstat.org/csp](http://ww2.amstat.org/csp)*