



OPPORTUNITIES  
**GUIDE** AND  
**PROSPECTUS**

SPONSOR • EXHIBIT • ADVERTISE



SAN FRANCISCO

*California*

February 2–4, 2023



## IMPORTANT DATES

**December 15, 2022**

**Sponsors:** Deadline for Logo to Appear on Onsite Signage

**Exhibitors:** Deadline for Exhibitor Agreement

**Advertisers:** Deadline for Conference Bag Inserts and Digital Ads

**January 10, 2023**

**Sponsors:** Deadline for Logo to Appear on Conference Website

**All:** Deadline for Daily News Content

**February 2-4, 2023**

CSP 2023 in San Francisco

## CONFERENCE OVERVIEW

The Conference on Statistical Practice aims to bring together **hundreds of statistical practitioners**—including data analysts, researchers, and scientists—who engage in the application of statistics to solve real-world problems on a daily basis.

The goal of the conference is to provide participants with opportunities to learn new statistical methodologies and best practices in statistical analysis, design, consulting, and statistical programming. The conference also provides opportunities for attendees to further their career development and strengthen relationships in the statistics and data science communities.

## CONSIDER SUPPORTING THE CONFERENCE ON STATISTICAL PRACTICE.

Thank you!

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### CONTACT

**Amy Farris**

Director, Marketing and Membership Development  
American Statistical Association • 732 North Washington Street, Alexandria, VA 22314  
[amy@amstat.org](mailto:amy@amstat.org)

## SCHEDULE AT A GLANCE

### THURSDAY, FEBRUARY 2

- 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 3

- 7:30 a.m. – 4:30 p.m. Registration
- 7:30 a.m. – 8:45 a.m. Poster Session 2 and Continental Breakfast
- 9:00 a.m. – 10:00 a.m. Keynote Address
- 10:00 a.m. – 10:15 a.m. Refreshment Break
- 10:15 a.m. – 11:45 a.m. Concurrent Sessions
- 11:50 a.m. – 1:20 p.m. Concurrent Sessions
- 1:20 p.m. – 2:30 p.m. Lunch (on own)
- 2:30 p.m. – 4:00 p.m. Concurrent Sessions
- 4:00 p.m. – 4:15 p.m. Refreshment Break
- 4:15 p.m. – 5:45 p.m. Concurrent Sessions

### SATURDAY, FEBRUARY 4

- 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 Demonstrations
- 4:00 p.m. – 4:15 p.m. Refreshment Break
- 4:15 p.m. – 5:15 p.m. Closing Keynote

\* Denotes a ticketed event that requires an additional fee

# Sponsor

## Enhance the attendee experience!

The American Statistical Association invites you to the ASA Conference on Statistical Practice. Your commitments accumulate toward your sponsorship status. As a sponsor, you will receive additional recognition for your support.

### Sponsorship Levels and Benefits

We will recognize all sponsors in the conference materials—including on the website and in the program—as well as in *Amstat News*, which reaches all ASA members. Once you reach one of the levels below, you will also receive the following:

#### PRINCIPAL - \$5,000

- ✓ A space in the EXPO
- ✓ A link from your logo on the conference website to your organization's website
- ✓ A thank-you tweet including your preferred Twitter handle
- ✓ A blurb in the daily conference emails
- ✓ Recognition in conference materials

#### SUPPORTING - \$1,500–\$4,999

- ✓ A space in the EXPO
- ✓ Your logo on the conference website
- ✓ A thank-you tweet including your preferred Twitter handle
- ✓ Recognition in conference materials



### SPONSORSHIP OPPORTUNITIES

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

#### Opening Mixer and Poster Session

Sponsor the CSP Opening Mixer. Make an impression on attendees who come together for an informal gathering at the beginning of the conference, which coincides with the opening of exhibits and the first poster session. We will recognize sponsors in the program and with onsite signage.

**Exclusive Sponsorship:** \$5,000  
**Co-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 continental breakfasts or choose Friday or Saturday. We will recognize sponsors in the program and with onsite signage.

**Exclusive Sponsorship:** \$5,000  
**Friday Breakfast:** \$2,500  
**Saturday Breakfast:** \$2,500



### Refreshment Breaks

Refreshment breaks provide a fantastic opportunity for attendees to network and socialize in a relaxed environment. We will recognize sponsors in the program and with onsite signage.

**Friday:** \$1,500

**FRIDAY SPONSORED BY WESTAT**

**Saturday:** \$1,500



Continental breakfast at CSP 2020, Sacramento, California

### Conference App

Help attendees navigate the meeting by supporting the conference app!

This is an 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

### 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

**Co-Sponsorship:** \$2,500

### Conference Badge Lanyards

Your logo will be highly visible on this lanyard used by attendees.

**SPONSORED BY STATA**

**Exclusive Sponsorship:** \$1,500

### Attendee Wi-Fi

Attendees will be able to multitask with your support. Your logo will be on onsite signage and in program materials.

**SPONSORED BY STATA**

**Exclusive Sponsorship:** \$2,500

### Conference Pen

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

**Exclusive Sponsorship:** \$1,500

### Charging Stations

Charging stations give CSP attendees the ability to stay connected by charging their phones, tablets, and laptops. We will include your corporate logo on signage displayed at the stations.

**Exclusive Sponsorship:** \$1,500

**Co-Sponsorship:** \$500

### Hand Sanitizer

Keep CSP healthy and safe by providing hand sanitizer for each attendee. Your logo will appear on every bottle.

**Exclusive Sponsorship:** \$2,500

**SEE THE SPONSORSHIP WEBPAGE for up-to-date options. [ww2.amstat.org/csp](http://ww2.amstat.org/csp)**

# Exhibit & Recruiting

The ASA Conference on Statistical Practice is a wonderful place to meet a targeted group of statisticians on a one-to-one basis in a small, comfortable environment. Register as an exhibitor or enhance your presence by registering as a recruiter.

## Exhibit

### EXHIBITORS RECEIVE THE FOLLOWING:

- A 6' draped table and two chairs
- Signage throughout the conference
- Listing on the conference website
- Two exhibitor badges (additional badges are available for \$100 each)
- Networking opportunities during morning and afternoon refreshment breaks

Space allows for tabletop exhibits and small displays only; signage must be behind your table. No rigging. If you are attending only in your capacity as an exhibitor, conference registration is not required; however, if you wish to attend sessions or events, you must also register for the conference.

### EXHIBITOR SCHEDULE

#### THURSDAY FEBRUARY 2

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 3

7:30 a.m. – 6:30 p.m.

#### SATURDAY FEBRUARY 4

7:30 a.m. – 4:15 p.m.

Tear-down: 4:16 p.m. – 6:00 p.m.





# Recruit

Recruiter table registration includes **access to the online recruiting database**. This database is a launching point for employers and applicants to learn about opportunities and set up informal meetings and interviews. Conference attendees can submit their résumé and profile at no charge!

## RECRUITERS RECEIVE THE FOLLOWING:

- 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

EXHIBITOR TABLE

**\$1,500**

RECRUITER TABLE

*(ASA Corporate Member)*

**\$1,750**

RECRUITER TABLE

*(Non-ASA Corporate Member)*

**\$2,000**

RECRUITER ONLINE  
ACCESS ONLY

*(ASA Corporate Member)*

**\$1,250**

RECRUITER  
ONLINE ACCESS  
ONLY

*(Non-ASA Corporate Member)*

**\$1,500**

ADDITIONAL TABLES

**\$750**

# Advertise

Can't commit to attending in person? Take advantage of these advertising opportunities to get your organization noticed at CSP.

## Conference Digital Advertisement

Place your ad front and center at CSP. We will display your ad on electronic screens in high-traffic areas of the conference, including the registration area, keynote sessions, and exhibit area. Your 15-second spot will loop with the daily content shown prior to sessions and can be a static image or video.

**Per Ad: \$1,500**

## Daily CSP Email Advertisement

Include a message for attendees in our daily email sent every morning before sessions begin. You can provide an exclusive offer or link to your website for more information.

**Per Day: \$500**

**All Days: \$1,500**

## Conference Bag Inserts

Provide us with your company's fliers or brochures and we will include them as inserts in the conference bag for each registrant. This is a highly visible marketing option.

**Per Bag Insert: \$1,000**

## YOUR AD HERE!



You simply provide a 15-second video and we do the rest!

# SAN FRANCISCO *California*



## Hotel Information

The American Statistical Association will hold the 2023 Conference on Statistical Practice at the Parc 55 San Francisco. A limited number of rooms are available at a negotiated group rate, if booked by January 11, 2023, at 5:00 p.m. ET.

### PARC 55 SAN FRANCISCO

55 Cyril Magnin Street  
San Francisco, CA 94102

**Single/Double Rate:** \$219

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

Housing will open September 29, 2022.

Parc 55 San Francisco is in the center of it all! A short walk will take you to Union Square, world-famous cable cars, Powell St. Bart Station, and the can't-be-missed San Francisco Chinatown. The neighborhood includes speak-easies, world-class shopping, and famous restaurants and theaters.



Follow  
[@AmstatNews](https://twitter.com/AmstatNews)  
on Twitter; use  
[#CSP2023](https://twitter.com/CSP2023)

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

*Thank you*  
to our CURRENT SPONSORS

PRINCIPAL

**STATA**<sup>®</sup>

SUPPORTING

 **Westat**<sup>®</sup>

We hope to see you at



San Francisco, California  
February 2–4 **2023**

CONTACT

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