



CONFERENCE ON STATISTICAL PRACTICE

OPPORTUNITIES
GUIDE *and*
CONFERENCE
PROSPECTUS

SPONSOR • ADVERTISE • EXHIBIT • RECRUIT



New Orleans

Louisiana

February 27–29, 2024



KEY DATES for **Sponsors, Exhibitors, and Advertisers**

October 5, 2023
Registration Opens

January 10, 2024
Sponsors: Deadline for
Logo to Appear on
Onsite Signage

Exhibitors: Deadline for
Exhibitor Agreement

Advertisers: Deadline for
Conference Bag Inserts and
Digital and Print Program
Advertisements

February 15, 2024
Sponsors: Deadline for
Logo to Appear on
Conference Website

All: Deadline for
Daily News Content

February 27-29, 2024
CSP 2024,
New Orleans, LA

Conference Overview

The American Statistical Association's Conference on Statistical Practice highlights techniques and best practices for applied statisticians and data scientists.

CSP attracts nearly **400 attendees** with its **engaging technical program, courses and tutorials, exhibits, résumé service, and social events**. Learn new statistical methodologies and best practices in statistical analysis, design, consulting, and programming.

SUPPORT THE CONFERENCE ON STATISTICAL PRACTICE

CONTACT

Amy Farris

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

amy@amstat.org

SCHEDULE AT A GLANCE

Tuesday, February 27

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

Wednesday, February 28

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.	Opening Keynote Address
10:00 a.m. – 10:15 a.m.	Refreshment Break
10:15 a.m. – 11:45 a.m.	Concurrent Sessions
11:50 p.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

Thursday, February 29

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.	Refreshments
4:15 p.m. – 5:30 p.m.	Closing Keynote Address

* 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

CONTACT

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amy@amstat.org

SPONSORSHIP OPPORTUNITIES

Choose from the following 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 a quick bite to eat. Accompanied by electronic poster sessions, breakfasts are a popular time for attendees to gather informally. Sponsor both of the CSP continental breakfasts or choose Wednesday or Thursday. We will recognize sponsors in the program and with onsite signage.

Exclusive Sponsorship: \$5,000
Wednesday Breakfast: \$2,500
Thursday 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.

Wednesday: \$1,500
Thursday: \$1,500

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 to hold their name badges and tickets.

Exclusive Sponsorship: \$1,500

Attendee Wi-Fi

Attendees will be able to multitask with your support of Wi-Fi! We will prominently feature your logo on onsite signage and in program materials.

Exclusive Sponsorship: \$2,500



Attendee continental breakfast at CSP 2023, San Francisco, California

Conference Pen

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

Exclusive Sponsorship: \$1,500

Charging Stations

Charging stations give CSP attendees the ability to charge their phones, tablets, and laptops so they can stay connected. 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 WEBSITE
for up-to-date options, ww2.amsat.org/csp

Exhibit & Recruit

The ASA Conference on Statistical Practice is a small, comfortable environment and wonderful place to meet a targeted group of statisticians one-on-one. Register as an exhibitor, recruiter, or both!

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

TUESDAY

February 27

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

WEDNESDAY

February 28

7:30 a.m. – 6:30 p.m.



THURSDAY

February 29

7:30 a.m. – 4:15 p.m.

TEAR-DOWN

4:16 p.m. – 6:00 p.m.



Recruit

Recruiter registration includes access to the 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
- A 6' draped table and two chairs
- Two recruiter badges
(additional badges are \$100 each)

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.

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 session rooms, 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 advertisement: \$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.

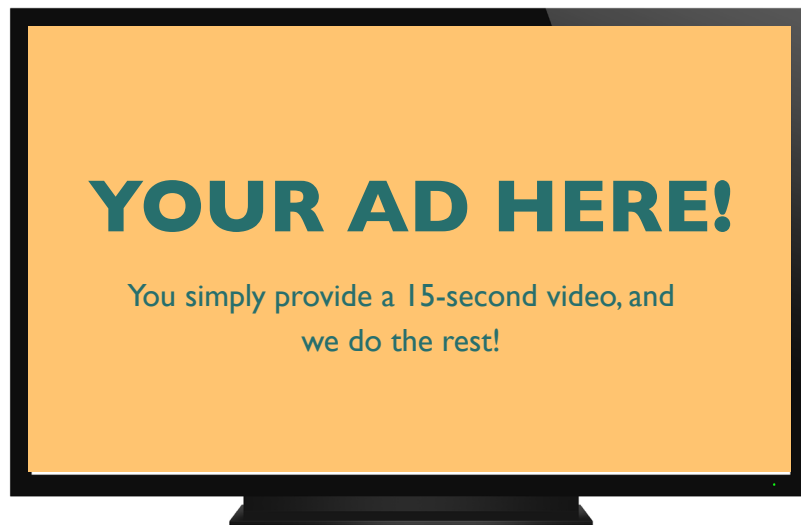
Per Day: \$500

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



Hotel Information

The 2024 Conference on Statistical Practice will be held at the Ritz-Carlton New Orleans. A limited number of rooms are available at a negotiated group rate, if booked by February 5, 2024, at 5:00 p.m. EST. Visit the hotel website at www.ritzcarlton.com/en/hotels/new-orleans to book your room.



Ritz-Carlton New Orleans

921 Canal Street
New Orleans, LA 70112

Single/Double Rate: \$259

Government: Limited quantity available at prevailing government per diem

Housing will open October 5.



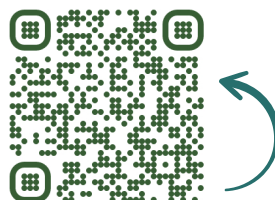
Visitors Bureau

Local Information

The Ritz-Carlton New Orleans is located in the heart of downtown, right on Canal Street and within walking distance of Bourbon Street, the world-famous New Orleans restaurants and live music clubs of the French Quarter, Saenger Theatre, and the Garden District.

For a comprehensive list of local attractions, visit the New Orleans Convention and Visitors Bureau's Things to Do page at www.neworleans.com/things-to-do.

If you're interested in learning about the city's history or its ghosts and cemeteries after a day at the conference, try taking a tour. Visit the tour website at www.neworleans.com/things-to-do/tours.



For more information, check out www.amstat.org/csp.



Sponsor, Exhibit, Recruit, & Advertise

Enhance your company's visibility at this year's **Conference on Statistical Practice**. Select from the options listed below to expand your marketing portfolio. See the sponsorship webpage at ww2.amstat.org/csp for up-to-date options.

SPONSORSHIP	EXCLUSIVE	COSPONSORSHIP
<input type="checkbox"/> Opening Mixer and Poster Session	\$5,000	\$2,500
<input type="checkbox"/> Attendee Continental Breakfast	\$5,000	\$2,500 <i>Pick one: Wednesday _____ Thursday _____</i>
<input type="checkbox"/> Refreshment Breaks	—	Wednesday: \$1,500 Thursday: \$1,500
<input type="checkbox"/> Conference App	\$2,500	—
<input type="checkbox"/> Conference Bag	\$5,000	\$2,500
<input type="checkbox"/> Conference Badge Lanyards	\$1,500	—
<input type="checkbox"/> Attendee Wi-Fi	\$2,500	—
<input type="checkbox"/> Conference Pen	\$1,500	—
<input type="checkbox"/> Charging Stations	\$1,500	\$500
<input type="checkbox"/> Hand Sanitizer	\$2,500	—

EXHIBITING

- One six-foot table: \$1,500
- Additional six-foot tables: \$750 each

RECRUITING

ONE SIX-FOOT TABLE

- (ASA Corporate Member) \$1,750
- (Non-ASA Corporate Member) \$2,000
- Additional six-foot tables: \$750 each

ONLINE ACCESS ONLY

- (ASA Corporate Member) \$1,250
- (Non-ASA Corporate Member) \$1,500

ADVERTISING

- Digital Ad: \$1,500
- Conference Bag Inserts: \$1,000 each

EMAIL ADVERTISEMENT

- Per Day: \$500
- All Days: \$1,500

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 _____

Return to Amy Farris, Director of Marketing and Membership Development
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