

Become a **Partner**



Send Your Company to Minneapolis, Minnesota, August 7-11, 2005



Be a part of the largest annual gathering of statisticians held in North America at the
2005 Joint Statistical Meetings



JSM
2005

Using Our Discipline to Enhance Human Welfare

For more information visit
www.amstat.org/meetings/jsm/2005/

HOW TO BE A PARTNER

Become A Partner

As a valued Partner, you have a special opportunity to enhance your visibility and success at the Joint Statistical Meetings in 2005. Your company can be designated as a **Pinnacle**, **Diamond**, **Gold**, or **Silver** Partner through an attractive package of exhibit, marketing investment, and traffic-building features guaranteed to bring your company to the attention of the nearly 5,000 statisticians expected at this event.

Partner Benefits

Special Recognition—Partner companies will be listed in the special JSM pages of the July and August issues of *Amstat News*. ASA Partner banners will identify Partners' booths to increase visibility to attendees. Be one of few companies to achieve a special Partner status.

These packages combine unbeatable elements—the excitement of the exhibit hall, the indispensable final program, and the popularity of *Amstat News*. Put these tools to work for your company at this memorable JSM.

Create a Customized Package that Meets Your Exhibition and Marketing Goals

Each of your JSM marketing investments adds to your Partner Level designation. Create your marketing portfolio from any of these opportunities:

- Exhibit Hall Booth
- Program Book Advertising
- Abstract Book Advertising
- Program At-A-Glance
- Partnership Dollars (such as neck cord sponsorship)
- Contributions (tax benefits)
- Career Placement Service Fee

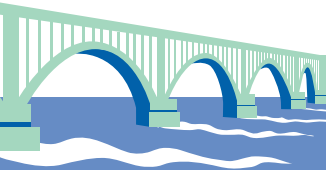
Increased Sales and Recognition

Achieve the qualifying \$5,000 marketing investment and your company will be given special recognition as a **Silver** Partner. With each additional milestone, your company will receive enhanced recognition as a **Gold**, **Diamond**, or **Pinnacle** Partner.

Make August 2005 and the Joint Statistical Meetings in Minneapolis your ticket to increased recognition among statisticians worldwide!



For more information: www.amstat.org/meetings/jsm/2005/
Click the Partners tab for additional details.



SPECIAL MARKETING PORTFOLIO OPTIONS

Make a lasting impression on JSM attendees by expanding your investment dollars to include special limited sponsorships. Partners receive special recognition in the widely distributed Program Book (if you commit by May 30, 2005) and signage acknowledging Partner status. You can enhance your marketing portfolio and increase your Partner status by sponsoring popular JSM items and activities.

Maximize your company's exposure by selecting from these special, limited options:

Conference Tote Bag Inserts

Take advantage of this highly visible marketing option. Provide us with 5,000 of your company's flyers or brochures to be included as inserts in the JSM 2005 conference tote bags for each registrant.

Cost: \$1,200
Limit: 7 Partners

Cyber and Message Cafe

Don't miss your chance to take advantage of this extremely popular marketing option! With your partnership, approximately 5,000 attendees will have access to the internet at the conference. The Primary Sponsor will have their company logo placed on the home page with a hot link to their organization's web site. Secondary Sponsors will have their company logo placed on the home page.

Cost: 1 Primary Sponsor \$12,000
2 Secondary Sponsors at \$4,000 each

Student Mixer

This is an opportunity for your company to show support to statistics scholars. The Student Mixer provides an opportunity for students to join their contemporaries for a fun-filled time.

Cost: \$3,000
Limit: 2 Partners

Neck Cords

Your company's logo will be prominently displayed on this lanyard used by attendees to hold their name badges and tickets.

Cost: \$8,000
Limit: 2 Partners

ASA Continuing Education (CE) Program

The ASA CE Program offers 30 courses and workshops that attract more than 1,000 enrollees. Partners may select a day and will be acknowledged in the ASA CE announcements, on CE signage at JSM, and through ad space on the back cover of all course notes on a given day.

Cost: \$3,000/day
Limit: 5 Partners

Conference Tote Bag Panel

Here is your opportunity to take advantage of one of the most prominent marketing options for JSM 2005. Place your company's logo on one of the two panels of this tote bag for approximately 5,000 attendees to view it daily.

Cost: \$4,000/panel
Limit: 2 Partners

Restaurant, Attraction, and City Map

Attendees will want to explore many of Minneapolis's attractions and restaurants during JSM 2005. Place your company's logo on the Restaurant, Attraction, and City Map to give attendees additional information about the city for their stay. These Partners will have the opportunity to place their logo at strategic locations on the 17 x 24 trifold map.

Cost: \$2,500
Limit: 3 Partners

Long-Time Member Reception

Sponsor the fourth annual reception to honor ASA members who have shown dedication to the association for 35 years or more. We are honored to have over 1,000 members who joined the ASA prior to 1970 and we expect over 150 of these faithful members to attend this distinguished reception in their honor. Show your company's support of the ASA and these members in particular by placing your name and logo on signage to be seen by reception attendees.

Email partners@amstat.org for more information.

Opening Mixer Plastic Tumbler

Place your company logo where all the attendees will see it over and over again at the Opening Mixer.

Cost: \$2,000
Limit: 2 Partners

JSM Highlights Newsletter

Place your company logo on this JSM newsletter. Introduced at JSM 2004, this popular item treated the more than 5,000 attendees to photos, highlights, and breaking news.

Cost: \$1,500 for one issue of the three-day newsletter
(Please select your choice of Monday, Tuesday, or Wednesday).
Limit: 3 Partners

PARTNER BENEFITS

PINNACLE PARTNERS (\$20,000)



Partner companies will be featured in the special JSM pages of the July and August issues of *Amstat News*. Small banner will identify Partners' booths to increase visibility to attendees.

Special JSM Partner signage will be designed to feature all Partner companies.

Special Partner Seal to highlight your company's listing on the JSM web page.

Your company will have a hot link on the JSM web page until September 2005.

\$3,000 investment credit toward Pinnacle Partner status for JSM 2006 in Seattle.

DIAMOND PARTNERS (\$15,000)



Partner companies will be featured in the special JSM pages of the July and August issues of *Amstat News*. Small banner will identify Partners' booths to increase visibility to attendees.

Special JSM Partner signage will be designed to feature all Partner companies.

Special Partner Seal to highlight your company's listing on the JSM web page.

Your company will have a hot link on the JSM web page until September 2005.

\$2,000 investment credit toward Diamond Partner status for JSM 2006 in Seattle.

GOLD PARTNERS (\$10,000)



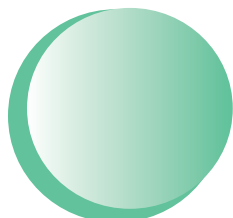
Partner companies will be listed in the special JSM pages of the July and August issues of *Amstat News*.

Small banner will identify Partners' booths to increase visibility to attendees.

Special Partner signage will be designed to feature all Partner companies.

Special Partner Seal to highlight your company's listing on the JSM web page.

SILVER PARTNERS (\$5,000)



Partner companies will be listed in the special JSM pages of the July and August issues of *Amstat News*.

Small banner will identify Partners' booths to increase visibility to attendees.

Special Partner signage will be designed to feature all partner companies.

Special Partner Seal to highlight your company's listing on the JSM web page.

For more information:

www.amstat.org/meetings/jsm/2005/

Tear here

Partners Program Order Form



Enhance your company's visibility at this year's Joint Statistical Meetings.
Select from the options listed below and expand your marketing portfolio at JSM 2005.

	Quantity	Cost	Total
ASA CE Program		\$3,000/day	
Conference Tote Bag Inserts		\$1,200	
Conference Tote Bag Panel	SOLD	\$14,000/panel	
Cyber & Message Cafe		\$12,000 Primary, \$4,000 Secondary	
JSM Highlights Newsletter <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday		\$1,500/day	
Long-Time Member Reception		contact partners@amstat.org	
Neck Cords	SOLD	\$8,000	
Opening Mixer Plastic Tumblers		\$2,000	
Restaurant, Attraction, and City Map		\$2,500	
Student Mixer		\$3,000	
	TOTAL		

Name

Organization

Address

City State/Province Zip/Postal Code

Country Email

Phone Fax

PAYMENT METHOD

- Check enclosed (Make checks payable to JSM) Credit card
 Visa MasterCard American Express

Name on card

Card number CVS# (3-digit number on back of card) Exp. date

Cardholder Signature

Return to: Carolyn Kesner
American Statistical Association • 1429 Duke Street • Alexandria VA 22314-3415
Fax: (703) 684-3445 Phone: (703) 684-1221, ext. 135

For more information www.amstat.org/meetings/JSM/2005/. Click the Partners tab for additional details.

Partner orders received by May 30, 2005, will be included in the Program Book and *Amstat News*. We will continue to take additional orders through June 29, 2005.

Maximize
Your
Visibility

**Stand
Out**
in a
crowd

Become a **Partner**

