

# Become a Partner

Become a part of the largest annual gathering of statisticians held in North America at the **2007 Joint Statistical Meetings**



# UTAH Salt Lake City

Send your company to Salt Lake City, Utah, July 29 to August 2, 2007

# HOW TO BECOME 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 2007. 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 approximately 5,000 statisticians.

## 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 a few companies to achieve 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/CD 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 2007 and the Joint Statistical Meetings in Salt Lake City your ticket to increased recognition among statisticians worldwide!

### Sample Portfolio (Silver Level)

Exhibit Hall . . . . .	\$1,850
(1 Inline Booth)	
1 Tote Bag Insert . . . . .	\$1,400
Student Mixer . . . . .	\$3,000
Total . . . . .	\$6,250
Silver . . . . .	\$6,250

For more information: [www.amstat.org/meetings/jsm/2007](http://www.amstat.org/meetings/jsm/2007).  
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 1, 2007) and signage acknowledging Partner status. You also 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:

## 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 to be acknowledged in the ASA CE announcements, on CE signage at JSM, and through ad space on the back cover of all course notes.

**Cost:** \$3,000/day

**Limit:** 5 Partners

## 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 2007 conference tote bag for each registrant. Buy early! This marketing item sells quickly, and orders above the seven sponsor slots will receive a surcharge.

**Cost:** \$1,400

**Limit:** 7 Partners

## Conference Tote Bag Panels

Here is your opportunity to take advantage of one of the most prominent marketing options for JSM 2007. Place your company's logo on one of the panels of this tote bag for approximately 5,000 attendees to view daily.

**Cost:** \$16,000/panel

**Limit:** 2 Partners

## Cyber Center

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. Sponsors will have their company logo placed on the home page with a hot link to their organization's web site.

**Cost:** \$9,500

**Limit:** 2 Partners

## JSM Highlights Newsletter

Place your company logo on the JSM newsletter. Introduced at JSM 2004, this popular item treats 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

## Long-Time Member Reception

Sponsor the fifth annual reception to honor ASA members who have shown dedication to the Association for 35 years or more. We are honored to have more than 1,000 members who joined the ASA prior to 1971, and we expect more than

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](mailto:partners@amstat.org)

## Neck Cords

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

**Cost:** \$7,000

**Limit:** 1 Partner

## 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

## City Map and Restaurant Guide

Attendees will want to explore many of Salt Lake City's attractions and restaurants during JSM 2007. Place your company's logo on the City Map and Restaurant Guide 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 11 x 17 trifold map.

**Cost:** \$2,500

**Limit:** 3 Partners

## Student Mixer

This is an opportunity for your company to show support for 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

## JSM Press Room

Inaugural year for this sponsorship! Sponsor the entire JSM onsite media operation for a day, or simply a continental breakfast for press attending JSM. We will arrange a sponsorship package that best suits your company. Raise your profile with the press and our attendees when they see your company logo in the press room and on the JSM press room web site. Also, take advantage of the opportunity to distribute your corporate or organizational gifts to press attendees. Sponsorship opportunities start at as little as \$200. Interested? Email [partners@amstat.org](mailto:partners@amstat.org) for more information.



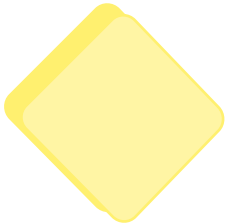
# PARTNERS BENEFITS

## PINNACLE **PARTNERS (\$20,000)**



Receive top billing with other Pinnacle Partners in all JSM Partner recognition signage.  
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, the Plenary and Awards Sessions booklet, and the JSM Program Book.  
Your company will have a hot link on the JSM web page until September 2007.  
\$3,000 investment credit toward Pinnacle Partner status for JSM 2008 in Denver, Colorado

## DIAMOND **PARTNERS (\$15,000)**



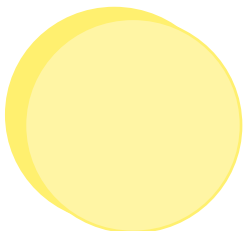
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Small banner will identify Partners' booths to increase visibility to attendees.  
Special JSM Partner signage will be designed to feature all Partner companies.  
Special Partner seal to highlight your company's listing on the JSM web page, the Plenary and Awards Sessions booklet, and the JSM Program Book.  
Your company will have a hot link on the JSM web page until September 2007.  
\$2,000 investment credit toward Diamond Partner status for JSM 2008 in Denver, Colorado

## 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, the Plenary and Awards Sessions booklet, and the JSM Program Book.

## 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, the Plenary and Awards Sessions booklet, and the JSM Program Book.

**For more information:**

[www.amstat.org/meetings/jsm/2007](http://www.amstat.org/meetings/jsm/2007)



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# Partners Program **Order Form**

Enhance your company's visibility at this year's Joint Statistical Meetings.  
 Select from the options listed below to expand your marketing portfolio at JSM 2007.

	<b>Quantity</b>	<b>Cost</b>	<b>Total</b>
ASA CE Program		\$ 3,000/day	
Conference Tote Bag Inserts		\$ 1,400	
Conference Tote Bag Panel		<del>\$16,000/panel</del>	<b>SOLD</b>
Cyber Center		\$ 9,500	
JSM Highlights Newsletter	Monday Tuesday Wednesday <small>(circle one)</small>	\$ 1,500/day	
Long-Time Member Reception			contact <a href="mailto:partners@amstat.org">partners@amstat.org</a>
Neck Cords		<del>\$10,000</del>	<b>SOLD</b>
Opening Mixer Plastic Tumblers		\$ 2,000	
City Map and Restaurant Guide		\$ 2,500	
Student Mixer		\$ 3,000	
JSM Press Room			contact <a href="mailto:partners@amstat.org">partners@amstat.org</a>
<b>TOTAL \$</b>			_____

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_

Country \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

## PAYMENT METHOD

- Check enclosed  
 (Make checks payable to the ASA)
- 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 • 732 North Washington Street • Alexandria, VA 22314-1943  
 Fax: (703) 684-8069 Phone: (703) 684-1221, x1857

For more information, visit [www.amstat.org/meetings/JSM/2007](http://www.amstat.org/meetings/JSM/2007). Click the Partners tab for details.

Partner orders received by May 1, 2007, will be included in the program book and *Amstat News*. We will continue to take additional orders through June 15, 2007.

**Maximize Your Visibility**  
**Become a Partner**

**JSM**

