

# JSM

# Opportunities Guide and Prospectus

The 2012 Joint Statistical Meetings San Diego, California • July 28–August 2, 2012

Advertise

Exhibit

Recruit

Sponsor



Every financial contribution you make counts toward your JSM sponsorship status. When you reach **Platinum, Gold,** or **Silver** status, you will receive additional recognition through our publications and onsite signage.

Online registration opens May 1, 2012.  
See [www.amstat.org/meetings/jsm/2012](http://www.amstat.org/meetings/jsm/2012).

## JSM Overview

On behalf of the sponsoring societies, the American Statistical Association invites you to San Diego for the 2012 Joint Statistical Meetings. Please join us as a Sponsor, Exhibitor, Employer, or Advertiser during this—the largest—annual gathering of statisticians in North America.

JSM brings together more than 5,000 statisticians, including members of the:

American Statistical Association

International Biometric Society (ENAR and WNAR)

Institute of Mathematical Statistics

Statistical Society of Canada

International Indian Statistical Association

International Chinese Statistical Association

When we welcome more than 5,000 attendees from across the globe to San Diego, California, will you be there? This is your best opportunity to access statisticians from academia, industry, and the government.

## Key Contacts

### Advertisers & Exhibitors

**Claudine Donovan**

**Advertising and Exhibits Manager**

American Statistical Association

732 North Washington Street

Alexandria, VA 22314

[claudine@amstat.org](mailto:claudine@amstat.org)

### Sponsorship & Career Placement Employers

**Amy Farris**

**Director, Marketing and Membership Development**

American Statistical Association

732 North Washington Street

Alexandria, VA 22314

[amy@amstat.org](mailto:amy@amstat.org)

or

**Alessandra Boniface**

**Marketing Coordinator**

[alessandra@amstat.org](mailto:alessandra@amstat.org)

## As a JSM advertiser, you will ...

Reach the entire  
statistical community

Have your ad viewed  
throughout the meetings

Send your ad back  
to participants, offices,  
and libraries

# Advertise at JSM

**The Program Book** is the most-used resource for all JSM registrants. Included in every conference bag, it contains the dates, times, and locations for sessions, socials, and committee meetings, plus floor plans and exhibitor information.

**The Attendee Mailing List** comes directly from the JSM registration database and is available prior to the meeting. Typically including more than 3,000 opted-in names, it is a great way to let attendees know ahead of time about your products or to extend special invitations to an elite group of buyers and decisionmakers.

**An In-Bag Flyer** allows you to place a one-page advertisement in the conference bag of every attendee.

## Rates and Instructions

To reserve your ad space, return the Application Order Form before April 2, 2012. Sorry, telephone orders are not possible. Artwork is due May 1, 2012.

All covers must use process color. Artwork should be a minimum of 300 dpi and at least 150 lpi. We accept artwork in TIFF, EPS, and PDF formats. All fonts must be embedded, and line art should be at least 1,200 dpi. All artwork must be accompanied by a hard copy of the advertisement.

### Program Book

Cover (4-color)  
\$2,250

Full-page (B&W)  
\$1,350 (7" x 10")

Half-page (B&W)  
\$875 (7" x 4 7/8")

Tab  
\$1,600 (4-color)

*Agency discounts will be honored.*

### Attendance at Recent JSMs

2011	Miami, Florida	5,300
2010	Vancouver, British Columbia	5,800
2009	Washington, DC	6,800
2008	Denver, Colorado	5,600
2007	Salt Lake City, Utah	5,200
2006	Seattle, Washington	6,000

# Exhibit at JSM



JSM exhibitors provide attendees the opportunity to observe and learn about state-of-the-art products and services related to the statistics industry. Join us to reach a powerful audience of qualified buyers.

As a courtesy to conference registrants and other exhibitors, exhibit booths must be staffed by at least one person at all times during exhibition hours.

## Each exhibit booth includes:

A 10'x 10' booth with an 8' back wall and 3' side walls

ID sign

Three exhibitor badges

Exhibitor synopsis listed in the JSM Program Book

Daily cleaning of aisles and common areas  
*(does not include cleaning and trash removal inside individual booths)*



## Exhibit at JSM to ...

- Generate leads
- Meet buyers face-to-face
- Showcase your products and services
- Stay ahead of the competition
- Keep up with industry trends
- Reinforce long-term business relationships

## Cancellation Policy

Cancellations will be refunded prior to May 11, 2012, less 50% per booth. No refunds will be given after May 11, 2012. Cancellations must be submitted in writing to Exhibits Manager, Joint Statistical Meetings, 732 North Washington Street, Alexandria, VA 22314 or to [claudine@amstat.org](mailto:claudine@amstat.org).

## Hotel Reservations

Information about JSM hotel reservations will be available at [www.amstat.org/meetings/jsm/2012](http://www.amstat.org/meetings/jsm/2012) in May.

## Exhibitor Badges

Three exhibitor badges are provided per booth. Additional badges are available for \$50 each.

## Book Display

If you would like to participate in the publisher's book display, contact ASA Exhibits Manager Claudine Donovan at [claudine@amstat.org](mailto:claudine@amstat.org).

## Fees

1st End Booth	\$1,960
2nd End Booth	\$1,855
Additional End Booths	\$1,755
1st in Line Booth	\$1,905
2nd in Line Booth	\$1,800
Additional in Line Booths	\$1,700

A deposit of **\$1,000** per booth will reserve your space. The balance must be paid by **March 16, 2012**.

## JSM Exhibitor Schedule

Exhibitor Move-In  
Saturday, July 28, 12 p.m. – 5 p.m.  
Sunday, July 29, 8 a.m. – 12 p.m.

Show Management Walk-Through  
Sunday, July 29, 12 p.m. – 12:30 p.m.

Exhibitor Tear-Down  
Wednesday, August 1, 2:31 p.m. – 8 p.m.

## Show Hours

Sunday, July 29—1 p.m. – 6 p.m.  
Monday, July 30, and Tuesday, July 31—  
9 a.m. – 5:30 p.m.  
Wednesday, August 1—9 a.m. – 2:30 p.m.

## Key Contacts

### Exhibit Management

#### **Claudine Donovan** **Exhibits Manager**

Joint Statistical Meetings  
732 North Washington Street  
Alexandria, VA 22314  
Phone: (703) 302-1847  
Fax: (703) 684-2036  
[claudine@amstat.org](mailto:claudine@amstat.org)

### Official Decorator

#### **Hargrove, Inc.**

One Hargrove Drive  
Lanham, MD 20706  
Phone: (888) 790-9792, toll-free  
Phone: (301) 306-4627  
Fax: (301) 731-5438  
[customerservice@hargroveinc.com](mailto:customerservice@hargroveinc.com)  
[www.hargroveinc.com](http://www.hargroveinc.com)

### Past JSM Exhibitors

Join the many organizations using the Joint Statistical Meetings to reach a targeted statistics audience.

Advise Analytics Inc.	Institute of Mathematical Statistics	SAS Institute R & D
American Assoc for the Advancement of Science AAAS	IRS-Statistics of Information	SAS Institute/Global Academic Program
Aptiv Solutions/ADDPLAN	JMP, a Division of SAS Institute	SIAM
ASA-SIAM	JSM 2012 - San Diego	Smith Hanley
Berkeley Electronic Press	Kforce Clinical Research	Springer
Biostat Inc.	Lawrence Livermore National Lab	StataCorp LP
BioStat Solutions, Inc.F	MacKichan Software	STAT-HAWKERS
Brooks/Cole	MedFocus LLC	Statistical Society of Canada
Cengage Learning	Minitab Inc.	Statistical Solutions
Bureau of Economic Analysis (BEA)	National Center for Health Statistics	statistics.com
Bureau of Labor Statistics	National Death Index	StatPoint Technologies, Inc.
Cambridge University Press	National Science Foundation	StatSoft, Inc.
Centers for Disease Control and Prevention	National Security Agency	SYSTAT Software, Inc.
CRC Press-Taylor & Francis Group LLC	NCHS Research Data Center	Tech Observer
Cytel Inc.	NCSS	Tessella
Deltakedu, Inc.	NIH/NCI	Texas A&M University
Discover Financial Services'	On Assignment Clinical Research	TIBCO Software Inc.
EDETEK Inc.	Oxford University Press	Timberlake Consultants
Elsevier	Pearson	Tutor.com
Fred Hutchinson Cancer Research Center	Penn State University - World Campus	U.S. Census Bureau
Frontline Systems, Inc.	Publishers' Book Display	U.S. DOT/RITA/Bureau of Transportation Statistics
Green Key Resources	Revolution Analytics	USDA National Agricultural Statistics Service
Hawkes Learning Systems	Rstudio, Inc.	USED/Institute of Education Sciences
Institute for Advanced Analytics	RTI International	W.H. Freeman & Company
	SAGE	WebAssign
	Salford Systems	Wiley
	SAS Education	Wolfram



# San Diego

# JSM Technology Theater

Take exhibiting to the next level. As an exhibitor, you can participate in the JSM Technology Theater and showcase your products in a dedicated environment to a dedicated audience. Reach customers who are genuinely interested in your computing packages as you enjoy face-to-face time with them.

## Details of the Technology Theater

### Location

The Technology Theater, with theater-style seating for up to 50 attendees, will be set up with access to the exhibit hall.

### Hours

Monday  
10 a.m. – 5 p.m.

Tuesday  
10 a.m. – 5 p.m.

Wednesday  
10 a.m. – 2 p.m.

### Time Slots

Time slots in the Technology Theater can be purchased in 45-minute increments, for a full day, or for all three days.

### Cost

45-minute time slot: \$520

Full-day: \$3,000

Three-day: \$7,000

## What the ASA Provides

- Workshop room and schedule
- Signage in the exhibit hall
- Screen and LCD projector
- Theater-style set-up for 50 attendees
- Listing of the presentation in the JSM Program Book\* and on the JSM website

\*Reservations must be received by May 1, 2012, to be included in the JSM Program Book.

## What You Provide

- Additional A/V arrangements (e.g., laptop) and associated costs
- Promotion of the presentation
- Adherence to the Technology Theater schedule and clearing the room after the presentation

Contact [rick@amstat.org](mailto:rick@amstat.org) for more information.

## Affiliate Meetings and Receptions

Requests for meeting and reception space are accepted from January 1 to April 1, 2012. Please contact [meetings@amstat.org](mailto:meetings@amstat.org) for more information.





# Recruit at JSM

Join us this year in the JSM Career Placement Service, a full-service recruiting facility for employers and job seekers. Attracting more than 300 qualified applicants, the Career Placement Service is the most efficient way to screen candidates. Even if you are simply looking to forge relationships with up-and-coming statisticians, the Career Placement Service is the place for you.





The Career Placement Service is fully online and useable from both within the service and anywhere you have Internet access.

## Employer Options

### Executive Suite Registration

A private, fully furnished booth for your exclusive use. Your Executive Suite will give you the freedom to schedule interviews with potential employees whenever you like, without the need to reserve space on an hourly basis.

Listing of up to 10 distinct job postings in the online postings, available to all registered applicants.

Unlimited onsite access to the placement service for your representatives and interviewers.

Beginning June 1 and continuing through September 30, access to qualified candidates based on specific criteria. You may print résumés and pursue contacts before JSM starts.

An onsite computer and printer in your suite. Eliminate waiting in line at the message center. Research new applicants through the searchable database as they register.

Special recognition online and onsite. Executive Suites are designated in the online listing of employers and noticed by candidates. Also, all Executive Suite employers earn credit toward the JSM sponsorship program.

### General Employer Registration

Listing of up to five distinct job postings in the online postings, available to all registered applicants.

Online access to a searchable database of applicants. This online, interactive database includes all applicant data in real time. The database also includes an online search capability that allows employers to enter criteria that narrow the applicant pool to their opening. Available June 1 through September 30.

Onsite access, including access to printed books of applicant data and résumés for up to three representatives.

Daily onsite access to interview space, which may be reserved for up to four hours per day.

## Placement Fees

	ASA Corporate Member	Non- Member
Executive Suite Registration	\$2,750	\$3,000
Employer Registration	\$1,100–1,350*	\$1,250–1,500*

\*Placement fees include registration for Career Placement only; they do not include general meeting registration. The fees vary depending on your date of registration. The ASA Corporate Member rate is extended to organizational members only; individual membership does not qualify for this discount.

### Career Placement Service Hours

**Saturday, July 28**

**9 a.m. – 5 p.m.**

Pre-registered attendee badge pick-up and onsite registration

**Sunday, July 29**

**1 p.m. – 6 p.m.**

Full placement service open

**Monday, July 30**

**8 a.m. – 5:30 p.m.**

**Tuesday, July 31**

**8 a.m. – 5:30 p.m.**

**Wednesday, August 1**

**8 a.m. – 2:30 p.m.**

# Be a JSM Sponsor

Do you want to set your company apart as a strong advocate for the statistics profession? The JSM sponsorship program has been specifically designed to help you support professional statisticians while enhancing your corporate image.

## Platinum

\$25,000 combined investment

Listing in the July and August issues of *Amstat News*, reaching more than 18,000 members of the American Statistical Association

Exhibit booth signage indicating your sponsor status

Onsite JSM signage featuring all sponsoring companies

Acknowledgement on the JSM website, including a link to your company website

A \$2,000 investment credit toward Platinum status for the subsequent JSM

Preferential booth space in the exhibit hall\*

## Gold

\$10,000 combined investment

Listing in the July and August issues of *Amstat News*, reaching more than 18,000 members of the American Statistical Association

Exhibit booth signage indicating your status

Onsite JSM signage featuring all sponsoring companies

Acknowledgement on the JSM website

Preferential booth space in the exhibit hall\*

## Silver

\$5,000 combined investment

Listing in the July and August issues of *Amstat News*, reaching more than 18,000 members of the American Statistical Association

Exhibit booth signage indicating your status

Onsite JSM signage featuring all sponsoring companies

Acknowledgement on the JSM website

\*If committed prior to booth assignments deadline



Become a JSM sponsor and show approximately 5,000 attendees your support for the statistics community!

## Sponsorship Guidelines

Sponsorship items are awarded on a first-come, first-served basis, with the previous year's sponsor given first right of refusal. To sponsor an item, please visit [www.amstat.org/jsmopportunities](http://www.amstat.org/jsmopportunities) for a listing of available sponsorship items. Payment in full is required.

A tentative list of available 2012 JSM sponsorship opportunities is below. All 2011 JSM sponsors are given first right of refusal for 2012, therefore the availability of certain items will not be finalized until October 31.

### Conference Bag

Take advantage of one of the most prominent sponsorship options available by displaying your company's logo on the conference bag given to every registrant. Highly visible and seen by thousands throughout the conference and after.

**Exclusive Sponsorship:**  
\$30,000

**Cosponsorship:** \$16,000

**Limit:** 2

### Conference Program USB Drive

The conference program will be provided to more than 5,000 attendees on a USB drive customized with your logo. Your company's logo will be placed prominently on this highly visible and often-used resource.

**Exclusive Sponsorship:**  
PRICING PROVIDED  
UPON REQUEST

### Cyber Center

With your contribution, attendees will be able to access the Internet at the onsite Cyber Center. Sponsors will be recognized on the screen of every computer in the center and with onsite signage. Exclusive sponsorship also includes mouse pads with your corporate logo at every station.

**Exclusive Sponsorship:**  
\$10,000

**Cosponsorship:** \$5,000

**Limit:** 3

### Attendee Wifi

Sponsor WiFi for all attendees. With your help, JSM attendees will be able to access the Internet with the help of your company's logo and can be redirected to your organization's homepage.

**Exclusive Sponsorship:**  
\$10,000

### Opening Mixer

Sponsor the JSM Opening Mixer! Make an early impression on attendees who come together for the event. Sponsors' corporate logos will be placed on cups or cocktail napkins used by every attendee at this event.

**Exclusive Sponsorship:**  
\$10,000

### Longtime Member Reception

Sponsor the annual reception to honor ASA members who have shown dedication to the association for 35 years or more. We expect more than 150 of our most faithful and distinguished members to attend this event. 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.

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

**Cosponsorship:** \$2,500

**Limit:** 2

### Student Mixer

This is an opportunity for your company to show its support for statistics scholars. The Student Mixer provides an opportunity for students to spend their afternoon-filled time. Typically attended by more than 300 students.

**Exclusive Sponsorship:**  
\$7,500

### Attendee Coffee Breaks

Give attendees a perk with a fresh cup of coffee. Sponsors' corporate logos will be placed on coffee cups.

**Exclusive Sponsorship:**  
\$15,000

**Monday Morning Coffee Break:** \$7,500

**Poster Session Coffee Break:** \$7,500

**Limit:** 2

For more information or to sponsor one of these opportunities, email [sponsor@amstat.org](mailto:sponsor@amstat.org) or return the Sponsors Order Form.

## Packages

Become a JSM sponsor simply by picking one of the packages below, specifically designed to combine your desire to support professional statisticians while enhancing your corporate image. If you wish to select a package option, please act fast, as many options will be spoken for quickly.

### Platinum

Exclusive Sponsor of the Cyber Center (\$10,000)

Exclusive Sponsor of the Dance Party and Lounge (\$10,000)

Executive Suite in the JSM Career Placement Service (\$3,000)

Conference Bag Insert (\$2,000)

### Gold

Exclusive Sponsor of the Continuing Education Program (\$7,500)

Restaurant and City Map (\$3,000)

Or

Exclusive Sponsor of the Student Mixer (\$10,000)

### Silver

Cosponsor of the Dance Party and Lounge (\$5,000)

Or

Executive Suite in the JSM Career Placement Service (\$3,000)

Conference Bag Insert (\$2,000)

## Dance Party and Lounge

Sponsor this high-profile and well-attended after party for the JSM Presidential Address and Awards Ceremony. Held each year on Tuesday night, more than 500 conference attendees come to dance and mingle. There are snacks, a cash bar, and a live DJ.

**Exclusive Sponsorship:**  
\$10,000

**Cosponsorship:** \$5,000  
**Limit:** 2

## ASA Continuing Education Program

The ASA CE Program offers 30 courses over four days, attracting more than 1,000 statisticians. Choose to sponsor the entire duration or a single day of sessions. Sponsors are acknowledged with CE announcements, signage at JSM, and ad space in the course binder distributed to participants.

**Exclusive Sponsorship:**  
\$10,000

**Saturday:** 3,000

**Sunday:** \$3,000

**Monday:** \$3,000

**Tuesday:** \$3,000

**Limit:** 4

## Tech Session Room Slide

Display your ad in the slide-show that is played in all session rooms.

**Cosponsorship:** \$2,000/day  
**Limit:** 5/day

## Name Badge Lanyards

Your company's logo will be prominently displayed on the lanyards of all attendees to help them find name badges and tickets.

**Exclusive Sponsorship:**  
\$10,000

## Attendee Popcorn Break

Provide a fresh bag of warm popcorn to hungry attendees as they browse the exhibit hall floor.

**Exclusive Sponsorship:**  
\$9,000

**Monday:** \$3,000

**Tuesday:** \$3,000

**Wednesday:** \$3,000

**Limit:** 3

## Conference Pen

Have a pen with your logo on it in every attendee bag. Distributed to more than 5,000 participants onsite at JSM.

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

## Restaurant and City Map

Attendees will want to explore many of our host city's attractions and restaurants during their stay. Your company's logo on the Restaurant and City Map that will be placed in the conference bag of every attendee and be seen as well.

**Cosponsorship:** \$3,000

**Limit:** 3 (2 remain)

## Conference Bag Inserts

Take advantage of this highly visible marketing option. Provide us with 5,000 of your company's flyers or brochures and we will include them as inserts in the conference bag for each registrant.

**Cosponsorship:** \$2,000

**Limit:** 12 (8 remain)



# JSM 2012 San Diego

## Advertisers & Exhibitors Application Order Form

### Advertising

☐ Program Book Cover\* \$2,250 (4-color)

☐ Program Book Full Page \$1,350 (7" x 10")

☐ Program Book Half Page \$ 875 (7" x 4 7/8")

☐ Program Book Tab \$1,600 (4-color)

\*selected by a drawing on April 2, 2012

All artwork is due by **May 1, 2012**

☐ Online Banner Ad (check box and we will contact you to make arrangements)

### Exhibiting

☐ 1st End Booth \$1,960

☐ 1st in Line Booth \$1,905

☐ 2nd End Booth \$1,855

☐ 2nd in Line Booth \$1,800

☐ Additional End Booths \$1,755

☐ Additional in Line Booths \$1,700

My booth preferences are (refer to the exhibit hall floor plan at [www.amstat.org/meetings/jsm/2012](http://www.amstat.org/meetings/jsm/2012))

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

Your company profile will be listed in the JSM Program Book. Please email a 50-word description by **March 1, 2012**, to [claudine@amstat.org](mailto:claudine@amstat.org).

☐ I am interested in the Technology Theater. Please contact me.

#### Send Confirmation, Exhibitor Service Manual, and Information to:

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

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

### Payment

Total Amount Due: \_\_\_\_\_ Deposit: \_\_\_\_\_ (A deposit of \$1,000 per booth is required.)

☐ Check Enclosed ☐ VISA ☐ MasterCard ☐ American Express

**Balance Due March 16, 2012**

Card Number \_\_\_\_\_ Expiration \_\_\_\_\_

Name on Card \_\_\_\_\_ Security Code \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Return this form to Claudine Donovan, Advertising and Exhibits Manager  
American Statistical Association • 732 North Washington Street • Alexandria, VA 22314-1943  
[claudine@amstat.org](mailto:claudine@amstat.org) • Phone: (703) 302-1847 • Fax: (703) 684-2036

# JSM 2012 San Diego

## Sponsors 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 2012. See the JSM sponsorship web page for up-to-date options, [www.amstat.org/jsmopportunities](http://www.amstat.org/jsmopportunities).

	Exclusive	Cosponsorship	
Conference Pen	\$5,000	N/A	
<del>Conference Bag</del>	<del>\$30,000</del>	<del>\$16,000</del> Limit two sponsors	SPONSORED BY <b>SAS &amp; STATA</b>
Conference Program USB Drive	TBD	N/A	
Cyber Center	\$10,000	\$5,000 Limit three sponsors	
<del>Name Badge Lanyards</del>	<del>\$10,000</del>	<del>N/A</del>	SPONSORED BY <b>Minitab</b>
ASA Continuing Education (CE) Program	\$10,000	\$3,000 Limit four sponsors	
<del>Student Mixer</del>	<del>\$7,500</del>	<del>N/A</del>	SPONSORED BY <b>Pfizer, Inc.</b>
<del>WiFi</del>	<del>\$10,000</del>	<del>N/A</del>	SPONSORED BY <b>Revolution Analytics</b>
Longtime Member Reception	\$5,000	\$2,500 Limit two sponsors	
Attendee Coffee Break	\$15,000	\$7,500 Limit two sponsors	
Dance Party and Lounge	\$10,000	\$5,000 Limit two sponsors	
Attendee Popcorn Break	\$9,000	\$3,000 Limit three sponsors	
<del>Opening Mixer</del>	<del>\$10,000</del>	<del>\$5,000</del> Limit three sponsors	SPONSORED BY <b>Eli Lilly &amp; Co.</b>
Restaurant and City Map	\$7,500	\$3,000 Limit three sponsors	CO-SPONSORED BY <b>Abbott</b> <b>2 cosponsorships left</b>
Conference Bag Inserts	N/A	\$2,000 Limit 12 sponsors	<b>8 cosponsorships left</b>
Tech Session Room Slide	N/A	\$2,000/day Limit 5 sponsors per day	

Contact \_\_\_\_\_ Organization \_\_\_\_\_

Address \_\_\_\_\_

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

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

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

☐ I would like information about renting the attendee mailing list.

### Payment

Total Amount Due: \_\_\_\_\_ ☐ Check Enclosed ☐ VISA ☐ MasterCard ☐ American Express

Card Number \_\_\_\_\_ Expiration \_\_\_\_\_

Name on Card \_\_\_\_\_ Security Code \_\_\_\_\_

Authorized Signature \_\_\_\_\_

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

# ANNOUNCING AN **Exciting New Opportunity**

Our longtime JSM supporters can join us at the inaugural **Conference on Statistical Practice**, February 16-18, 2012, in Orlando, Florida. The conference will be a great place to meet a targeted group of applied statisticians in a comfortable, intimate environment.

## EXHIBIT

- A six-foot draped table
- Two chairs
- Exhibitor listing on the conference website
- Three exhibitor badges

### 2012 Exhibitor Fees

One six-foot table	\$1,000
Additional six-foot tables	\$250 each
One-page flyer in the attendee packet	\$750

## SPONSOR

### *Principal Sponsor - \$7,500 combined investment*

Listing in the February issue of the ASA's membership magazine, *Amstat News*, reaching more than 18,000 members

Exhibit signage indicating your sponsor status

Onsite signage featuring all sponsoring companies

Acknowledgement on the conference website, including a link to your company website

### *Supporting Sponsor - \$2,500 combined investment*

## RECRUIT

*General Virtual Employer Registration: \$500/ASA Corporate Member, \$750/Nonmember*

*Employer Registration with a Hospitality Suite: \$1,000/ASA Corporate Member, \$1,500/Nonmember*

Visit [www.amstat.org/csp](http://www.amstat.org/csp) or contact  
Amy Farris at [amy@amstat.org](mailto:amy@amstat.org) or (703) 684-1221  
for detailed information about any of these opportunities.

American Statistical Association Conference on  
**STATISTICAL PRACTICE**





## American Statistical Association

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Virginia  
Permit No. 361



## JSM 2012 SPONSORS

### Platinum



## Important Deadlines

**February 24, 2012**

For name/logo to appear  
in the Registration Book

**April 13, 2012**

For name/logo to appear  
in the Program Book

**June 1, 2012**

For name/logo to appear on  
special onsite signage

### Gold



### Silver



Become a JSM Sponsor and show more than 5,000 attendees and exhibitors your support for the statistical community! For more information, email [sponsor@amstat.org](mailto:sponsor@amstat.org).