On behalf of the sponsoring societies, the American Statistical Association invites you to the 2015 Joint Statistical Meetings. Please join us as a **Sponsor**, **Exhibitor**, **Employer**, or **Advertiser** during this—the largest—annual gathering of statisticians in North America.

*American Statistical Association  
*Institute of Mathematical Statistics  
*International Biometric Society (ENAR and WNAR)  
International Chinese Statistical Association  
International Indian Statistical Association  
International Society for Bayesian Analysis  
Korean International Statistical Association  
*Statistical Society of Canada  
Royal Statistical Society

(*indicates the founding societies of JSM)

See [www.amstat.org/meetings/jsm/2015](http://www.amstat.org/meetings/jsm/2015) for more!

### ATTESTANCE AT RECENT JSMS

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Boston, Massachusetts</td>
<td>6,800</td>
</tr>
<tr>
<td>2013</td>
<td>Montréal, Québec, Canada</td>
<td>6,000</td>
</tr>
<tr>
<td>2012</td>
<td>San Diego, California</td>
<td>6,200</td>
</tr>
<tr>
<td>2011</td>
<td>Miami, Florida</td>
<td>5,300</td>
</tr>
<tr>
<td>2010</td>
<td>Vancouver, British Columbia</td>
<td>5,800</td>
</tr>
<tr>
<td>2009</td>
<td>Washington, DC</td>
<td>6,800</td>
</tr>
<tr>
<td>2008</td>
<td>Denver, Colorado</td>
<td>5,600</td>
</tr>
<tr>
<td>2007</td>
<td>Salt Lake City, Utah</td>
<td>5,200</td>
</tr>
<tr>
<td>2006</td>
<td>Seattle, Washington</td>
<td>6,000</td>
</tr>
</tbody>
</table>
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, you can let attendees know ahead of time about your products or extend special invitations.

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

Rates and Instructions

To reserve your ad space, return the Application Order Form before April 3, 2015. Telephone orders are not possible. Artwork is due May 1, 2015.

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 AD

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover (4-color)</td>
<td>$2,250</td>
</tr>
<tr>
<td>Full-page (B&amp;W)</td>
<td>$1,350 (7” x 10”)</td>
</tr>
<tr>
<td>Half-page (B&amp;W)</td>
<td>$875 (7” x 4 7/8”)</td>
</tr>
<tr>
<td>Tab (4-color)</td>
<td>$1,600</td>
</tr>
</tbody>
</table>

Agency discounts will be honored.
**Exhibit Booths**

Each exhibit booth includes:

- A 10'x 10' booth with an 8’ back wall and 3’ sidewalls
- ID sign
- Three exhibitor badges
- Exhibitor synopsis listed in the JSM Program Book
- Daily cleaning of aisles and common areas

**Exhibitor Badges**

Three exhibitor badges are provided per booth. Badges allow EXPO access only and do not admit you to sessions or social events. Additional badges are available for $50 each.

---

**Fees**

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st End Booth</td>
<td>$1,960</td>
</tr>
<tr>
<td>2nd End Booth</td>
<td>$1,855</td>
</tr>
<tr>
<td>Additional End Booths</td>
<td>$1,755</td>
</tr>
<tr>
<td>1st in Line Booth</td>
<td>$1,905</td>
</tr>
<tr>
<td>2nd in Line Booth</td>
<td>$1,800</td>
</tr>
<tr>
<td>Additional in Line Booths</td>
<td>$1,700</td>
</tr>
</tbody>
</table>

A deposit of $1,000 per booth will reserve your space. The balance must be paid by March 13, 2015.
2014 JSM EXHIBITORS INCLUDED

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

AAAS Science & Technology Policy Fellowships
ASA-SIAM
Advanced Clinical
Alcoa Technical Center
American Institutes for Research
American Mathematical Society
Annual Reviews
Aptech Systems
Aptiv Solutions
Barrington James LTD
Berry Consultants
Booz Allen Hamilton
Bureau of Economic Analysis
Bureau of Labor Statistics
CAMO Software Inc.
CDC
CRC Press-Taylor & Francis Group
Cambridge University Press
Cengage Learning
Cloud ERA Limited
Cytel Inc.
DataRobot
De Gruyter
Deloitte Consulting LLP
Drexel University
Elsevier
Experis Business Intelligence & Analytics
U.S. Food and Drug Administration
Fred Hutchinson Cancer Research Center
Frontline Systems Inc.
GCE Solutions, Inc.
Gilead Sciences
Hawkes Learning Systems
IBGE-Brazilian Institute for Geography & Statistics
IBM
Infinite Trading Inc.
Institute of Mathematical Statistics
inVentiv Health Clinical
JMP software from SAS
Johnson & Johnson
Liberty Mutual Insurance
MathWorks
Microsoft
Minitab
NCSS
National Science Foundation
National Security Agency
North Carolina State University
Numeric
Office of Justice Programs
OpenStax College
Oxford University Press
PROMETRIKA, LLC
Pearson
Penn State World Campus
Personify
Plotly, Inc.
Pratt & Whitney
ProQuest
Prosoft Clinical
QI Macros for Excel
Quintiles
RStudio Inc.
Revolution Analytics
SAGE
SAS Institute
SIAM
STAT-HAWKERS
Salford Systems
Skytree, Inc.
Springer
Stat-Ease, Inc.
StataCorp LP
Statgraphics Centurion
Statistical Society of Canada
Statistics.com
The Lotus Group
U.S. Census Bureau
USDA/NASS
University of Michigan Program in Survey Methodology
University of Washington Department of Biostatistics
Valesta Clinical Research Solutions
W.H. Freeman & Company
WebAssign
Westat
Wiley
Wolfram Research, Inc.
XLSTAT

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

NEW

THIS YEAR!

The EXPO will host the JSM Opening Mixer on Sunday evening from 8:30 to 10:30. This event, attended by thousands of attendees, is an additional opportunity to mix and mingle with attendees eager to learn about your products and services! The invited poster session also will be held in the EXPO.
Recurr at JSM

Each year, hundreds of qualified applicants look to the JSM Career Placement Service to begin or further their career in statistics. The JSM Career Placement Service offers a full-service recruiting facility, including online registration, private interview booths, and an onsite computerized message center.

RECRUITING HOURS
Saturday, August 8
9:00 a.m. – 5:00 p.m.
Pre-registered attendee badge pick-up and onsite registration only

Sunday, August 9
1:00 p.m. – 6:00 p.m.

Monday, August 10
8:00 a.m. – 5:30 p.m.

Tuesday, August 11
8:00 a.m. – 5:30 p.m.

Wednesday, August 12
8:00 a.m. – 2:30 p.m.

Options

General Employer Registration
• Five distinct job postings in the online postings
• Onsite access to the JSM Career Placement Service
• Onsite access to interview space daily
• Online access to a searchable database of applicants from June 1 until September 30
• Online Placement Service Message Center Access

Executive Suite Registration
• Everything included with General Employer Registration
• A private, fully furnished (including a computer and printer) booth for your exclusive use throughout the meeting
• Up to 10 distinct job postings in the online postings
• Special recognition online and onsite, as well as credit toward the JSM sponsorship program

Private Interview Booths (only available as an add-on)
Don’t need an Executive Suite, but would like dedicated interview space? Add a private interview booth.

Employer Fees

<table>
<thead>
<tr>
<th></th>
<th>Early April 30 – June 30</th>
<th>Late July 1 – August 13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Suite Registration</td>
<td>ASA Corporate Member</td>
<td>$2,900</td>
</tr>
<tr>
<td></td>
<td>Nonmember</td>
<td>$3,200</td>
</tr>
<tr>
<td>Employer Registration + Online Access</td>
<td>ASA Corporate Member</td>
<td>$1,250</td>
</tr>
<tr>
<td></td>
<td>Nonmember</td>
<td>$1,500</td>
</tr>
<tr>
<td>Private Interview Booth</td>
<td>ASA Corporate Member</td>
<td>$1,100</td>
</tr>
<tr>
<td></td>
<td>Nonmember</td>
<td>$1,350</td>
</tr>
<tr>
<td>Post JSM Online Applicant Access Only</td>
<td>ASA Corporate Member</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td>Nonmember</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

*Placement fees include registration for the Career Placement Service only; they do not include general meeting registration. The ASA Corporate Member rate is extended to organizational members only; individual membership does not qualify for this discount.
JSM 2015 Seattle
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, 2015

All artwork is due by May 1, 2015
☐ 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 to be posted at www.amstat.org/meetings/jsm/2015)
1st__________ 2nd__________ 3rd__________ 4th_________

Your company profile will be listed in the JSM Program Book. Please email a 50-word description by March 3, 2015, to claudine@amstat.org.

Send confirmation 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 ☐ American Express ☐ Discover ☐ MasterCard ☐ VISA

Balance Due March 14, 2015

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 • Phone: (703) 302-1847 • Fax: (703) 684-2036
Be a JSM Sponsor

Become a JSM sponsor and show more than 6,000 attendees and exhibitors your support for the statistical community! Set your company apart as a strong advocate for the statistics profession.

Design your own tailored package with your exhibit, advertising, placement service, and sponsorships or choose one of our packages designed to optimize your visibility.

### Conference Bag
Take advantage of one of the most prominent sponsorship opportunities at JSM. Your company’s logo will be on the conference bag given to every registrant. Highly visible and seen by thousands throughout the conference.

- **Co-Sponsorship:** $16,000
  - (Co-Sponsor Limit: 2, Left: 0)

### Cyber Center
More than 6,000 attendees will be able to access the Internet at our onsite cyber center. Sponsors will be recognized with onsite signage and on the screen of every computer in the cyber center.

- **Exclusive Sponsorship:** $10,000
- **Co-Sponsorship:** $5,000
  - (Co-Sponsor Limit: 3, Left: 3)

### JSM Map
Attendees will want to explore many of our host city’s attractions during JSM. Place your company’s logo on the official JSM map.

- **Co-Sponsorship:** $3,000
  - (Co-Sponsor Limit: 2, Left: 1)

### EXPO Popcorn Break
Provide a fresh hot bag of popcorn to hungry attendees as they browse the exhibit hall.

- **Exclusive Sponsorship:** $9,000
  - Monday: $3,000
  - Tuesday: $3,000
  - Wednesday: $3,000
  - (Co-Sponsor Limit: 3, Left: 0)

### JSM App & Mobile Program
Sponsor the JSM App & Mobile Program. The 2014 mobile program had more than 250,000 views. Your sponsorship of these items will include your branding and a link to your website or survey.

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

### JSM Badge Lanyards
Your company’s logo will be prominently displayed on this lanyard used by attendees to hold their name badges and tickets.

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

For more information or to sponsor one of these opportunities, email sponsor@amstat.org or return the Sponsors Order Form.
ASA Professional Development Program

The ASA’s Professional Development Program includes more than 30 CE short courses, Computer Technology Workshops, and Personal Skills Development offerings. Sponsors are acknowledged with signage at JSM and ad space in the course binder distributed to participants.

- **Saturday:** $2,500 (Sponsored)
- **Sunday:** $2,500
- **Monday:** $2,500
- **Tuesday:** $2,500
  (Co-Sponsor Limit: 4, Left: 3)

Conference Pen

Have a pen with your logo on it in every attendee bag. Distributed to more than 6,000 participants onsite at JSM.

Exclusive Sponsorship: $6,000

Student Mixer

Support statistics scholars by allowing students to join their contemporaries. Typically attended by more than 500 students.

- **Exclusive Sponsorship:** $7,500
- **Co-Sponsorship:** $4,000
  (Co-Sponsor Limit: 2, Left: 2)

Dance Party and Lounge

Sponsor this high-profile and well-attended after party for the JSM Presidential Address! Held each year on Tuesday night, more than 700 conference attendees come to dance, snack, and lounge.

- **Exclusive Sponsorship:** $10,000
- **Co-Sponsorship:** $5,000
  (Co-Sponsor Limit: 2, Left: 2)

Longtime Member Reception

Sponsor the annual reception to honor ASA members who have shown dedication to the association for 35 or more years.

- **Co-Sponsorship:** $3,500
  (Co-Sponsor Limit: 2, Left: 1)

ASA Awards

Celebration and Editor Appreciation

The ASA will host an awards and editor appreciation celebration on Sunday evening, prior to the JSM Opening Mixer.

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

**SAMPLE PACKAGES**

**Platinum**

- Exclusive Sponsor of the Dance Party and Lounge ($10,000)
- Exclusive Sponsor of the Professional Development Program ($10,000)
- Executive Suite in the JSM Career Placement Service ($3,200)
- Conference Bag Insert ($2,000)

**Gold**

- Exclusive Sponsor of the Professional Development Program ($10,000)

**Silver**

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

Opening Mixer

Make an early impression on attendees who come together for the kick-off social event of JSM.

- **Exclusive Sponsorship:** $10,000
- **Co-Sponsorship:** $5,000
  (Co-Sponsor Limit: 2, Left: 2)

EXPO Charging Stations

Sponsor an EXPO charging station and have your logo prominently displayed in the 2015 EXPO.

- **Exclusive Sponsorship:** $8,000
- **Per Station:** $2,000
  (Co-Sponsor Limit: 4, Left: 4)

Digital Advertising

Place your ad or video on screens stationed at major events throughout the convention center.

- **Co-Sponsorship:** $2,000
  (Co-Sponsor Limit: 10, Left: 6)

Conference Bag Inserts

Take advantage of this highly visible marketing option. Provide us with 6,000 flyers or brochures and we will include them as inserts in the conference bag for each registrant.

- **Co-Sponsorship:** $2,000
  (Co-Sponsor Limit: 10, Left: 4)

JSM Speaker Management Kiosks

Have your company logo displayed on kiosks around the convention center. More than 2,500 speakers use this system to have their presentations ready to use in session rooms at JSM.

- **Co-Sponsorship:** $2,000
  (Co-Sponsor Limit: 5, Left: 4)

**New THIS YEAR!**

Attendee Coffee Break

Give attendees a pick-me-up with a fresh cup of coffee. Sponsors’ corporate logos will be placed on coffee cups.

- **Monday Morning:** $7,500 (Sponsored)
- **Tuesday Morning:** $7,500
  (Co-Sponsor Limit: 2, Left: 1)
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 2015. See the JSM sponsorship web page at www.amstat.org/jsmopportunities for up-to-date options.

<table>
<thead>
<tr>
<th>Exclusive</th>
<th>Cosponsorship</th>
<th>SPONSORED BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Pen</td>
<td>$6,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Conference Bag</td>
<td>$30,000</td>
<td>$16,000</td>
</tr>
<tr>
<td>Cyber Center</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>JSM-Badge Lanyards</td>
<td>$10,000</td>
<td>N/A</td>
</tr>
<tr>
<td>ASA Professional Development (PD) Program</td>
<td>$10,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Student Mixer</td>
<td>$7,500</td>
<td>$4,000</td>
</tr>
<tr>
<td>JSM App &amp; Mobile Program</td>
<td>$10,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Longtime Member Reception</td>
<td>N/A</td>
<td>$3,500</td>
</tr>
<tr>
<td>Attendee Coffee Break</td>
<td>N/A</td>
<td>$7,500</td>
</tr>
<tr>
<td>Dance Party and Lounge</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>EXPO-Popcorn Break</td>
<td>$9,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Opening Mixer</td>
<td>N/A</td>
<td>$5,000</td>
</tr>
<tr>
<td>JSM Map</td>
<td>N/A</td>
<td>$3,000</td>
</tr>
<tr>
<td>Conference Bag Inserts</td>
<td>N/A</td>
<td>$2,000</td>
</tr>
<tr>
<td>ASA Awards Celebration and Editor Appreciation</td>
<td>$5,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Digital Advertising</td>
<td>N/A</td>
<td>$2,000</td>
</tr>
<tr>
<td>EXPO Charging Stations</td>
<td>$8,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>JSM Speaker Management Kiosks</td>
<td>N/A</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

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  □ American Express  □ Discover  □ MasterCard  □ VISA

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 • Phone: (703) 684-1221• Fax: (703) 684-3445
Key Contacts

Advertisers & Exhibitors
Claudine Donovan
Advertising and Exhibits Manager
American Statistical Association
732 North Washington Street
Alexandria, VA 22314
claudine@amstat.org

Sponsors & Employers
Amy Farris
Director, Marketing and Membership Development
American Statistical Association
732 North Washington Street
Alexandria, VA 22314
amy@amstat.org

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 for a listing of available sponsorship items. Payment in full is required.

Exhibitor Cancellation Policy
Cancellations will be refunded prior to May 2, 2015, less 50% per booth. No refunds will be given after May 1, 2015. Cancellations must be submitted in writing to Exhibits Manager, Joint Statistical Meetings, 732 North Washington Street, Alexandria, VA 22314 or claudine@amstat.org.

Key Dates
February 20, 2015
For name/logo to appear in the Registration Book

April 10, 2015
For name/logo to appear in the Program Book

June 3, 2015
For name/logo to appear on special onsite signage

Hotel Reservations
Information about JSM hotel reservations will be available at www.amstat.org/meetings/jsm/2015 on April 30, 2015. We encourage you to reserve early, as our housing block fills quickly.
For more information, email sponsor@amstat.org.