

JSM2017

ADVERTISE • EXHIBIT • RECRUIT • SPONSOR



OPPORTUNITIES GUIDE & PROSPECTUS

BALTIMORE

JULY 29–AUGUST 3, 2017

JSM ATTENDANCE CONTINUES TO GROW

2016	Chicago, Illinois	7,200
2015	Seattle, Washington	6,800
2014	Boston, Massachusetts	6,800
2013	Montréal, Québec	6,000
2012	San Diego, California	6,300
2011	Miami Beach, Florida	5,300



OVERVIEW

On behalf of the sponsoring societies, the American Statistical Association invites you to the 2017 Joint Statistical Meetings. Please join us as a **Sponsor**, **Exhibitor**, **Recruiter**, or **Advertiser** during this—the largest—annual gathering of statisticians in North America.

Reach attendees from the world's major statistical societies:

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

*Indicates the founding societies of JSM

SPONSORSHIP STATUS

Every financial commitment you make as an advertiser, exhibitor, recruiter, or sponsor counts toward your JSM sponsorship status. When you reach **Platinum**, **Gold**, or **Silver** status, you will receive additional recognition through our publications, onsite signage, and social media.

SPONSORSHIP BENEFITS	PLATINUM \$25,000 combined investment	GOLD \$10,000 combined investment	SILVER \$5,000 combined investment
Listing in the July and August issues of <i>Amstat News</i> , reaching almost 19,000 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	✓	✓	
A link to your website from the JSM website	✓		
Social media recognition	✓	✓ *	✓ *

* All event-based sponsorships will be recognized in event tweets

IMPORTANT DATES

-  **FEBRUARY 17, 2017**
SPONSORS: Deadline for Logo to Appear in JSM Registration Guide
-  **MARCH 10, 2017**
EXPO: Booth Payment Deadline
-  **MARCH 30, 2017**
ADVERTISING: Ad Space Reservations Deadline
-  **APRIL 10, 2017**
SPONSORS: Deadline for Logo to Appear in JSM Program Book
-  **MAY 1, 2017**
JSM Housing & Registration Open
CAREER SERVICE: Registration Opens
ADVERTISING: Ad Artwork Deadline
-  **JUNE 2, 2017**
SPONSORS: Logo for Special Onsite Signage Deadline
-  **JUNE 30, 2017**
JSM Housing Deadline
-  **JULY 21, 2017**
JSM Online Registration Closes

QUESTIONS:

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

HOUSING

Online registration and hotel reservations open May 1, 2017. If you need hotel accommodations, we encourage you to reserve early, as our housing block fills quickly.

See www.amstat.org/jsm



ADVERTISE

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

An **Online Sidebar Ad** is 250px wide by 100px tall and links to your company's website.

A **Conference Bag Insert** places your one-page advertisement in the conference bag of every attendee.

A **Digital Ad** allows you to get your message out on high-resolution displays throughout the conference. This is a great opportunity to display multimedia messaging. Each advertisement is 15 seconds.

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 JSM presence.

ADVERTISING RATES

PROGRAM BOOK	Cover (4-color): \$2,500 Full-Page (B&W): \$1,500 (7" x 10") Half-Page (B&W): \$950 (7" x 4 7/8") Tab (4-color): \$1,750
ONLINE SIDEBAR AD	250px by 100px: \$750 for 30 days
ATTENDEE MAILING LIST	\$800+
CONFERENCE BAG INSERT	\$2,000
DIGITAL AD	1920px x 1080px: \$2,500 per 15-second ad

To reserve your ad space, return the Advertiser Commitment Form before March 30, 2017. Telephone orders are not possible. Artwork is due May 1, 2017.

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.

EXHIBIT

The **JSM EXPO** is a focal point for learning about, networking with, and celebrating the statistical community. 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 buyers.

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

EACH EXHIBIT BOOTH INCLUDES THE FOLLOWING:

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

EXHIBITING FEES

1st End Booth	\$2,100
2nd End Booth	\$2,000
Additional End Booths	\$1,900
1st In-Line Booth	\$2,050
2nd In-Line Booth	\$1,950
Additional In-Line Booths	\$1,800

A deposit of \$1,000 per booth will reserve your space. The balance must be paid by March 10, 2017.

*Exhibitors must be present at all times when the EXPO is open. Exhibitor badges do not provide entry into sessions.

ADVERTISERS & EXHIBITORS

CLAUDINE DONOVAN

Advertising and Exhibits Manager

American Statistical Association

732 North Washington Street

Alexandria, VA 22314

claudine@amstat.org



OPENING MIXER IN THE EXPO!

On Sunday night, the **Opening Mixer** will once again be hosted in the EXPO! Order refreshments for your booth and plan to meet and greet JSM 2017 attendees. Those who order by the deadline in the exhibitor kit will be included on the EXPO refreshment map. Make sure to bring attendees to your booth by ordering in advance!

JSM EXPOS HAVE WELCOMED EXHIBITORS FROM

INDUSTRY – INCLUDING SOFTWARE AND CONSULTING

Amazon
Berry Consultants
Cytel
Deloitte Consulting
IBM
JMP software from SAS
Liberty Mutual Insurance
Minitab
Provalis Research
Revolution Analytics

Salford Systems
SAS Institute
StatPoint Technologies
StataCorp
Westat
Wolfram Research
XLSTAT

EDUCATION & RESEARCH

Axio Research
California University of Pennsylvania

Fred Hutchinson Cancer Research Center
Penn State World Campus
Michigan Program in Survey Methodology
NC State University Department of Statistics
Institute of Mathematical Statistics
Royal Statistical Society
Statistical Society of Canada

JSM EXPO SCHEDULE

EXHIBITOR MOVE-IN

Saturday, July 29 8:00 a.m. – 5:00 p.m.

Sunday, July 30 8:00 a.m. – 12:00 p.m.

SHOW MANAGEMENT WALK-THROUGH

Sunday, July 30 12:00 p.m. – 12:30 p.m.

EXHIBITOR TEAR-DOWN

Wednesday, August 2 2:31 p.m. – 8:00 p.m.

EXPO HOURS

Sunday, July 30 1:00 p.m. – 6:00 p.m.

OPENING MIXER! 8:30 p.m. – 10:30 p.m.

Monday, July 31 9:00 a.m. – 5:30 p.m.

Tuesday, August 1 9:00 a.m. – 5:30 p.m.

Wednesday, August 2 9:00 a.m. – 2:30 p.m.



GOVERNMENT

Bureau of Economic Analysis
Bureau of Justice Statistics
Bureau of Labor Statistics
Centers for Disease Control and Prevention
U.S. Food & Drug Administration
National Science Foundation
National Security Agency
U.S. Department of Agriculture
U.S. Census Bureau

STATISTICAL SOCIETIES

AAAS
American Mathematical Society
American Statistical Association
SIAM

PUBLISHING

CRC Press/Taylor & Francis Group
Cambridge University Press
Elsevier

Oxford University Press
Pearson
Springer
Wiley

RECRUITING

Green Key Resources
The Lotus Group, LLC
Penfield Search Partners
Personify
Valesta Clinical Research Solutions

RECRUIT

The **JSM Career Service** offers a full-service recruiting facility, including online registration, private interview booths available for reservation, and an online candidate search with profiles and résumés for hundreds of applicants. Use the Career Service to make recruiting efficient and effective.

To maximize the opportunities for in-depth meetings and interviews, the JSM Career Service does not operate like a traditional career fair! Research and contact candidates in advance and arrive prepared to interview your select attendees.

CAREER SERVICE HOURS

SATURDAY, JULY 29 ... 9:00 a.m. – 5:00 p.m.

Executive Suite and Private Booth set-up, badge pick-up, and onsite registration

SUNDAY, JULY 30 1:00 p.m. – 6:00 p.m.

MONDAY, JULY 31 8:00 a.m. – 5:30 p.m.

TUESDAY, AUGUST 1 . 8:00 a.m. – 5:30 p.m.

WEDNESDAY,

AUGUST 2 8:00 a.m. – 2:30 p.m.

FEES

EXECUTIVE SUITE REGISTRATION

ASA Organizational Member	\$3,000
Nonmember	\$3,500

GENERAL EMPLOYER REGISTRATION

ASA Organizational Member	\$1,500
Nonmember	\$1,800

PRIVATE INTERVIEW BOOTH (ADD-ON ONLY)

ASA Organizational Member	\$1,100
Nonmember	\$1,400

ONLINE CANDIDATE ACCESS ONLY

ASA Organizational Member	\$1,000
Nonmember	\$1,500



SPONSORS & EMPLOYERS

AMY FARRIS

Director, Marketing and Membership Development

American Statistical Association

732 North Washington Street Alexandria, VA 22314

amy@amstat.org

*Employer fees include registration for the Career Service only; they do not include general meeting registration. The ASA Organizational Member rate is extended to organizational members only; individual membership does not qualify for this discount.

THREE EMPLOYER REGISTRATION OPTIONS



GENERAL EMPLOYER REGISTRATION

For attending and non-attending organizations interested in posting positions and having access to the online candidate search in advance of the conference.

- Five distinct job postings in the online postings, available to all registered applicants.
- Onsite access to the JSM Career Service for up to three representatives.
- Onsite access to interview space daily, by reservation, for up to four hours per day.
- Online access to a searchable database of applicants from June 1 to September 30.
- Advance, onsite, and post-JSM access to the online Career Service Message Center.



EXECUTIVE SUITE EMPLOYER REGISTRATION

All the benefits of **General Employer Registration**, plus ...

- A private suite for your exclusive use throughout the meeting. Your suite can accommodate your interviewee and up to three interviewers. It also includes a computer and printer for easy, immediate access to the applicant résumés and Message Center onsite.
- Up to 10 distinct job postings in the online postings accessible to registered applicants.
- Onsite access for up to five representatives from your organization.
- Recognition online and onsite, as well as credit toward the JSM sponsorship program.



ONLINE CANDIDATE ACCESS ONLY

For those employers who do not wish to register as non-attending employers and do not wish to post job positions, access is available to our applicant database post-JSM through September 30.



ADD-ON

PRIVATE INTERVIEW BOOTH REGISTRATION

Don't quite need an Executive Suite, but would like dedicated interview space? Already have an Executive Suite, but need additional interview space so you can hold multiple interviews at once? Private interview booths are available. Gain the flexibility to schedule interviews, without the need to reserve space on an hourly basis. Your curtained booth can comfortably accommodate your interviewee and up to two interviewers.

SPONSOR

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

Design a tailored package with your exhibit, advertising, Career Service, and sponsorship selections to optimize your visibility.

SPONSORSHIP OPPORTUNITIES

*indicates a new opportunity for 2017!



Have a great idea for a **SPOTLIGHT BALTIMORE** event? Let us know and we will arrange your sponsorship and take care of all the details for you!

SPOTLIGHT BALTIMORE!

With a variety of scheduled events throughout the week, Spotlight Baltimore will bring traffic and energy to the EXPO. When you sponsor an event in the Spotlight, your organization will be highlighted in this special area of the hall and throughout conference materials.

Taste of Baltimore Kick-Off*

Help us kick off Spotlight Baltimore Sunday afternoon with samples of Baltimore favorites—crab cakes, pit beef, and peppadew peppers stuffed with herbed local goat cheese.

Exclusive Sponsorship: \$7,500
Co-Sponsorship: \$2,500
(Co-Sponsor Limit: 3)

Baltimore's Berger Cookies*

Made from vanilla shortbread and covered in a fudge ganache, Berger cookies were originally brought from Germany to Baltimore by George and Henry Berger in 1835. Mix and mingle with attendees while they get a uniquely Baltimore treat.

Exclusive Sponsorship: \$4,000
Co-Sponsorship: \$2,000
(Co-Sponsor Limit: 2)

JSM Coffee House

Provide attendees with a fresh cup of Zeke's coffee and watch them power up with coffee from a local, small-batch, family-owned roastery!

Exclusive Sponsorship (three days): \$10,000
Co-Sponsorship (per day): \$5,000
(Co-Sponsor Limit: 3)

JSM Energy Fix*

Provide attendees with a healthy alternative to your standard coffee break and let them power up with assorted smoothies, energy bars, and make-your-own trail mix.

Exclusive Sponsorship: \$7,500

Popcorn Breaks

Offer a fresh bag of warm popcorn to hungry attendees and make use of the Spotlight Baltimore space.

Co-Sponsorship (per day): \$3,000

***Co-Sponsored by XLSTAT**

One co-sponsorship available

Maryland

Microbrew Tasting*

Attendees will sample local Maryland brews served in personalized tasting cups with your logo!

Exclusive Sponsorship: \$6,000

Local Maryland Wine Tasting*

Attendees will enjoy local Maryland wines in personalized tasting cups with your logo!

Exclusive Sponsorship: \$6,000

PACKAGE EXAMPLES

Platinum \$25,000 commitment

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

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

Executive Suite in the JSM Career Service (\$3,500)

Conference Bag Insert (\$2,000)

Gold \$10,000 commitment

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

Silver \$5,000 commitment

One-Day ASA Professional Development Sponsor (\$2,500)

Conference Digital Ad (\$2,500)

ENHANCE THE JSM EXPERIENCE

JSM Conference Bags

Take advantage of one of the most prominent spots available at JSM. Your logo will be on the conference bag given to every registrant.

Exclusive Sponsorship: \$30,000

Co-Sponsorship: \$16,000
(Co-Sponsor Limit: 2)

Attendee Badge Lanyards

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

Exclusive Sponsorship: \$15,000

JSM App and Mobile Program

Help attendees navigate JSM by supporting the JSM app and mobile program. The JSM app had more than 2,100 active users with almost 300,000 in-app clicks. The mobile program typically has more than 250,000 page views. Your logo will be prominently featured.

Exclusive Sponsorship: \$10,000

Sponsored by IBM & SAS

Sponsored by IBM

Sponsored by Takeda

JSM WiFi

Attendees will be able to multitask with your support of JSM WiFi. Your logo will be prominently displayed on onsite signage and in program materials.

Exclusive Sponsorship: \$10,000

Cyber Center

With your contribution, 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 also will include mouse pads with your logo at every station.

Exclusive Sponsorship: \$10,000

Co-Sponsorship: \$5,000
(Co-Sponsor Limit: 2)

ASA Professional Development Program

The ASA's Professional Development Program includes short courses, computer technology workshops, and personal skills development offerings over four days and attracts more than 1,000 statisticians. Sponsor the entire duration or a single day. Sponsor logos are featured on Professional Development Program signage and in course binders.

Exclusive Sponsorship: \$10,000

Co-Sponsorship (per day): \$2,500
(Co-Sponsor Limit: 4)

JSM Speaker Management Kiosks

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

Exclusive Sponsorship: \$10,000

Co-Sponsorship: \$2,000
(Co-Sponsor Limit: 5)

Conference Pen

Have a pen with your logo distributed to every attendee bag, distributed to all 6,000 participants onsite at JSM.

Exclusive Sponsorship: \$6,000

JSM Map

Attendees will want to explore many of our host city's attractions and restaurants. Place your company's logo on the official JSM map.

Co-Sponsorship: \$3,000

***Co-Sponsored by AbbVie**
One co-sponsorship available

JSM Photo Booth

Make memories for JSM attendees. Your logo will be included on each digital or printed photo! The photo booth can be integrated into the Opening Mixer or Dance Party, or EXPO!

Exclusive Sponsorship: \$3,000

EXPO Charging Stations

Sponsor an EXPO charging station and have your logo seen by attendees plugging in a variety of phones and other hand-held electronics.

Exclusive Sponsorship: \$8,000

Per Station: \$2,000
(Co-Sponsor Limit: 4)

JSM Luggage Storage

Make an attendee's day! Save them from lugging around their luggage at the end of the conference. Sponsor luggage storage on Wednesday, Thursday, or both!

Exclusive Sponsorship (Wednesday & Thursday): \$2,500

Co-Sponsorship (per day): \$1,500
(Co-Sponsor Limit: 2)

SPONSORS & EMPLOYERS

AMY FARRIS

Director, Marketing and
Membership Development

American Statistical Association

732 North Washington Street

Alexandria, VA 22314

amy@amstat.org

Sponsored by AbbVie

Sponsored by Berry Consultants

For more information or to sponsor one of these opportunities, email sponsor@amstat.org or return the [Sponsor Commitment Form](#).

SPONSOR A JSM EVENT

JSM Opening Mixer

Sponsor the JSM Opening Mixer! Make an early impression on attendees who come together for the biggest social event of JSM. Sponsors' logos will be placed on cocktail napkins and signage at the event. Also, sponsors can exclusively use a designated Spotlight Baltimore space during the mixer.

Exclusive Sponsorship: \$10,000

Co-Sponsorship: \$5,000
(Co-Sponsor Limit: 2)

JSM Dance Party

Sponsor this high-profile and well-attended after party for the ASA President's Address and Fellows and Founders Recognition! Held each year on Tuesday night, more than 700 conference attendees come to the party to enjoy snacks, a cash bar, and dancing.

Exclusive Sponsorship: \$10,000

Co-Sponsorship: \$5,000
(Co-Sponsor Limit: 2)

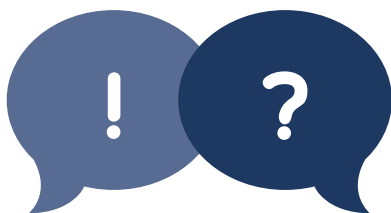


JSM Student Mixer

This is an opportunity for your company to show support for statistics scholars while they join their contemporaries for a fun-filled time. Typically attended by more than 500 students, this is the perfect way to gain exposure with new and upcoming talent!

Co-Sponsorship: \$5,000

***Co-Sponsored by Monsanto**
One co-sponsorship available



ASA Longtime Member Reception

Sponsor the annual reception to honor ASA members who have shown dedication to the association for 35 or more years. We expect more than 300 of our most distinguished members to attend. Show your support of the ASA, and these members in particular, by placing your name and logo on signage to be seen by attendees.

Exclusive Sponsorship: \$7,000

Co-Sponsorship: \$3,500
(Co-Sponsor Limit: 2)

ASA Awards Celebration and Editor Appreciation

The ASA will host an awards and editor appreciation celebration on Sunday evening. Show your support of this distinguished group of attendees by sponsoring this event.

Exclusive Sponsorship: \$5,000

Sponsored by Westat

ADVERTISING OPPORTUNITIES

GET THE WORD OUT!

Digital Advertising

Place your ad or video on screens around the major conference events throughout the convention center. This is a great opportunity to display multimedia messaging aimed at our more than 6,000 JSM attendees. Your message will be featured on high-resolution displays.

Per 15-Second Advertisement: \$2,500

Online Advertising

Place your online sidebar ad on the JSM website. Your image can be 250x100 pixels and redirect visitors to your webpage. Contact **Claudine Donovan** (Claudine@amstat.org) for this option.

Per 30-Day Ad: \$750

Conference Bag Inserts

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

Per Insert: \$2,000
(Co-Sponsor Limit: 10)

Program Book Advertising

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

Cover (4-color): \$2,500
Tab (4-color): \$1,750
Full-Page (B&W): \$1,500
Half-Page (B&W): \$950

JSM Attendee Mailing List Rental

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.

Attendee Mailing List:
Starting at \$800



ADVERTISERS & EXHIBITORS

CLAUDINE DONOVAN
Advertising and Exhibits Manager
American Statistical Association
732 North Washington Street
Alexandria, VA 22314
claudine@amstat.org

JSM2017 BALTIMORE

SPONSOR/CAREER SERVICE COMMITMENT FORM

Select from the options below to expand your onsite profile at JSM 2017! See the JSM sponsorship website for the most up-to-date information and the latest availability at www.amstat.org/jsmopportunities.

- CAREER SERVICE RECRUITER REGISTRATION**
(circle registration type)
EXECUTIVE SUITE: \$3,000 Organizational/\$3,500 Nonmember
REGULAR: \$1,500 Organizational/\$1,800 Nonmember
- ADD A PRIVATE INTERVIEW BOOTH**
\$1,100 Organizational/\$1,400 Nonmember
- CANDIDATE ACCESS ONLY (AVAILABLE AFTER JSM)**
\$1,000 Organizational/\$1,500 Nonmember

PAYMENT FORM

Contact

Organization

Address

City State/Province

ZIP Country

Email

Phone

PAYMENT

Total Amount Due: _____

- Check Enclosed American Express Discover
 MasterCard VISA

Card Number

Expiration

Name on Card

Security Code

Authorized Signature

SPONSORSHIP OPPORTUNITY	EXCLUSIVE	COSPONSORSHIP
SPOTLIGHT BALTIMORE		
Taste of Baltimore Kick-Off*	\$7,500	\$2,500
Baltimore's Berger Cookie Break*	\$4,000	\$2,000
JSM Coffee House	\$10,000	\$5,000 (per day)
Popcorn Breaks		\$3,000 (per day)
Maryland Microbrew Tasting*	\$6,000	
JSM Energy Fix!*	\$7,500	
Local Maryland Wine Tasting*	\$6,000	
ENHANCE JSM		
JSM Conference Bags	Sponsored by IBM & SAS	
Attendee Badge Lanyards	Sponsored by Takeda	
JSM App & Mobile Program	Sponsored by IBM	
JSM WiFi	Sponsored by AbbVie	
JSM Cyber Center	\$10,000	\$5,000
ASA Professional Development	\$10,000	\$2,500 (per day)
JSM Speaker Management Kiosks	\$10,000	\$2,000
Conference Pen	Sponsored by Berry Consultants	
JSM Map		\$3,000
EXPO Charging Stations	\$8,000	\$2,000
JSM Photo Booth	\$3,000	
JSM Luggage Storage	\$2,500	\$1,500 (per day)
EVENTS		
JSM Opening Mixer	\$10,000	\$5,000
JSM Dance Party	\$10,000	\$5,000
JSM Student Mixer		\$5,000
ASA Longtime Member Reception	Sponsored by Westat	
ASA Awards & Editor Appreciation	\$5,000	

*Indicates a new opportunity for 2017!

RETURN THIS FORM TO:

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

JSM2017 BALTIMORE

ADVERTISER/EXHIBITOR COMMITMENT FORM

ADVERTISING

PROGRAM BOOK

- Program Book Cover* \$2,500 (4-color)
- Program Book Full-Page \$1,500 (black and white 7" x 10")
- Program Book Half-Page \$950 (black and white 7" x 4 7/8")
- Program Book Tab \$1,750 (4-color)

All artwork is due by May 1, 2017.

*Selected by a drawing on April 2, 2017

GENERAL

- Attendee Mailing List (We will follow up)
- Conference Bag Insert \$2,000
- Digital Ad \$2,500 (15-second advertisement)
- Online Banner Ad \$750 (250px x 100px; 30-day advertisement)

EXHIBITING

- 1st End Booth \$2,100
- 2nd End Booth \$2,000
- Additional End Booths \$1,900
- 1st In-Line Booth \$2,050
- 2nd In-Line Booth \$1,950
- Additional In-Line Booths \$1,800

My booth preferences are (refer to the exhibit hall floor plan to be posted at www.amstat.org/jsmopportunities under the Exhibit tab):

1st_____ 2nd_____ 3rd_____ 4th_____

- By checking this box, you acknowledge that exhibitors must be present at their booth the entire time the EXPO is open.

Your company profile will be listed in the JSM Program Book. Please email a 50-word description by March 3, 2017, 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 10, 2017

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
Email: claudine@amstat.org • Phone: (703) 302-1847 • Fax: (703) 684-2036

JSM MEETING REQUESTS

Interested in organizing a meeting, reception, or other event during JSM?
We will begin accepting requests for event space beginning **January 19, 2017**.

HAVE QUESTIONS? Contact: meetings@amstat.org.

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

EXHIBITOR/SPONSOR CANCELLATION POLICY

Exhibitor cancellations will be refunded prior to May 1, 2017, less 50% per booth. No refunds will be given after May 1, 2017. Cancellations must be submitted in writing to Exhibits Manager, Joint Statistical Meetings, 732 North Washington Street, Alexandria, VA 22314 or claudine@amstat.org.

Sponsor opportunities are not refundable. On a case-by-case basis, sponsorship commitments may be transferred to other opportunities.

HOTEL RESERVATIONS

Information about JSM hotel reservations will be available at www.amstat.org/jsm on May 1, 2017. We encourage you to reserve early as our housing block fills quickly.



CURRENT SPONSORS

Platinum



Gold



Silver

