



# OPPORTUNITIES GUIDE and CONFERENCE PROSPECTUS

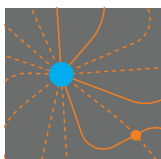
# ABOUT THE CONFERENCE

Sessions will be centered on the following topic areas:

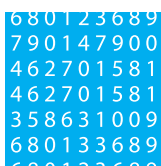
MACHINE  
LEARNING



DATA  
VISUALIZATION



DATA  
SCIENCE  
TECHNOLOGIES



APPLICATIONS



COMPUTATIONAL  
STATISTICS



SOFTWARE

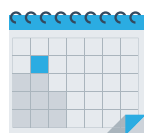


EDUCATION



The American Statistical Association and the Interface Foundation of North America invite you to join us at the second annual Symposium on Data Science and Statistics in Bellevue, Washington, from May 29 to June 1, 2019. SDSS provides a unique opportunity for data scientists, computer scientists, and statisticians to come together and exchange ideas.

SDSS 2019 will offer many opportunities to learn about new data tools and methodologies, see data science in action, and network with experts.



## KEY DATES FOR SPONSORS, EXHIBITORS, & ADVERTISERS

### JANUARY 15, 2019

**All:** Registration & Housing Open

### APRIL 2, 2019

**Advertisers:** Deadline for Digital and Print Program Advertisements

### MAY 1, 2019

**Exhibitors:** Deadline for Exhibitor Agreement

**Sponsors:** Deadline for Logo to Appear on Onsite Signage

**Advertisers:** Deadline for Conference Bag Inserts

**All:** Deadline for Content to Appear in Daily Emails

### MAY 15, 2019

**Sponsors:** Deadline for Logo to Appear on Conference Website

### MAY 29 – JUNE 1, 2019

SDSS in Bellevue, Washington




## CONFERENCE SCHEDULE

The Symposium on Data Science and Statistics offers a program of tutorials, concurrent sessions, and electronic poster sessions, in addition to an exhibit hall and many opportunities to network.

### Wednesday, May 29

5:30 p.m. – 7:00 p.m. Opening Mixer and E-Posters/  
Exhibits Open

### Thursday, May 30

7:30 a.m. – 9:00 a.m. Continental Breakfast  
8:00 a.m. – 9:00 a.m. Speed Mentoring Session  
9:15 a.m. – 10:30 a.m. Welcome and Keynote Address  
10:30 a.m. – 12:00 p.m. Concurrent Sessions  
1:30 p.m. – 3:00 p.m. Concurrent Sessions  
3:00 p.m. – 4:00 p.m. E-Posters and Refreshments  
4:00 p.m. – 5:30 p.m. Concurrent Sessions  
5:30 p.m. – 6:30 p.m. E-Posters and Refreshments  
6:30 p.m. – 8:00 p.m. Banquet 


### Friday, May 31

7:30 a.m. – 8:30 a.m. Continental Breakfast  
8:30 a.m. – 10:00 a.m. Plenary Session  
10:00 a.m. – 11:00 a.m. E-Posters and Refreshments  
10:30 a.m. – 12:00 p.m. Concurrent Sessions

1:30 p.m. – 3:00 p.m. Concurrent Sessions  
3:00 p.m. – 4:00 p.m. E-Posters and Refreshments  
3:30 p.m. – 6:15 p.m. Concurrent Sessions

### Saturday, June 1

7:30 a.m. – 8:30 a.m. Continental Breakfast  
8:30 a.m. – 9:30 a.m. Open Forum  
9:30 a.m. – 10:30 a.m. E-Posters and Refreshments  
10:00 a.m. – 11:30 a.m. Concurrent Sessions  
1:00 p.m. – 2:30 p.m. Concurrent Sessions  
1:00 p.m. – 3:00 p.m. Teaching Data Science Work-  
shop for Local High-School  
Teachers  
2:45 p.m. – 3:45 p.m. Concurrent Sessions  
4:00 p.m. – 5:00 p.m. General Session & Closing  
Remarks

 Denotes a ticketed event that requires an additional fee

*Preliminary schedule. Times and events are tentative and  
subject to change.*



SDSS 2018 attendees participate in the machine learning poster session in Reston, VA.

## SPONSORSHIP

Your commitment to advertise, exhibit, or directly sponsor the meeting accumulates toward your sponsorship status. As an SDSS sponsor, you will receive additional recognition for your support.

Once you reach one of the levels below, you also receive the following:

### Principal—\$5,000

- A link from your logo on our conference website to your organization's website
- A thank-you tweet including your preferred Twitter handle
- A sponsor table for networking with attendees

### Supporting—\$1,500-\$4,999

- A thank-you tweet including your preferred Twitter handle
- A sponsor table for networking with attendees

Choose from the opportunities listed to build your sponsorship package, or select a sponsorship level and we will build a package for you!



## SPONSORSHIP, ADVERTISING, & EXHIBITING CONTACT

### AMY FARRIS

Director, Marketing and Membership Development

American Statistical Association

732 North Washington Street

Alexandria, VA 22314

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

## SPONSORSHIP OPPORTUNITIES

### Poster Session and Opening Mixer

Poster sessions are a highlight of the meeting and draw large numbers of attendees. Sponsorship will provide for light snacks and beverages. Sponsors will be recognized in the program and with onsite signage.

**Exclusive Sponsorship:** \$2,500

### Banquet

Enjoy an evening filled with networking and sharing opportunities during a delicious plated meal following an informal reception.

**Exclusive Sponsorship:** \$5,000  
**Co-Sponsorship:** \$2,500

### WiFi

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

**Exclusive Sponsorship:** \$2,500

### Conference App

Help attendees navigate the meeting by supporting the conference app. A banner with your logo will appear on every screen and can be linked to the website landing page of your choice.

**Exclusive Sponsorship:** \$2,500

### Conference Badge Lanyards

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

**Exclusive Sponsorship:** \$2,500

### Attendee Continental Breakfast

Start off attendees' days with a continental breakfast. Sponsors will be recognized in the program and with onsite signage.

**Exclusive Sponsorship:** \$4,500  
**Thursday Breakfast:** \$1,500  
**Friday Breakfast:** \$1,500  
**Saturday Breakfast:** \$1,500

### Refreshment Breaks

Refreshments breaks provide a great opportunity for attendees to network and socialize in a relaxed environment. Breaks are offered in the morning and afternoon between concurrent sessions. Sponsors will be recognized in the program and onsite signage.

**Exclusive Sponsorship:** \$5,000  
**Morning Break:** \$1,000 each (Thursday–Saturday)  
**Afternoon Break:** \$1,000 each (Thursday and Friday)

### Student Travel Awards

Help support students who would otherwise not be able to attend because of travel costs.

**Per Award:** \$500

### Conference Bag

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

**Exclusive Sponsorship:** \$5,000  
**Co-Sponsorship:** \$2,500

### Charging Stations

Charging stations give attendees the ability to stay connected when they hook up their phones, tablets, and laptops. Your logo will be included on signage displayed at the stations.

**Exclusive Sponsorship:** \$1,500  
**Co-Sponsorship:** \$500

### Conference Pen

Have a pen with your logo in every conference bag!

**Exclusive Sponsorship:** \$1,000

### Hackathon — NEW!

The hackathon will provide real-world consulting experience for attendees and the industry sponsor.

**Exclusive Sponsorship:** \$2,500







## EXHIBIT

The ASA Symposium on Data Science and Statistics provides a great opportunity to meet a targeted group of statisticians on a one-to-one basis in a small, comfortable environment.

### Opportunities to engage attendees include the following:

- Morning and afternoon refreshment breaks
- Relationship-building opportunities throughout the conference
- Signage throughout the conference
- Listing on the conference website

### Exhibitors receive ...

- A 6' draped table
- Two chairs
- Signage throughout the conference
- Listing on the conference website
- Two exhibitor badges

## EXHIBIT FEES

Principal and Supporting Sponsors	Included
One six-foot table	\$1,000
Additional six-foot tables	\$500 each
Additional exhibitor badges	\$100 per exhibitor

### Good to Know

Exhibit space allows for tabletop exhibits and small displays only; signage must be behind your table. No rigging. If you are attending only in your capacity as an exhibitor, conference registration is not required; however, if you wish to attend sessions or events, you must also register for the conference.

### Exhibitor Schedule (tentative)

#### MAY 29

**Set-Up: 2:00 p.m. – 5:00 p.m.**

*All exhibits must be set up by 5:00 p.m.*

**5:30 p.m. – 7:00 p.m.**

*Poster Session 1 and Opening Mixer*

#### MAY 30

**7:30 a.m. – 7:15 p.m.**

#### MAY 31

**7:30 a.m. – 3:45 p.m.**

*Tear-Down: 3:46 p.m. – 5:00 p.m.*

# ADVERTISE

Can't commit to attending in person? Take advantage of these advertising opportunities to get your organization noticed at SDSS.

## ADVERTISING FEES

### Conference Bag Inserts

Provide us with 500 of your company's fliers or brochures, and we will include them as inserts in the conference bag for each registrant. This is a highly visible marketing option.

**One-Page Flier in the Attendee Bag** \$500

### Conference Digital Advertisement

Your ad will be displayed on electronic displays in high-traffic areas of the conference, including the registration area, the keynote session, and the exhibit area.

**Digital Advertisement** \$500



## HOTEL INFORMATION

The 2019 Symposium on Data Science & Statistics will be held at the Hyatt Regency Bellevue on *Seattle's Eastside*. A limited number of rooms will be available at a negotiated rate beginning in mid-January 2019. Visit [ww2.amstat.org/meetings/sdss/2019](http://ww2.amstat.org/meetings/sdss/2019) for more information as it becomes available.



### Hyatt Regency Bellevue

900 Bellevue Way NE  
Bellevue, WA 98004

# SDSS COMMITMENT FORM

Enhance your company's visibility at this year's [Symposium on Data Science and Statistics](#). Select from the options listed below to expand your marketing portfolio. See the sponsorship web page at [www2.amstat.org/meetings/sdss/2019](http://www2.amstat.org/meetings/sdss/2019) for up-to-date options.

## SPONSORSHIP LEVELS

☐ **Principal**  
\$5,000 Includes a link from your logo on our conference website, a sponsor table, and a dedicated thank-you tweet.

☐ **Supporting**  
\$1,500-\$4,999 Includes a sponsor table and a dedicated thank-you tweet.

## EXHIBIT

☐ Principal and Supporting Sponsor Table Included

☐ One 6' Table \$1,000

☐ Additional 6' Tables \$500 each

☐ Additional Exhibitor Badges \$100 per exhibitor

## ADVERTISE

☐ Conference Bag Insert \$500

☐ Conference Digital Advertisement \$500

## SPONSORSHIP ITEMS

## EXCLUSIVE

## COSPONSORSHIP

☐ Poster Session  
and Opening Mixer

\$2,500

N/A

☐ Banquet

\$5,000

\$2,500

☐ WiFi

\$2,500

N/A

☐ Conference App

\$2,500

N/A

☐ Conference Badge Lanyards

\$2,500

N/A

☐ Attendee Continental  
Breakfast

\$4,500

\$1,500 each

☐ Refreshment Breaks

\$5,000

\$1,000 each

☐ Student Travel Awards

N/A

\$500 per award

☐ Conference Bag

\$5,000

\$2,500

☐ Charging Stations

\$1,500

\$500

☐ Conference Pen

\$1,000

N/A

☐ Hackathon

\$2,500

N/A

## Contact Information

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

Address \_\_\_\_\_

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

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

## Payment

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

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

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

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

Return to Amy Farris, Director of Marketing and Membership Development • American Statistical Association  
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