



ASA SYMPOSIUM ON
STATISTICAL
INFERENCE

OPPORTUNITY GUIDE & PROSPECTUS

OCTOBER 11-13, 2017 BETHESDA, MARYLAND

Scientific Method for the 21st Century:
A World Beyond $p < 0.05$



ABOUT THE SYMPOSIUM

Dear Supporter,

The American Statistical Association is pleased to announce the **ASA Symposium on Statistical Inference**—to be held October 11–13, 2017, in **Bethesda, MD**.

The symposium follows up on the historic *ASA Statement on P-Values and Statistical Significance*. Although the problems identified in the statement have been known for several decades, previous expressions of concern and calls for action have not fostered broad improvements in practice. Recognizing this failure and seeking to move beyond the Don'ts highlighted by the ASA statement, the Symposium on Statistical Inference will focus attention on the Do's—specific approaches for improving practice across three broad sets of activities:

- Conducting research in the 21st century
- Using research in the 21st century
- Sponsoring, disseminating, reproducing, and replicating research in the 21st century

This symposium will drive change that leads to lasting improvements in statistical research, communicating and understanding uncertainty, and decision making.

Anticipated attendees and targeted audiences for the symposium include:

- Statisticians from a broad range of areas of practice
- Nonstatisticians from the broader research community
- Research sponsors, including both private organizations and government agencies
- Journal editors, reviewers, and others involved in publication decisions
- The media, in the broadest sense
- Consumers, users, and evaluators of research

We are reaching out to past and potential supporters to ask for help in making this symposium a success. Your support—via direct financial support or other means—will enhance the experience of all.

We hope you will consider supporting the ASA Symposium on Statistical Inference.

Thank you!

PROGRAM-AT-A-GLANCE



WEDNESDAY, OCTOBER 11

7:30 a.m. – 6:30 p.m.	Registration
7:30 a.m. – 8:30 a.m.	Continental Breakfast
8:30 a.m. – 10:00 a.m.	Opening Plenary Session
10:00 a.m. – 10:30 a.m.	Coffee Break
10:30 a.m. – 12:00 p.m.	Concurrent Sessions
12:00 p.m. – 1:30 p.m.	Lunch (on own)
1:30 p.m. – 3:00 p.m.	Breakout Discussion Sessions
3:00 p.m. – 3:30 p.m.	Refreshment Break
3:30 p.m. – 5:00 p.m.	Concurrent Sessions
5:00 p.m. – 6:00 p.m.	Opening Mixer

THURSDAY, OCTOBER 12

7:30 a.m. – 5:30 p.m.	Registration
7:30 a.m. – 8:30 a.m.	Continental Breakfast
8:30 a.m. – 10:00 a.m.	Concurrent Sessions
10:00 a.m. – 10:30 a.m.	Coffee Break
10:30 a.m. – 12:00 p.m.	Concurrent Sessions
12:00 p.m. – 1:30 p.m.	Lunch (on own)
1:30 p.m. – 3:00 p.m.	Breakout Discussion Sessions
3:00 p.m. – 3:30 p.m.	Refreshment Break
3:30 p.m. – 5:00 p.m.	Final Plenary Session
5:15 p.m. – 6:15 p.m.	Closing Session (“Take the Mic”)

FRIDAY, OCTOBER 13

9:00 a.m. – 12:00 p.m.	Writing Groups
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www2.amstat.org/ssi



SPONSOR

The ASA Symposium on Statistical Inference (SSI) has a limited number of sponsorship opportunities available. We welcome sponsors and advertisers. Your commitments to advertise or directly sponsor the meeting accumulate toward your sponsorship status.

PRINCIPAL

\$5,000 COMBINED INVESTMENT

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

As a sponsor, you will receive additional recognition for your support:

- Listing in *Amstat News*, reaching more than 19,000 ASA members
- Onsite signage featuring all sponsors
- Acknowledgement on the conference website, including a link to your website
- Social media mentions leading up to and throughout the meeting

SUPPORTING

\$2,500 COMBINED INVESTMENT

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

Choose from the options on the next page to build your sponsorship package, or select a sponsorship level and we will build a package for you!

#ASASYMPOSIUM2017

SPONSORSHIP OPPORTUNITIES

OPENING MIXER

Includes prominent signage acknowledging your contribution to the opening mixer.

Exclusive Sponsorship: \$3,000

Co-Sponsorship: \$1,500

CONTINENTAL BREAKFAST

Includes prominent signage acknowledging your organization's contribution to the breakfast and poster session.

Exclusive Sponsorship: \$3,000

Co-Sponsorship: \$1,500

REFRESHMENT BREAKS

Perk up the day of an attendee! Coffee break sponsorship is available exclusively or on a daily basis.

Exclusive Sponsorship: \$5,000

Morning Coffee Break: \$2,500

Morning Coffee Break: \$2,500

Afternoon Coffee Break: \$2,500

CONFERENCE BAG

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

Exclusive Sponsorship: \$3,000

Co-Sponsorship: \$1,500

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

Co-Sponsorship: \$1,000

CONFERENCE BADGE LANYARDS

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

Exclusive Sponsorship: \$1,000

AUDIO-VISUAL SUPPORT

This will be acknowledged with your logo and name on the screen in all sessions.

Exclusive Sponsorship: \$5,000

CHARGING STATIONS

Charging stations give attendees the ability to stay connected by charging their phones, tablets, or laptops. Your logo will be included on signage displayed at the stations.

Exclusive Sponsorship: \$1,000

Co-Sponsorship: \$500

CONFERENCE PEN

Have a pen with your logo in every conference bag!

Exclusive Sponsorship: \$750

STUDENT TRAVEL AWARDS

Help students attend this meeting. Sponsors will be acknowledged in the final program, during the opening mixer, and in a letter to each recipient. These awards will go to students who would otherwise not be able to attend because of travel costs. Multiple awards are available.

Co-Sponsorship: \$500 per travel award (no limit)

SPONSORSHIP, EXHIBITING, & ADVERTISING INFORMATION

AMY FARRIS

Director, Marketing
& Membership
Development

amy@amstat.org
(703) 684-1221,
Ext. 1855



ADVERTISE & EXHIBIT

ADVERTISE

SSI will provide the opportunity to reach your audience!

SSI PROGRAM ADVERTISING

Choose a full- or half-page program book advertisement.

Full-Page: \$750

Half-Page: \$500

ONSITE ADVERTISEMENT

Take advantage of this highly visible option. Provide us with copies of your flyers or brochures and we will hand them out when attendees check in.

Co-Sponsorship: \$500

EXHIBIT

EXHIBITOR BENEFITS:

- A 6' draped table
- Two chairs
- Signage throughout the conference
- Listing on the conference website
- Two exhibitor badges (additional badges are available at \$100 each)
- Networking opportunities during breakfast and refreshment breaks



EXHIBITOR FEES:

One six-foot table: \$1,000

Additional six-foot tables: \$500 each

Additional exhibitor badges: \$100 per exhibitor

SSI COMMITMENT FORM

Enhance your company's visibility at this year's **ASA Symposium on Statistical Inference**. Select from the options listed below to expand your marketing portfolio at SSI 2017. See the sponsorship web page at www.amstat.org/ssi for up-to-date options.

SPONSORSHIP LEVELS

- | | |
|---|---|
| <input type="checkbox"/> Principal
\$5,000 | Includes a link from your logo on our conference website, a sponsor table, and a dedicated thank-you tweet. |
| <input type="checkbox"/> Supporting
\$2,500 | Includes a sponsor table and a dedicated thank-you tweet. |

EXHIBIT

- | | |
|---|------------|
| <input type="checkbox"/> Principal and Supporting Sponsor Table | Included |
| <input type="checkbox"/> One 6' Table | \$1,000 |
| <input type="checkbox"/> Additional 6' Tables | \$500 each |

ADVERTISE

- | | |
|--|-------|
| <input type="checkbox"/> Onsite Advertisement | \$500 |
| <input type="checkbox"/> Conference Program Advertisement (circle one)
Full-Page \$750 Half-Page \$500 | |

SPONSORSHIP ITEMS

EXCLUSIVE

COSPONSORSHIP

<input type="checkbox"/> Audio-Visual Support	\$5,000	N/A
<input type="checkbox"/> Refreshment Breaks	\$5,000	\$2,500
<input type="checkbox"/> Continental Breakfast	\$3,000	\$1,500
<input type="checkbox"/> Conference Bag	\$3,000	\$1,500
<input type="checkbox"/> Opening Mixer	\$3,000	\$1,500
<input type="checkbox"/> WiFi	\$2,500	\$1,000
<input type="checkbox"/> Charging Stations	\$1,000	\$500
<input type="checkbox"/> Conference Badge Lanyards	\$1,000	N/A
<input type="checkbox"/> Conference Pen	\$750	N/A
<input type="checkbox"/> Student Travel Awards	N/A	\$500 per award

Contact Information

Contact _____ Organization _____

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City _____ State/Province _____ ZIP/Postal Code _____

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Payment

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

Card Number _____ Expiration _____

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Authorized Signature _____

Return to Amy Farris, Director of Marketing and Membership Development • American Statistical Association
amy@amstat.org • Phone: (703) 684-1221 • Fax: (703) 684-3445



2017 HOTEL INFORMATION



The 2017 ASA Symposium on Statistical Inference will be held at the

Hyatt Regency Bethesda

One Bethesda Metro Center
7400 Wisconsin Avenue
Bethesda, MD, 20814
(301) 657-1234

A limited number of rooms are available at a negotiated group rate, if booked by September 12, 2017.

Single/Double Rate: \$209

For more information, check out www2.amstat.org/ssi.

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