



OPPORTUNITIES GUIDE

& CONFERENCE PROSPECTUS

SPONSOR | EXHIBIT | ADVERTISE | RECRUIT



influence



community



knowledge

CONFERENCE OVERVIEW

Women in *Statistics and Data Science* | **conference** October 20-22, 2016

Dear Supporter,

The American Statistical Association is pleased to announce the **Conference for Women in Statistics and Data Science**—to be held October 20–22, 2016, in Charlotte, North Carolina. This conference will celebrate women in statistics and data science and bring together leaders from academia, government, and industry to encourage women to enter and stay in these fields. We aim to provide a unique environment conducive to women sharing and growing their knowledge, influence, and community. Our audience will include professional statisticians and data scientists, as well as graduate students and postdocs preparing to enter the statistics and data science fields.

The program will combine technical, educational, and professional development sessions, along with diversity and networking activities. Technical talks and educational workshops will highlight the work of rising stars and senior women, as well as showcase burgeoning areas in statistics and data science.

Professional development workshops will teach skills such as negotiation, leadership, managing gender styles, and setting boundaries. Diversity and networking activities will stress the importance of critical mass, engaging minority women, and adapting to a global professional world. All activities—geared to appeal to women at any stage of their career—will balance speakers across academia, government, and industry.

We are reaching out to past and potential supporters to ask for help in making this conference a success! Through partnerships with industry leaders such as your organization, the impact of Women in Statistics and Data Science can be amplified. Your support—via direct financial support, support of women to attend, or other means—will enhance the experience of all.

I do hope you will consider supporting the **Conference for Women in Statistics and Data Science**.

Sincerely,

Dalene Stangl

Chair, ASA Committee on Women in Statistics

Professor of the Practice of Statistics and Public Policy, Duke University



influence



community



knowledge



#WSDS

KEY DATES AND TENTATIVE SCHEDULE

*Tentative
Conference
Schedule*

THURSDAY, OCTOBER 20

7:30 a.m. – 6:00 p.m.	Registration
8:00 a.m. – 12:00 p.m.	Short Courses
1:30 p.m. – 1:50 p.m.	Opening Remarks
2:00 p.m. – 3:50 p.m.	Concurrent Sessions
4:15 p.m. – 6:00 p.m.	Concurrent Sessions

FRIDAY, OCTOBER 21

7:30 a.m. – 6:00 p.m.	Registration
9:00 a.m. – 10:30 a.m.	Concurrent Sessions
11:00 a.m. – 12:00 p.m.	Concurrent Sessions
1:30 p.m. – 3:20 p.m.	Concurrent Sessions
3:45 p.m. – 4:45 p.m.	Concurrent Sessions
4:45 p.m. – 6:45 p.m.	Poster Session

SATURDAY, OCTOBER 22

7:30 a.m. – 6:00 p.m.	Registration
9:00 a.m. – 12:00 p.m.	Concurrent Sessions
1:30 p.m. – 3:20 p.m.	Concurrent Sessions
3:45 p.m. – 5:35 p.m.	Concurrent Sessions

Key Dates

April 15, 2016

Sponsor Recognition
in the Registration Book

June 2, 2016

Registration & Housing Open

August 1, 2016

Sponsor Recognition
in the Program Book

September 20, 2016

Housing Deadline

September 20, 2016

Sponsor Recognition
on Onsite Signage

October 4, 2016

Online Registration Closes

October 20, 2016

Sponsor Recognition
on the Conference Website

October 20–22, 2016

Conference in Charlotte, NC

SPONSOR

Previous
Sponsors

ASA
Duke University
National Institutes
of Health
Walmart
IBM
Lowes
Biogen Idec
Experian
Eli Lilly & Company
Minitab
Moresteam
SAS
Berry Consultants
Cytel
JMP
Nielsen
NC State University
Rho
RTI International
Stata
Westat
UNC Biostat
UNC-Stor

Contact

Amy Farris

Director, Marketing and
Membership Development

American Statistical Association
732 North Washington Street
Alexandria, VA 22314

amy@amstat.org

All Sponsors Receive:

- Acknowledgement in *Amstat News*, reaching more than 19,000 ASA members
- Acknowledgement on the conference website, in the program, and on onsite signage

Platinum — \$10,000

- A link from your logo on our conference website to your company website
- A sponsor table for networking with attendees (\$1,000 value)
- Free access to the online Career Service résumé database (\$1,000 value)
- A full-page advertisement in the program book (\$750 value)
- One conference bag insert (\$500 value)

Gold - \$5,000

- A sponsor table for networking with attendees (\$1,000 value)
- Free access to the online Career Service résumé database (\$1,000 value)
- A half-page ad in the program book (\$500 value)
OR one conference bag insert (\$500 value)

Silver — \$2,500

- A sponsor table for networking with attendees (\$1,000 value)
- One conference bag insert (\$500 value) OR a quarter-page ad in the program (\$250 value)

Bronze — \$1,000

- Choice of a sponsor table (\$1,000 value) OR a quarter-page ad in the program (\$250 value)

Sponsor

Conference Bags

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

Exclusive Sponsorship: \$5,000

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

Attendee 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

Wi-Fi

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

Exclusive Sponsorship: \$2,500

Charging Stations

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

Exclusive Sponsorship: \$1,000

Per Station: \$500

Become a sponsor and show your support of women in the statistics and data science communities! See www.amstat.org/wds for a list of sponsorship opportunities and detailed information about both exhibiting and sponsorship.

Advertise

Conference Bag Insert

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

Per Insert: \$500

Conference Digital Advertisement

Your ad will be displayed on 12 electronic displays in high-traffic areas of the conference, including the registration area, keynote session room, and exhibit area.

Per Ad: \$500

Conference Program Advertisement

Place an ad in the conference program.

Full-Page: \$750 (included for Platinum Sponsors)

Half-Page: \$500 (included for Gold Sponsors)

Quarter-Page: \$250

Exhibit

The ASA Conference for Women in Statistics and Data Science is the only conference of its kind. It is a great place to meet and support women working in these growing and vital fields.

Exhibitor Benefits

- A six-foot draped table
- Two chairs
- Acknowledgment on signage throughout the conference
- Listing on the conference website
- Three exhibitor badges
- Networking opportunities during breaks

Exhibitor Fees

Platinum/Gold Sponsors	Included
One six-foot table	\$1,000
Additional six-foot table	\$500 each

Recruit

The Career Service is an online system that runs concurrently with the conference. It is intended as a launching point for employers and applicants to learn about opportunities and set up informal meetings and interviews. Conference attendees can submit their résumé and profile at no charge!

Recruiter Benefits

- Five distinct job postings in the online postings, available to all conference attendees
- Online access to all applicants via a database with search capability allowing you to enter criteria to narrow the applicant pool to your opening

Career Service Fees

Platinum/Gold Sponsors	Included
ASA Corporate Member	\$750
Non-ASA Corporate Member	\$1,000

WSDS COMMITMENT FORM

Sponsor | Exhibit | Advertise | Recruit

Enhance your company's visibility at this year's **Women in Statistics and Data Science Conference**. Select from the options listed below to expand your marketing portfolio at WSDS 2016. See the sponsorship web page at www.amstat.org/wds/2016 for up-to-date options.

SPONSORSHIP LEVELS

- | | | |
|-----------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Platinum | \$10,000 | Includes a link from your logo on our conference website to your company website, a sponsor table, Career Service online access, one conference bag insert, and one full-page ad in the program |
| <input type="checkbox"/> Gold | \$5,000 | Includes a sponsor table, Career Service online access, and the choice of a conference bag insert OR a half-page ad in the program |
| <input type="checkbox"/> Silver | \$2,500 | Includes a sponsor table and the choice of a conference bag insert OR a half-page ad in the program |
| <input type="checkbox"/> Bronze | \$1,000 | Includes a sponsor table OR a quarter-page ad in the program |

SPONSORSHIP ITEMS

- | | |
|--------------------------------------------------|---------|
| <input type="checkbox"/> Conference Bag | \$5,000 |
| <input type="checkbox"/> Attendee Badge Lanyards | \$2,500 |
| <input type="checkbox"/> Wi-Fi | \$2,500 |
| <input type="checkbox"/> Charging Stations | \$1,000 |

EXCLUSIVE

- | |
|---------|
| \$5,000 |
| \$2,500 |
| \$2,500 |
| \$1,000 |

COSPONSORSHIP

- | |
|---------|
| \$2,500 |
| N/A |
| N/A |
| \$500 |

RECRUIT

- | | |
|---------------------------------------------------|----------|
| <input type="checkbox"/> Platinum or Gold Sponsor | Included |
| <input type="checkbox"/> ASA Corporate Member | \$750 |
| <input type="checkbox"/> Non-ASA Corporate Member | \$1,000 |

EXHIBIT

- | | |
|-----------------------------------------------------|------------|
| <input type="checkbox"/> Platinum or Gold Sponsor | Included |
| <input type="checkbox"/> One Six-Foot Table | \$1,000 |
| <input type="checkbox"/> Additional Six-Foot Tables | \$500 each |

ADVERTISE

- | | | |
|------------------------------------------------------------------------|-----------|--------------|
| <input type="checkbox"/> Conference Bag Insert | \$500 | |
| <input type="checkbox"/> Conference Digital Advertisement | \$500 | |
| <input type="checkbox"/> Conference Program Advertisement (circle one) | | |
| Full-Page | Half-Page | Quarter-Page |
| \$750 | \$500 | \$250 |

Contact Information

Contact _____ Organization _____

Address _____

City _____ State/Province _____ ZIP/Postal Code _____

Country _____ Email _____

Phone _____ Fax _____

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
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amy@amstat.org • Phone: (703) 684-1221 • Fax: (703) 684-3445



Photo by Thinkstock

Downtown Charlotte, North Carolina

Charlotte, known as the “Queen City,” is the largest city in North Carolina. Located in the heart of the southeast, Charlotte is the most accessible city between Texas and Washington, DC, and is easy to get to from anywhere in the country.

Charlotte is home to unique attractions and activities, including a vibrant uptown, music and theater venues, restaurants, and historical sites.

The **2016 Conference for Women in Statistics and Data Science** will be held at the **Crowne Plaza Charlotte**, Executive Park, 5700 Westpark Drive, Charlotte, NC 28217.

For more information, check out www.amstat.org/wsds.



#wsds