



OPPORTUNITIES **GUIDE** *and* CONFERENCE **PROSPECTUS**

Sponsor • Advertise • Exhibit • Recruit

La Jolla, California | October 19–21, 2017

About the Conference

The American Statistical Association is pleased to announce the Conference for **Women in Statistics and Data Science**—to be held October 19–21, 2017, in La Jolla, California. This conference celebrates and recognizes the contributions of women in statistics and data science. It will bring together leaders from academia, government, and industry and provide a special environment conducive to sharing and growing 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. 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.

WSDS 2016 was a resounding success! We are reaching out to past and potential supporters to ask for help in making WSDS 2017 even better. 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.

Consider supporting the Conference for Women in Statistics and Data Science.

Thank you!

PROGRAM AT A GLANCE

Thursday, October 19

7:30 a.m. – 5:30 p.m.	Registration
8:00 a.m. – 12:00 p.m.	Morning Half-Day Courses
1:30 p.m. – 5:00 p.m.	Plenary and Concurrent Sessions
5:15 p.m. – 6:30 p.m.	Poster Session 1 and Opening Mixer

Friday, October 20

7:30 a.m. – 5:30 p.m.	Registration
8:00 a.m. – 8:50 a.m.	Poster Session 2 and Continental Breakfast
9:00 a.m. – 5:00 p.m.	Plenary and Concurrent Sessions
5:30 p.m. – 8:00 p.m.	Celebrating Women in Statistics and Data Science Awards Dinner

Saturday, October 21

7:30 a.m. – 1:00 p.m.	Registration
8:00 a.m. – 8:50 a.m.	Poster Session 3 and Continental Breakfast
9:00 a.m. – 1:00 p.m.	Plenary and Concurrent Sessions

Preliminary schedule. Times are tentative and subject to change.

KEY DATES

April 14

Sponsor Recognition
in the Registration
Book

June 1

Registration and
Housing Open

August 15

Sponsor Recognition
in the Program Book

September 19

Sponsor Recognition
on Onsite Signage

September 22

Housing Deadline

October 5

Online Registration
Closes

October 19

Sponsor Recognition
on the Conference
Website

October 19–21

Conference in
La Jolla, CA

Sponsor

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
- Acknowledgement on social media, reaching the ASA's 20,000+ followers
- Direct social media mentions when you sponsor a specific event

CONTACT

Amy Farris

Director, Marketing
and Membership
Development

American Statistical
Association
732 North
Washington Street
Alexandria, VA 22314

amy@amstat.org

SPONSORSHIP LEVELS

Platinum - \$10,000

- 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
- Free access to the online Career Service résumé database

Gold - \$5,000

- A sponsor table for networking with attendees
- A thank-you tweet including your preferred Twitter handle
- Free access to the online Career Service résumé database

Silver - \$2,500

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

Bronze - \$1,000

- A sponsor table for networking with attendees

SPONSORSHIP OPPORTUNITIES



More than 200 attendees attend the Reception and Awards Dinner in 2016.

Celebrating Women in Statistics and Data Science Awards Dinner

Enjoy an evening filled with networking and sharing opportunities as we celebrate women in our field. Savor a delicious plated meal and listen to others reflect on the conference, contributions of extraordinary women, and hopes for an ever-widening community so women and men alike can experience what it means to “know your power.”

Exclusive Sponsorship:
\$25,000.00

Co-Sponsorship: \$10,000.00



Attendees socialize during the Opening Mixer.

Opening Mixer and Poster Session

Poster sessions are a highlight of the meeting and draw many attendees. Sponsorship provides light snacks and beverages to accompany a poster session. Sponsors will be recognized in the program and with onsite signage.

Exclusive Sponsorship: \$2,500.00

PAST WSDS SUPPORTERS

ASA

Duke University

Google

Bank of America

Berry Consultants

SAS, JMP Division

University of Kansas

Accenture

Caucus for Women
in Statistics

National Security
Agency

Central Intelligence
Agency

Eli Lilly & Company

Experis

GCE Solutions

Center for Urban
Science &
Progress, NYU

Institute for Advance
Analytics, NCSU

Rho

RStudio

RTI International

StataCorp

ASA's Section on
Statistical Computing

University of Michigan,
Program in Survey
Methodology

UNC, Chapel Hill

Westat

Wiley

Sponsor

Attendee

Continental Breakfast

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

Exclusive Sponsorship:

Friday & Saturday \$3,000.00

Co-Sponsorship:

Friday Breakfast: \$1,500.00

Saturday Breakfast:
\$1,500.00

Refreshment Breaks

Refreshments breaks provide a great opportunity for attendees to network and socialize in a relaxed environment. Sponsors will be recognized in the program and with onsite signage.

Exclusive Sponsorship:

Thursday-Saturday
\$3,000.00

Co-Sponsorship:

Thursday: \$1,000.00
Friday: \$1,000.00
Saturday: \$1,000.00

Conference Pen

Have a pen with your logo in every conference bag!

Exclusive Sponsorship:

\$1,000.00



WSDS attendees network during a poster session.

Student Travel Awards

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

Per Award: \$500.00

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:

\$5,000.00

Co-Sponsorship: \$2,500.00

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:

\$2,500.00

Conference Badge Lanyards

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

Exclusive Sponsorship:

\$2,500.00

Charging Stations

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

Exclusive Sponsorship:

\$1,500.00

Co-Sponsorship: \$500.00

Advertise

WSDS provides a variety of opportunities—print and digital—to reach your audience! Choose a full- or half-page program book advertisement, a conference bag insert, or a digital ad to be displayed before sessions.

ADVERTISING FEES

WSDS Conference Program Advertisement

Full-Page: \$750.00

Half-Page: \$500.00

WSDS Digital Advertisement

Per Digital Ad: \$500.00

WSDS Conference Bag Insert

Per Insert: \$750.00



Exhibit



The 2016 WSDS Expo included exhibitors from Google, NSA, RStudio, Eli Lilly, and many others.

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 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 morning and afternoon refreshment breaks

EXHIBITOR FEES

Bronze—Platinum Sponsors Included

One 6' table \$1,000

Additional 6' tables..... \$500 each

Additional exhibitor badges \$100 per exhibitor



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 registered applicants
- Access to all applicants via an online database with search capability and a message service

RECRUITER FEES

Platinum/Gold Sponsors	Included
ASA Corporate Member (no table)	\$750
ASA Corporate Member (with table)	\$1,500
Non-ASA Corporate (no table)	\$1,000
Non-ASA Corporate (with table)	\$1,750

Hotel Information



The Hyatt Regency La Jolla is the venue for the 2017 conference.

The 2017 Women in Statistics and Data Science Conference will be held at the

Hyatt Regency La Jolla

3777 La Jolla Village Dr.

San Diego, CA 92122

Limited rooms are available at a negotiated group rate, if booked by September 22, 2017.

- **Single/Double Rate:** \$165
- **Regency Club Rate:** \$215
- **Government Rate:** Limited quantity available at prevailing government per diem

You can reserve a room by visiting <https://aws.passkey.com/go/ASAWomenInStats2017> or calling the hotel reservation line at (858) 552-1234. Reference the "ASA Women in Statistics and Data Science Conference" to receive the group rate.

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

WSDS COMMITMENT FORM **Sponsor • Advertise • Exhibit • 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 2017. See the sponsorship web page at www.amstat.org/wds for up-to-date options.

SPONSORSHIP LEVELS

<input type="checkbox"/> Platinum	\$10,000	Includes a link from your logo on our conference website, a sponsor table, Career Service online access, and a dedicated thank-you tweet.
<input type="checkbox"/> Gold	\$5,000	Includes a sponsor table, Career Service online access, and a dedicated thank-you tweet.
<input type="checkbox"/> Silver	\$2,500	Includes a sponsor table and a dedicated thank-you tweet.
<input type="checkbox"/> Bronze	\$1,000	Includes a sponsor table.

SPONSORSHIP ITEMS

	EXCLUSIVE	COSPONSORSHIP
<input type="checkbox"/> Celebrating Women in Statistics and Data Science Awards Dinner	\$25,000	\$10,000
<input type="checkbox"/> Conference Bag	\$5,000	\$2,500
<input type="checkbox"/> Refreshment Breaks	\$3,000	\$1,000
<input type="checkbox"/> Attendee Continental Breakfast	\$3,000	\$1,500
<input type="checkbox"/> Conference Badge Lanyards	\$2,500	N/A
<input type="checkbox"/> Opening Mixer and Poster Session	\$2,500	N/A
<input type="checkbox"/> WiFi	\$2,500	N/A
<input type="checkbox"/> Charging Stations	\$1,500	\$500
<input type="checkbox"/> Conference Pen	\$1,000	N/A
<input type="checkbox"/> Student Travel Awards	N/A	\$500 per award

RECRUIT

<input type="checkbox"/> Platinum or Gold Sponsor	Included
<input type="checkbox"/> ASA Corporate Member	\$750–1,500
<input type="checkbox"/> Non-ASA Corporate Member	\$1,000–1,750

EXHIBIT

<input type="checkbox"/> Bronze–Platinum Sponsor	Included
<input type="checkbox"/> One 6' Table	\$1,000
<input type="checkbox"/> Additional 6' Tables	\$500 each

ADVERTISE

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

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

Thank you TO OUR
2017 SPONSORS!

platinum



silver



bronze



Sponsorship opportunities are still available!
Email Amy Farris at amy@amstat.org for more information.