



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

Women in **CINCINNATI, OHIO**
Statistics and Data Science **OCTOBER 18–20, 2018**

About the Conference

The American Statistical Association is pleased to announce the Conference for **WOMEN IN STATISTICS AND DATA SCIENCE**—to be held October 18–20, 2018, in Cincinnati, Ohio. 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 2017 was a resounding success! We are reaching out to past and potential supporters to ask for help in making WSDS 2018 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!

KEY DATES

APRIL 13	JUNE 1	AUGUST 1	AUGUST 15
Sponsor Recognition in the Registration Book	Registration and Housing Open	Sponsor Recognition in the Program Book	Sponsor Program Book Ads Due/ Paid Ads Due



PROGRAM AT A GLANCE

Thursday, October 18

7:30 a.m. – 6:00 p.m.	Registration
8:00 a.m. – 12:00 p.m.	Morning Half-Day Courses
1:15 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 19

7:30 a.m. – 6:00 p.m.	Registration
7:30 a.m. – 8:30 a.m.	Continental Breakfast
8:45 a.m. – 4:00 p.m.	Plenary and Concurrent Sessions
4:00 p.m. – 5:00 p.m.	Keynote Presentation
5:15 p.m. – 6:30 p.m.	Poster Session 2 and Celebrating Women in Statistics and Data Science Reception

Saturday, October 20

7:30 a.m. – 1:00 p.m.	Registration
7:30 a.m. – 8:30 a.m.	Poster Session 3 and Continental Breakfast
9:00 a.m. – 1:00 p.m.	Plenary and Concurrent Sessions
1:20 p.m. – 1:50 p.m.	Closing Session

Preliminary schedule. Times are tentative and subject to change.



Sponsor

ALL SPONSORS RECEIVE THE FOLLOWING:

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

PAST SUPPORTERS

ASA
Duke University
Google
Bank of America
Berry Consultants
SAS Institute
University of Kansas
Caucus for Women in
Statistics
National Security Agency
Central Intelligence Agency
Eli Lilly & Company
Microsoft
Experis
Two Sigma
Rho
RStudio
RTI International
StataCorp
Westat
Wiley

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

CONTACT

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Director, Marketing and Membership Development

American Statistical Association, 732 North Washington Street, Alexandria, VA 22314

SPONSORSHIP OPPORTUNITIES

Celebrating Women in Statistics and Data Science Reception and Poster Session

Support this evening as we celebrate women in the field during this reception following our keynote presentation. Sponsorship will provide light snacks and beverages. Sponsors will be recognized in the program and with onsite signage.

Exclusive Sponsorship: \$25,000
Co-Sponsorship: \$10,000

Attendee Continental Breakfast

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

Exclusive Sponsorship: \$3,000
Friday: \$1,500
Saturday: \$1,500

Student Travel Awards

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

Per Award: \$500



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: \$3,000
Thursday: \$1,000
Friday: \$1,000
Saturday: \$1,000

Conference Badge Lanyards

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

Exclusive Sponsorship: \$2,500

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 by charging their phones, tablets, and laptops. Your logo will be included on signage displayed at the stations.

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



WSDS attendees present and network during a poster session.

▲ 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

Conference App ►

Help attendees navigate the meeting by supporting the conference app! This is a great interactive way to promote your message to attendees. 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



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 Pen

Have a pen with your logo in every conference bag!

Exclusive Sponsorship: \$1,000

Advertise

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

WSDS CONFERENCE PROGRAM ADVERTISEMENT

Full Page: \$750

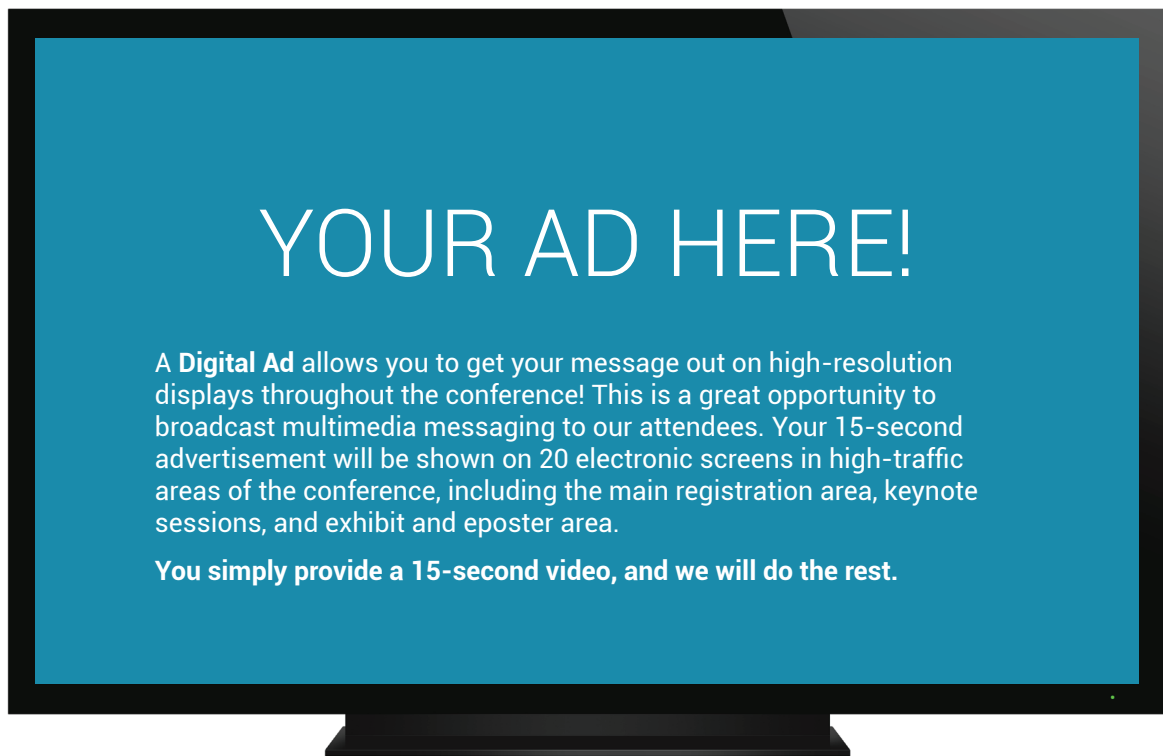
Half Page: \$500

WSDS CONFERENCE BAG INSERT

Per Insert: \$750

WSDS DIGITAL ADVERTISEMENT ▼

Per Digital Ad: \$500



Exhibit



The Conference for Women in Statistics and Data Science 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
- Signage throughout the conference
- Listing on the conference website
- Two exhibitor badges (additional badges are available for \$100 each)
- Networking opportunities during morning and afternoon refreshment breaks

EXHIBITOR FEES

- One six-foot table. \$1,000
- Additional six-foot 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 Member (no table).....	\$1,000
Non-ASA Corporate Member (with table)	\$1,750

Hotel Information

The 2018 Women in Statistics and Data Science Conference will be held at the

HILTON CINCINNATI NETHERLAND PLAZA **35 West Fifth Street, Cincinnati, OH 45202**

Limited rooms are available at a negotiated group rate, if booked by **September 25, 2018**.

- **Single/Double Rate:** \$159
- **Triple Rate:** \$184
- **Quad Rate:** \$209
- **Government Rate:**
Limited quantity available
at prevailing government
per diem

You can reserve a room by visiting the WSDS website or calling the hotel reservation line at 1-800-HILTONS. 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 2018. 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 Reception and Poster Session	\$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 App	\$2,500	N/A
<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
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HAS A MEETING FOR EVERYONE

STATISTICIAN • DATA SCIENTIST • RESEARCHER • STUDENT



**INTERNATIONAL CONFERENCE
ON HEALTH POLICY STATISTICS**

For health policy statisticians and researchers.



CONFERENCE ON STATISTICAL PRACTICE

For applied statisticians, data analysts, researchers,
and scientists seeking best practices.



SYMPOSIUM ON DATA SCIENCE & STATISTICS

For data scientists, computer scientists, and statisticians
analyzing and visualizing complex data.



JOINT STATISTICAL MEETINGS

With nearly 7,000 attendees, JSM is the largest gathering
of statisticians and data scientists in North America.



**ASA BIOPHARMACEUTICAL SECTION
REGULATORY-INDUSTRY STATISTICS WORKSHOP**

For all statisticians interested in statistical practices
for all areas regulated by the FDA.



**WOMEN IN STATISTICS AND
DATA SCIENCE CONFERENCE**

For women in statistics and data science at all career levels.

[**www.amstat.org/meetings**](http://www.amstat.org/meetings)