



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

**W**omen in  
*Statistics and Data Science*

**BELLEVUE, WA**  
OCTOBER 3-5, 2019

## About the Conference

The American Statistical Association is pleased to announce the **Conference for Women in Statistics and Data Science**—to be held October 3–5, 2019, in Bellevue, Washington. 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.

With our 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 1**

**Sponsors:**  
Recognition in the  
Registration Book

**MAY 31**

**All:**  
Registration and  
Housing Open

**AUGUST 1**

**Sponsors:**  
Recognition in the  
Program Book  
Program Book Ads  
Due / Paid Ads Due

**SEPTEMBER 4**

**Sponsors/Advertisers:**  
Digital Ads Due  
**Sponsors:** Recognition  
on Onsite Signage  
**Exhibitors:** Contracts Due

## SCHEDULE AT A GLANCE

### Thursday, October 3

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 4

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 5

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.*



*Indicates a ticketed event requiring an additional fee.*

#### SEPTEMBER 9

All:

Housing Deadline

#### SEPTEMBER 12

Sponsors/Advertisers:

In-Bag Fliers Due to the ASA

#### OCTOBER 3

Sponsors:

Recognition on the Conference Website

#### OCTOBER 3-5

All:

Conference in Bellevue, Washington

# 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

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

### 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 - \$1,500

- A sponsor table for networking with attendees

## CONTACT

**Amy Farris** [amy@amstat.org](mailto:amy@amstat.org)

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

Enjoy an evening filled with networking and sharing opportunities as we celebrate women in our field during this informal reception following our keynote presentation. Reflect on the conference, the contributions of extraordinary women, and the hopes for an ever-widening community so women and men can both experience what it means to “know your power.”

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

### 2019 WSDS Data Challenge & Service Project

The WSDS Data Challenge aims to build community and challenge participants to contribute their time and talent to the local community. We will pick a local issue to work on as part of the challenge.

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

### WSDS Water Stations & Bottles **NEW**

Support thirsty attendees and leave them with a lasting reminder of the meeting. Your sponsorship will include water stations throughout the conference and an eco-friendly water bottle branded with your logo to be handed to each attendee onsite.

**Exclusive Sponsorship: \$5,000**



Photo by Olivia Brown/ASA

### 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: \$5,000**  
**Co-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: Friday and Saturday \$3,000**  
**Friday Breakfast: \$1,500**  
**Saturday Breakfast: \$1,500**

### Afternoon Refreshment Breaks

Refreshment 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: \$4,500**  
**Thursday: \$1,500**  
**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**

### 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**



WSDS attendees present and network during a poster session. Photo by Olivia Brown/ASA

### 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 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 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**



### 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**

### 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

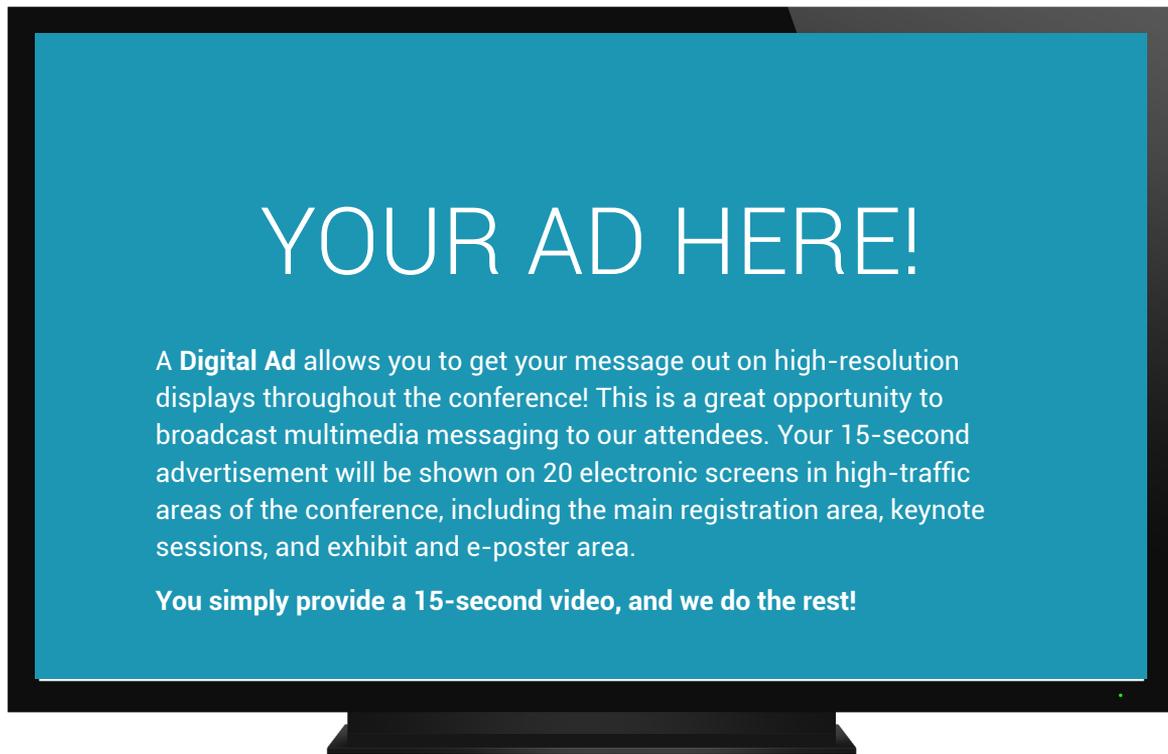
**Half Page:** \$500

## WSDS CONFERENCE BAG INSERT

**Per Insert:** \$750

## WSDS DIGITAL ADVERTISEMENT ▼

**Per Digital Ad:** \$500



## Exhibit



WSDS attendees network and mingle with exhibitors during a poster session. Photo by Olivia Brown/ASA

The Conference for Women in Statistics and Data Science is *the* place to meet and support women working in these growing and vital fields.

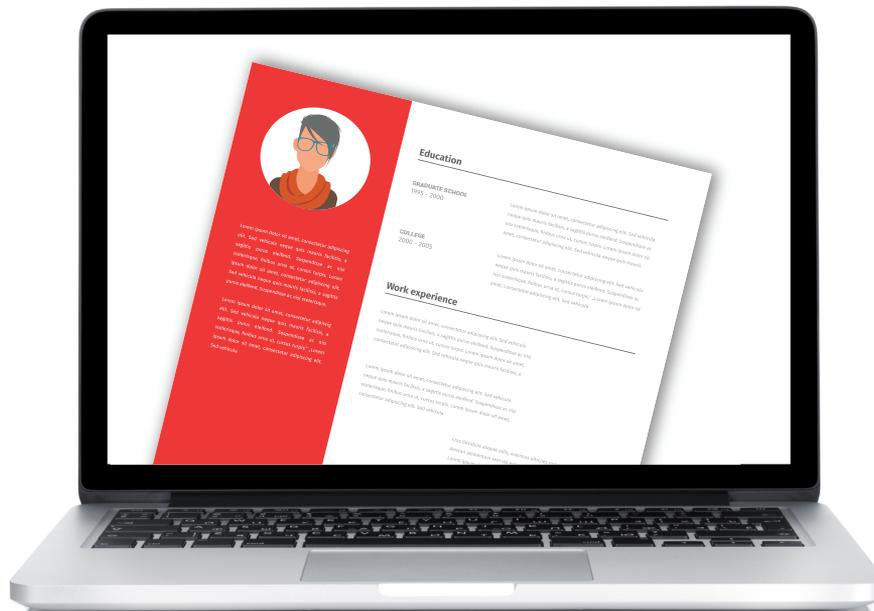
### EXHIBITOR BENEFITS

- 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. ....\$1,500
- 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 a résumé and profile at no charge!

## RECRUITER BENEFITS

- **Five distinct job postings**, available online to all registered applicants
- **Access to all applicants** via an **online** database with search capability and a message service

## RECRUITER FEES

Platinum/Gold Sponsors .....	online access 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 2019 Women in Statistics and Data Science Conference will be held at the

## HYATT REGENCY BELLEVUE

900 Bellevue Way NE, Bellevue, WA 98004



Photo courtesy of Hyatt Regency

Limited rooms will be available at a negotiated group rate.

### Hotel Rate

- **Single/Double:** \$165 (plus applicable taxes, currently 14.4%, and applicable service fees)  
*Reservation cut-off date is September 9, 2019.*

For more information, check out  
[www.amstat.org/wsds](http://www.amstat.org/wsds).

# 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 2019. See the sponsorship web page at [www.amstat.org/wsd](http://www.amstat.org/wsd) 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	\$1,500	Includes a sponsor table

## SPONSORSHIP ITEMS

	EXCLUSIVE	CO-SPONSORSHIP
<input type="checkbox"/> Celebrating Women in Statistics and Data Science Reception and Poster Session	\$25,000	\$10,000
<input type="checkbox"/> Data Challenge & Service Project	\$5,000	\$2,500
<input type="checkbox"/> Water Stations & Bottles	\$5,000	N/A
<input type="checkbox"/> Opening Mixer and Poster Session	\$5,000	\$2,500
<input type="checkbox"/> Attendee Continental Breakfast	\$3,000	\$1,500
<input type="checkbox"/> Afternoon Refreshment Breaks	\$4,500	\$1,500
<input type="checkbox"/> Student Travel Awards	N/A	\$500 (per award)
<input type="checkbox"/> Conference Bag	\$5,000	\$2,500
<input type="checkbox"/> WiFi	\$2,500	N/A
<input type="checkbox"/> Conference Badge Lanyards	\$2,500	N/A
<input type="checkbox"/> Conference App	\$2,500	N/A
<input type="checkbox"/> Charging Stations	\$1,500	\$500
<input type="checkbox"/> Conference Pen	\$1,000	N/A

## RECRUIT

<input type="checkbox"/> Platinum or Gold Sponsor	Included
ASA Corporate Member	<input type="checkbox"/> \$750 (no table) <input type="checkbox"/> \$1,500 (table)
Non-ASA Corporate Member	<input type="checkbox"/> \$1,000 (no table) <input type="checkbox"/> \$1,750 (table)

## EXHIBIT

<input type="checkbox"/> Bronze–Platinum Sponsor	Included
<input type="checkbox"/> One 6' Table	\$1,500
<input type="checkbox"/> Additional 6' Tables	\$500 each
<input type="checkbox"/> Additional Exhibitor Badges	\$100 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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