

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

October 1–3, 2020 • Pittsburgh, PA

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

Sponsor

Advertise

Exhibit

Recruit

# Women in *Statistics and Data Science*

## ABOUT THE CONFERENCE

The American Statistical Association is pleased to announce the Conference for Women in Statistics and Data Science—to be held October 1–3, 2020, in Pittsburgh, Pennsylvania. 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 will enhance the experience of all.

**CONSIDER SUPPORTING THE CONFERENCE FOR WOMEN IN STATISTICS AND DATA SCIENCE.**

*Thank you!*

## KEY DATES & DEADLINES

**APRIL 1**

**Sponsors:** Recognition in Registration Materials

**MAY 28**

**All:** Registration and Housing Open

**AUGUST 1**

**Sponsors:** Recognition in the Program Book  
**Advertisers:** Program Book Ads Due

October 1–3, 2020 • Pittsburgh, PA

## SCHEDULE AT A GLANCE

*Preliminary schedule. Times are tentative and subject to change.*

### THURSDAY, OCTOBER 1

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

### FRIDAY, OCTOBER 2

7:30 a.m. – 6:00 p.m.	Registration
7:30 a.m. – 5:15 p.m.	Exhibits Open
7:30 a.m. – 8:30 a.m.	Continental Breakfast and Poster Session 2
8:45 a.m. – 4:00 p.m.	Plenary and Concurrent Sessions
4:15 p.m. – 5:15 p.m.	Keynote Presentation
5:30 p.m. – 6:30 p.m.	Celebrating Women in Statistics and Data Science Reception and Poster Session 3

### SATURDAY, OCTOBER 3

7:30 a.m. – 1:00 p.m.	Registration
7:30 a.m. – 11:45 a.m.	Exhibits Open
7:30 a.m. – 8:30 a.m.	Continental Breakfast and Poster Session 4
8:45 a.m. – 9:45 a.m.	Plenary Session
10:00 a.m. – 1:15 p.m.	Concurrent Sessions

\* *Indicates a ticketed event requiring an additional fee.*

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#### SEPTEMBER 1

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

#### SEPTEMBER 7

**All:** Housing Deadline  
**Advertisers:** Bag Inserts Due

#### OCTOBER 1

**Sponsors:** Recognition on the Website

# Sponsor

## CONTACT AMY FARRIS

Director, Marketing and  
Membership Development

[amy@amstat.org](mailto:amy@amstat.org)

## 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

### ALL SPONSORS RECEIVE THE FOLLOWING:

- Recognition and logo in *Amstat News*, reaching all ASA members
- Display of your logo on the WSDS website, in the conference program, and on onsite signage
- Social media shout outs to the ASA's 20,000+ followers
- Direct social media mentions when you sponsor a specific event

### 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

## 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 the keynote presentation. Sponsors will be recognized in the program, on the WSDS website, and in signage at the event.

**Exclusive Sponsorship: \$10,000**  
**Co-Sponsorship: \$5,000**  
**Sponsor Limit: 2**

### 2020 WSDS Data Challenge and 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. Sponsors will be recognized in the program, on the WSDS website, and in signage at the event. Sponsors also have the opportunity to give a 5-minute welcome.

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



Attendee Che Smith presents her poster during a 2019 WSDS speed session.

Olivia Brown/ASA

### WSDS Water Stations and Bottles

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

**Exclusive Sponsorship: \$6,000**

### 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 the 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**

### Speed Session Awards

Sponsor awards for the WSDS speed sessions! Prizes will be awarded for best graduate, undergraduate, and early-career presentation. Sponsors will be recognized in the program and on the WSDS website.

**Exclusive Sponsorship: \$3,000**  
**(all three awards)**  
**Co-Sponsorship: \$1,000**  
**(per award)**  
**Sponsor Limit: 3**

NEW

### 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. Sponsors will be recognized in the program and on the WSDS website.

**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**

### 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**



Olivia Brown/ASA

WSDS 2019 attendees mingle and pick up buffet items at the Opening Mixer.

### 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 program book advertisement, an insert in the attendee bags, or a digital ad.

## CONFERENCE PROGRAM ADVERTISEMENT

**Full Page:** \$1,000

**Half Page:** \$750

## DIGITAL ONSITE ADVERTISEMENT

**Per Digital Ad:** \$1,000

## CONFERENCE BAG INSERT

**Per Insert:** \$1,000



A **Digital Ad** allows you to get your message out on high-resolution displays throughout the conference! This is a great opportunity to broadcast multimedia messaging to our attendees. Your 15-second advertisement will be shown on 20 electronic screens in high-traffic areas of the conference, including the main registration area, keynote sessions, and exhibit and e-poster area.

**You simply provide a 15-second video, and we do the rest!**

# 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.

## BENEFITS

- A 6' 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

## FEES

One six-foot table

\$1,500

Additional six-foot tables

\$500 each

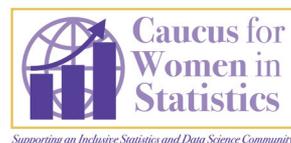
Additional exhibitor  
badges

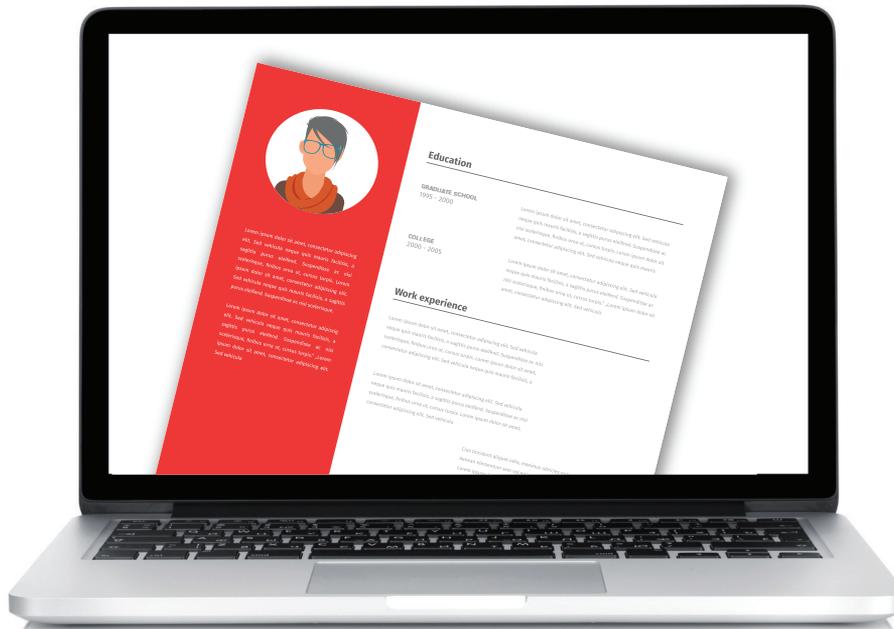
\$100 per exhibitor

JOIN THESE EXHIBITORS WHO HAVE ALREADY SIGNED UP!



TWO SIGMA





# 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!

Recruiters can search for applicants and contact them through our dedicated online messaging service to arrange interviews.

## **BENEFITS**

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

## **FEES**

**Platinum/Gold Sponsors**  
**\$0 (Online access included)**

**ASA Corporate Member**  
**\$1,000 (no table)**  
**\$1,500 (with table)**

**Non-Corporate Member**  
**\$1,250 (no table)**  
**\$1,750 (with table)**

# Hotel Information

The 2020 Women in Statistics and Data Science Conference will be held at:

## **Pittsburgh Marriott City Center**

112 Washington Place  
Pittsburgh, PA 15219



Photo courtesy of Marriott

The Pittsburgh Marriott City Center is ideally located in the heart of downtown.

Located near Heinz Field and across from PPG Paints Arena, the Pittsburgh Marriott City Center is minutes from downtown and within walking distance of shopping, restaurants, parks, and trails.

A limited number of rooms are available at a negotiated group rate, if booked by **Monday, September 7, 2020, at 4:00 p.m. ET**. Hotel room rates are subject to applicable state and local taxes, which are currently 14%.

**Single Rate: \$169**

For more information, check out [ww2.amstat.org/wds](http://ww2.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 here to expand your marketing portfolio. See the sponsorship webpage at [ww2.amstat.org/wsdw](http://ww2.amstat.org/wsdw) for up-to-date options.

## SPONSORSHIP LEVELS

<input type="checkbox"/> <b>Platinum</b> \$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"/> <b>Gold</b> \$5,000	Includes a sponsor table, Career Service online access, and a dedicated thank-you tweet
<input type="checkbox"/> <b>Silver</b> \$2,500	Includes a sponsor table and a dedicated thank-you tweet
<input type="checkbox"/> <b>Bronze</b> \$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	\$10,000	\$5,000
<input type="checkbox"/> Data Challenge & Service Project	\$5,000	\$2,500
<input type="checkbox"/> Water Stations & Bottles	\$6,000	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"/> Speed Session Awards <span style="color: red; border-radius: 50%; padding: 2px;">NEW!</span>	\$3,000	\$1,000
<input type="checkbox"/> Afternoon Refreshment Breaks	\$4,500	\$1,500
<input type="checkbox"/> Student Travel Awards	N/A	\$500 <i>(per award)</i>
<input type="checkbox"/> Conference Bag	\$5,000	\$2,500
<input type="checkbox"/> Wi-Fi	\$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

## EXHIBIT

<input type="checkbox"/> Bronze–Platinum Sponsor	\$0 (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	\$1,000
<input type="checkbox"/> Conference Digital Advertisement	\$1,000
Conference Program Advertisement	
<input type="checkbox"/> Full Page	\$1,000
<input type="checkbox"/> Half Page	\$750

## RECRUIT

<input type="checkbox"/> Gold or Platinum Sponsor	<input type="checkbox"/> \$0 (Included)
<input type="checkbox"/> ASA Corporate Member	<input type="checkbox"/> \$1,000 <i>(no table)</i> <input type="checkbox"/> \$1,500 <i>(table)</i>
<input type="checkbox"/> Non-Corporate Member	<input type="checkbox"/> \$1,250 <i>(no table)</i> <input type="checkbox"/> \$1,750 <i>(table)</i>

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

# Women in Statistics and Data Science conference October 1-3, 2020

Gold

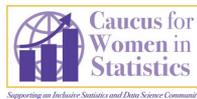


TWO SIGMA

Silver



Bronze



SMU

STATA



Westat

We hope you will consider  
joining our 2020 sponsors in  
supporting the 2020 WSDS.

**Amy Farris**

[amy@amstat.org](mailto:amy@amstat.org)

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