

Women in
Statistics and Data Science
—— **conference**
October 6–8, 2022 • St. Louis, Missouri

OPPORTUNITIES
GUIDE *and*
CONFERENCE
PROSPECTUS

Sponsor

Advertise

Exhibit

Recruit



CONFERENCE OVERVIEW

The American Statistical Association is pleased to announce the 2022 Conference for Women in Statistics and Data Science, which 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.

The program combines technical, educational, and professional development sessions, along with diversity and networking activities. Professional development workshops teach skills such as negotiation, leadership, managing gender styles, and setting boundaries.

Diversity and networking activities stress the importance of critical mass, engaging minority women, and adapting to a global professional world.

Your support will enhance the experience of all. Partnerships with industry leaders such as your organization amplify the impact of women in statistics and data science.

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

Thank you!

CONTACT AMY FARRIS

Director, Marketing and Membership Development
American Statistical Association
732 North Washington Street
Alexandria, VA 22314
amy@amstat.org

KEY DATES & DEADLINES

APRIL 1

Sponsor Recognition in
the Registration Guide

JUNE 1

Registration
and Housing Open

PROGRAM AT A GLANCE

Preliminary schedule. Times are tentative and subject to change.

THURSDAY, OCTOBER 6

7:30 a.m. – 6:00 p.m.	Registration
8:00 a.m. – 12:00 p.m.	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 7

7:30 a.m. – 6:00 p.m.	Registration
7:30 a.m. – 8:30 a.m.	Continental Breakfast and Poster Session 2
7:30 a.m. – 5:15 p.m.	Exhibits Open
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 8

7:30 a.m. – 11:30 p.m.	Registration
7:30 a.m. – 8:30 a.m.	Continental Breakfast and Poster Session 4
7:30 a.m. – 11:45 a.m.	Exhibits Open
8:45 a.m. – 12:00 p.m.	Concurrent Sessions
12:15 p.m. – 1:30 p.m.	Plenary Closing Session

* Denotes a ticketed event requiring an additional fee.

AUGUST 1

Sponsor Recognition in the Program Book
Sponsor Program Book Ads Due/Paid Ads Due

SEPTEMBER 2

Sponsor/Advertiser Digital Ads Due
Sponsor Recognition on Onsite Signage
Exhibitor Contracts Due
Sponsor/Advertiser In-Bag Fliers Due to ASA

Sponsor

CONTACT AMY FARRIS

Director, Marketing and
Membership Development

amy@amstat.org

The American Statistical Association invites you to the ASA Conference for Women in Statistics and Data Science. Your commitments accumulate toward your sponsorship status. As a sponsor, you will receive additional recognition for your support.

Sponsorship Levels and Benefits

All sponsors will be recognized in the conference materials—including on the website and in the program—as well as in *Amstat News*, which reaches all ASA members. Once you reach one of the levels below, you will also receive the following:

Principal - \$5,000

- A space in the EXPO
- A link from your logo on the conference website to your organization's website
- A thank-you tweet including your preferred Twitter handle
- A blurb in the daily conference emails
- Recognition in conference materials

Supporting - \$1,500–\$4,999

- A space in the EXPO
- Your logo on the conference website
- A thank-you tweet including your preferred Twitter handle
- Recognition in conference materials

SPONSORSHIP OPPORTUNITIES

Celebrating Women in Statistics and Data Science Reception and Poster Session

Enjoy an evening filled with networking and opportunities to share as we celebrate women in our field during this informal reception following the 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.” Sponsors will be recognized in the program and with onsite signage.

Exclusive Sponsorship: \$10,000

Co-Sponsorship: \$5,000

Sponsor Limit: 2

2022 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. Sponsors will be recognized in the program and with onsite signage.

Exclusive Sponsorship: \$5,000

Co-Sponsorship: \$2,500

Sponsor Limit: 2



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

WSDS Water Stations & Bottles

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: \$7,500

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

Sponsor Limit: 2

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 \$5,000

Friday Breakfast: \$2,500

Saturday Breakfast: \$2,500

Sponsor Limit: 2

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

Sponsor Limit: 3

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

Sponsor Limit: 2

Wi-Fi

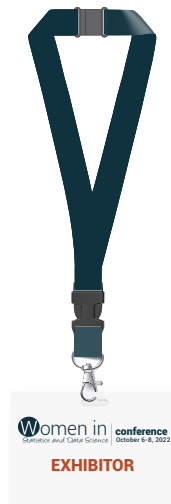
Attendees will be able to multitask with your support of Wi-Fi! Your logo will be prominently featured on onsite signage and in program materials.

Exclusive Sponsorship: \$5,000

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



WSDS 2019 Kayoung Park from Old Dominion University explains her speed session poster, "A Nonparametric Approach to Evaluating the Point of Treatment Time-Lag Effect."

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
Sponsor Limit: 3

Conference Pen

Have a pen with your logo in every conference bag!

Exclusive Sponsorship: \$1,500

Hand Sanitizer

Provide hand sanitizer for each attendee. Your logo will appear on every bottle!

Exclusive Sponsorship: \$2,500

Advertise

Can't commit to attending in person? Take advantage of these advertising opportunities to get your organization noticed.

Conference Digital Advertisement

Place your ad front and center at WSDS. Your ad will be shown on electronic displays in high-traffic areas of the conference, including the registration area, the keynote session, and the exhibit area. Your 15-second spot will loop with the daily content shown prior to sessions and can be a static image or video.

Per advertisement: \$1,000

Daily WSDS Email Advertisement

Include a message for attendees in our daily email sent every morning before sessions begin. You can provide a special offer or link to your website for more information.

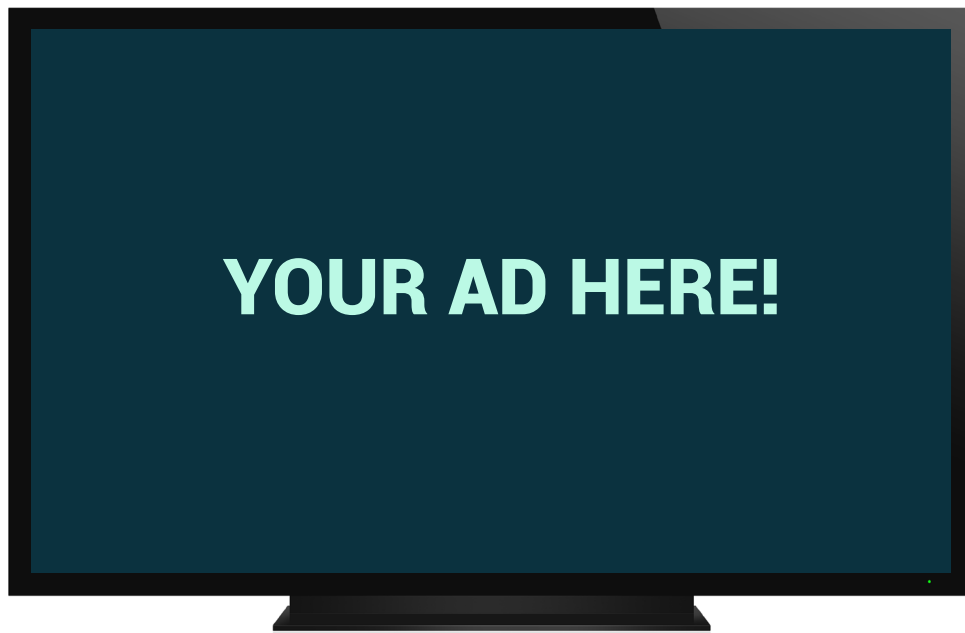
Per Day: \$500

All Days: \$1,500

Conference Bag Inserts

Provide us with your company's fliers or brochures and we will include them as inserts in the conference bag for each registrant. This is a highly visible marketing option.

Per Bag Insert: \$1,000



Exhibiting & Recruiting

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.

HOURS (TENTATIVE)

Thursday, October 6

9:00 a.m. – 12:00 p.m.
Exhibitor/Recruiter
Check-In & Setup

12:00 p.m. – 7:00 p.m.
EXPO Open

Friday, October 7

7:30 a.m. – 5:15 p.m.
EXPO Open

Saturday, October 8

7:30 a.m. – 11:45 a.m.
EXPO Open

11:45 a.m. – 3:00 p.m.
Exhibitor/Recruiter Breakdown

Exhibit

Meet a targeted group of statisticians on a one-to-one basis in a small, comfortable environment. Register as an exhibitor or enhance your presence by also registering as a recruiter.

EXHIBITORS RECEIVE THE FOLLOWING:

- A 6' draped table
- 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

Space allows for tabletop exhibits and small displays only; signage must be behind your table. No rigging.

If you are attending only in your capacity as an exhibitor, conference registration is not required; however, if you wish to attend sessions or events, you must also register for the conference.



Recruit

Recruiter table registration includes access to the online recruiting database. This database is 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!

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 messaging service

FEES

Exhibitor Table
\$1,250

Recruiter Table
(ASA Corporate Member)
\$1,500

Recruiter Table
(Non-ASA Corporate Member)
\$1,750

Recruiter Online Access Only
(ASA Corporate Member)
\$1,000

Recruiter Online Access Only
(Non-ASA Corporate Member)
\$1,500

Additional Tables
\$750

Hotel Information

The 2022 Women in Statistics and Data Science Conference will be held at the Hilton St. Louis at the Ballpark. A limited number of rooms are available at a negotiated group rate, if booked by Monday, September 3, 2022.

Hilton St. Louis at the Ballpark

1 South Broadway
St. Louis, MO 63102



Hilton St. Louis at the Ballpark

Single Rate: \$175

Hotel room rates are subject to applicable state and local taxes, which are currently 18.92%.

Government: Limited quantity available at prevailing government per diem

LOCAL INFORMATION

Located in the heart of downtown St. Louis—steps from Busch Stadium and a short distance from the Gateway Arch, Scottrade Center, and America's Center—the hotel is within walking distance of shopping, restaurants, and parks and trails.

For more information, check out ww2.amstat.org/wds.

WSDS COMMITMENT FORM

Select from the options listed here to expand your marketing portfolio. See the sponsorship webpage at ww2.amstat.org/wds for up-to-date options.

SPONSORSHIP LEVELS & BENEFITS

<input type="checkbox"/> Principal \$5,000	A space in the EXPO A link from your logo on the conference website to your organization's website A thank-you tweet including your preferred Twitter handle A blurb in the daily conference emails Recognition in conference materials
<input type="checkbox"/> Supporting \$1,500- \$4,999	A space in the EXPO Your logo on the conference website A thank-you tweet including your preferred Twitter handle Recognition in conference materials

RECRUIT

<input type="checkbox"/> Recruiter Table (ASA Corporate Member)	\$1,500
<input type="checkbox"/> Recruiter Table (Non-ASA Corporate Member)	\$1,750
<input type="checkbox"/> Recruiter Online Access Only (ASA Corporate Member)	\$1,000
<input type="checkbox"/> Recruiter Online Access Only (Non-ASA Corporate Member)	\$1,500
<input type="checkbox"/> Additional 6' Tables	\$750 each

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 _____

SPONSORSHIP ITEMS

	EXCLUSIVE	CO-SPONSORSHIP
<input type="checkbox"/> Celebrating Women in Statistics and Data Science Reception and Poster Session	\$10,000	\$5,000 (limit 2)
<input type="checkbox"/> Data Challenge & Service Project	\$5,000	\$2,500 (limit 2)
<input type="checkbox"/> Water Stations & Bottles	\$7,500	N/A
<input type="checkbox"/> Opening Mixer and Poster Session	\$5,000	\$2,500 (limit 2)
<input type="checkbox"/> Attendee Continental Breakfast	\$5,000	\$2,500 (Friday) \$2,500 (Saturday)
<input type="checkbox"/> Afternoon Refreshment Breaks	\$4,500	\$1,500 (Thursday) \$1,500 (Friday) \$1,500 (Saturday)
<input type="checkbox"/> Student Travel Awards	N/A	\$500 (per award)
<input type="checkbox"/> Conference Bag	\$5,000	\$2,500 (limit 2)
<input type="checkbox"/> Wi-Fi	\$5,000	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 (limit 3)
<input type="checkbox"/> Conference Pen	\$1,500	N/A
<input type="checkbox"/> Hand Sanitizer	\$2,500	N/A

EXHIBIT

<input type="checkbox"/> Principal/Supporting Sponsors	\$0 (Included)
<input type="checkbox"/> One 6' Table	\$1,250
<input type="checkbox"/> Additional 6' Tables	\$750 each
<input type="checkbox"/> Additional Exhibitor Badges	\$100 each

ADVERTISE

<input type="checkbox"/> Conference Digital Advertisement	\$1,000
<input type="checkbox"/> Daily WSDS Email Advertisement	
<input type="checkbox"/> Per Day	\$500
<input type="checkbox"/> All Days	\$1,500
<input type="checkbox"/> Conference Bag Insert	\$1,000

**We hope you will consider
joining our sponsors in
supporting WSDS 2022.**

Amy Farris

amy@amstat.org

Director, Marketing and Membership Development

American Statistical Association,

732 North Washington Street, Alexandria, VA 22314