

SPONSOR AND EXHIBITOR PROSPECTUS

2015 WORLD CONFERENCE ON QUALITY AND IMPROVEMENT

May 4 – 6, 2015 | Nashville, TN

Exhibit Show Dates | May 3 – 5, 2015



SPONSOR AND EXHIBITOR PROSPECTUS

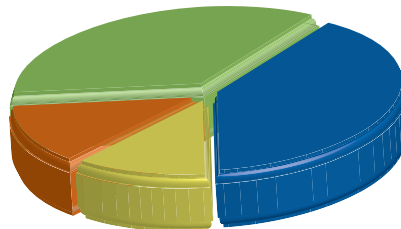
Conference Theme: Transforming the World Through Innovation, Inspiration, and Leadership

All organizations use and need quality. Whether or not it is under the official title of "quality," every organization can use quality methodologies and tools to help improve some element of the organization. With a growing global market, more organizations are embracing the need to think differently and inspire their employees. Some need to grow resources that are at their disposal to discover better solutions, others look for strategies to produce the best results, and some may even look for ways to continue to sustain results they have already achieved.

Organizations that are most established in their quality journey understand the key to their success lies within the culture of the organization. They have found ways to establish, transform, and sustain work environments in which innovation is fostered, leadership is shared, and all are aligned to a common vision. They have discovered the key to establishing a culture of quality.

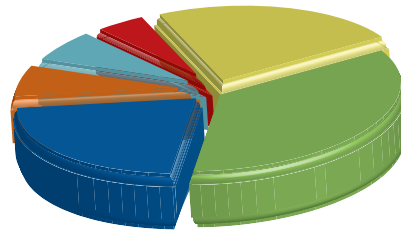
Attendee Profile

Job Titles



- **Manager 32%**
- **Director 15%**
- **Engineer 14%**
- **Other 39%**

Industry Segments



- **Manufacturing 35%**
- **Service 23%**
- **Other 23%**
- **Healthcare 7%**
- **Government 7%**
- **Education 5%**

2014 WCQI attendees
come from all over
the globe ...



*"A direct, first-hand account
of an improvement team —
with great teamwork, project
selection, and use of tools —
really brings home how
serious and effective many
companies are about quality."*

SPECIAL OPPORTUNITIES IN 2015

Conference Booth Bundle Opportunity

(Exclusive to the Platinum Sponsorship Package)

Connect with the global quality community with our exclusive booth bundle option on ASQ™ TV. This new opportunity features the following benefits:

- ASQ will work with you to create and professionally script, produce, and film a video that will showcase your company's value to attendees.
- You will receive a DVD of this special video that can continuously loop in your conference booth.
- In addition to your company's name in our regular sponsor listing, your video will be housed on the ASQ™ TV website.
- Receive 12 months of our special Video Everywhere! Player to use on your website and elsewhere.
- ASQ™ TV will be featured in the special conference recap edition of the *ASQ Weekly* e-newsletter and will include a thumbnail of your video.

You can choose to film your video before the 2015 World Conference on Quality and Improvement or at your 2015 conference booth.

Don't miss out on this exclusive opportunity with ASQ™ TV! See what else you get with the Platinum Sponsorship Package on page 6.

Preconference E-blast

(Available in the Platinum and Gold Sponsorship Packages)

With facilitated target market messaging, ASQ can help you get your message to the segments of the conference audience you choose. Do you have a specific industry, market, or executive level that you are focusing on? If so, we can take your message and put it in front of the professionals you are looking to connect with at the 2015 World Conference on Quality and Improvement. Whether it be an invitation to visit your booth, announcement of a new product, or invitation to a special event, we help connect you preconference so that you can facilitate these meetings or events you want to have.

Ask your ASQ Naylor representative for more details about this exciting option and learn more about the Platinum and Gold Sponsorship Packages on the next page.

Mobile App Sponsorship Opportunities

A new feature to the World Conference on Quality and Improvement, ASQ's flagship conference, is the mobile app. This technology allows the more than 2,500 attendees a unique way to engage with exhibitors, get informed about conference sessions and information, and interact with other attendees.

The mobile app was a big success at last year's conference; don't miss this opportunity to get your message in front of this audience before, during, and long after the 2015 conference.

- Key alerts and announcements (push notifications)
- Event maps (city, hotel, and exhibit hall)
- Session information and presentations
- Sponsor and exhibitor information (with pinpoint direction to booth location on exhibit hall map)
- Speaker bios and photos
- Ability to create your own schedule

Don't take our word for it ... 2014 mobile app stats

- 1,583 downloads
- 1,249 check-ins
- 27 average views per user
- 5 minute 50 second average use time
- 241,836 total banner impressions

Title Sponsor Package | \$15,000

(Exclusive Sponsorship)

- Splash page (ad that pops up when the attendee opens the app)
- Two banner ads on the mobile app
- Two push notifications to conference attendees
- Featured exhibitor or enhanced map listing

Main Banner | \$2,500

(Multiple Sponsors)

- Banner ad (located at the top of the screen) (up to three versions)
- Display each banner for five seconds

Highlighted Exhibitor | \$750

(Multiple Opportunities)

- Your company is highlighted within the exhibitor listing
- Attach photos, brochures, and other marketing materials within your exhibitor listing

PREMIUM SPONSOR OPPORTUNITIES

EXHIBIT SHOW DATES:
MAY 3 – 5, 2015

	Platinum	Exhibit Sponsorship WorldCon 365	Gold or Networking Reception	International Team Excellence Award Process
Exclusive Sponsorship	✓	✓		
Booth Space	20' x 30'	20' x 20'	20' x 20'	20' x 20'
Speaking Opportunity	General/concurrent session speaking opportunity	Exclusive sponsorship of a six-part series that highlights the best of the conference sessions in four- to five-minute videos, released on ASQ™ TV over six months	Concurrent session speaking opportunity	Concurrent session speaking opportunity
Product Demonstration Opportunity	✓	✓	✓	✓
Magazine Display Ad	2 full-page ads in <i>Quality Progress</i> and a full-page ad in <i>The Journal for Quality and Participation</i>	<ul style="list-style-type: none"> ■ ASQ Weekly sponsorship included in each video ■ "Brought to you by" sponsorship at the beginning and end of each video 	Full-page ad in <i>Quality Progress</i>	Full-page ad in <i>Quality Progress</i>
On-site Program Display Ad	Full-page ad in on-site program	Full-page ad in on-site program	Full-page ad in on-site program	Full-page ad in on-site program
Attendee Bag Insert	4-page insert	2-page insert	4-page insert	2-page insert
Conference Guide Listing in the April 2015 Issue of <i>Quality Progress</i>	Premium listing	<ul style="list-style-type: none"> ■ Premium listing (includes 1/2-page ad in <i>Quality Progress</i>) ■ Banner below each video (468 x 60) driving attendees to a landing page 	Premium listing	Premium listing
Conference Registrations (\$795 each registration value)	10	4	5	4
Booth Bundle	✓	✓	✓	✓
Preconference E-blast	✓	✓	✓	
Mobile App Listing	✓	✓	✓	✓
Investment	\$50,000	\$40,000	\$35,000	\$30,000

Continues ...

SPONSOR OPPORTUNITIES CONT.

	Silver or Opening Reception	Non-exhibit Sponsorship WorldCon 365	Internet or Emerging Leader/ Executive Roundtable	Charging Station Lounge	Meal and Break	Exhibit Sponsorship WorldCon 365 (If exclusive sponsorship is sold, this non-exclusive sponsorship will not be available)	After 5 Session or Lanyard
Exclusive Sponsorship		✓					✓
Booth Space	10' x 20'		10' x 10'	10' x 20'	10' x 10'	10' x 10'	10' x 10'
Speaking Opportunity		Exclusive sponsorship of a six-part series that highlights the best of the conference sessions in four- to five-minute videos, released on ASQ™ TV over six months				Shared sponsorship of a six-part series that highlights the best of the conference sessions in four- to five-minute videos, released on ASQ™ TV over six months	
Product Demonstration Opportunity	✓						
Magazine Display Ad	1/2-page ad in <i>Quality Progress</i> and a 1/2-page ad in <i>The Journal for Quality and Participation</i>	<ul style="list-style-type: none"> ASQ Weekly sponsorship included in each video "Brought to you by" sponsorship at the beginning and end of each video 	1/2-page ad in <i>Quality Progress</i>	1/4-page ad in <i>Quality Progress</i>	1/4-page ad in <i>Quality Progress</i>	<ul style="list-style-type: none"> ASQ Weekly sponsorship included in each video "Brought to you by" sponsorship at the beginning and end of each video 	
On-site Program Display Ad	1/2-page ad in on-site program		1/2-page ad in on-site program	1/2-page ad in on-site program	1/2-page ad in on-site program		
Attendee Bag Insert	2-page insert		1-page insert	1/2-page insert	1/2-page insert		
Conference Guide Listing in the April 2015 Issue of <i>Quality Progress</i>	Enhanced listing	<ul style="list-style-type: none"> Banner below each video (468 x 60) driving attendees to a landing page 	Enhanced listing	Enhanced listing	Enhanced listing	<ul style="list-style-type: none"> Enhanced listing Banner below each video (468 x 60) that will land on a sponsor page that has click-through to each sponsor's landing page of choice. 	Enhanced listing
Conference Registrations (\$795 each registration value)	3		2	2	2	2	2
Mobile App Listing	✓	✓	✓	✓	✓	✓	✓
Investment	\$20,000	\$20,000	\$15,000	\$10,000	\$10,000	\$7,500	\$7,500

Lanyard Sponsorship SOLD to Minitab

SPONSOR OPPORTUNITIES CONT.

Non-exhibit Sponsorship WorldCon 365

- Exclusive sponsorship of a six-part series that highlights the best of the conference sessions in four- to five-minute videos, released on ASQ™ TV over six months
- ASQ *Weekly* sponsorship included in each video
- “Brought to you by” sponsorship at the beginning and end of each video
- Banner below each video (468 x 60) that will land on a sponsor page that has click-through to each sponsor’s landing page of choice.

\$20,000

Non-exhibit Sponsorship Recap Video

Option 1: \$2,500

- Logo on ASQ *Weekly* introduction to video
- Banner below each video driving you to a landing page
- “Brought to you by” logo and announcement on front of video

Option 2: \$7,500

- Same as option 1, plus ASQ™ TV would film you on-site and release a special video about your organization and your commitment to quality
- Includes “as seen on ASQ™ TV” Video Everywhere! Player for 12 months on your website and on ASQ™ TV for 12 months

NEW Charging Station Lounge Sponsorship

Allow attendees to quickly charge their mobile devices in a comfortable lounge setting and raise your visibility within the busy showroom floor.

- 1/4-page ad in *Quality Progress*
- Mobile app listing
- 1/2-page ad in WCQI On-site Program
- 1/2-page insert in attendee bag

\$10,000

Custom Sponsorships Available!

ASQ can create a customized sponsorship package to meet the specific needs of our exhibitors.

A La Carte Items

■ Booth Bundle	\$4,995
■ Conference bag insert†	\$4,500
■ Product demonstration†	\$3,500
■ Full-page display ad in WCQI On-site Program	\$3,500
■ Door prize/sponsorship†	\$2,500
■ 1/2-page display ad in WCQI On-site Program	\$1,750
■ Pre- and post-conference attendee USPS mailing address list†	\$500

† Available to 2015 WCQI sponsors ONLY

‡ Available to 2015 WCQI exhibitors/sponsors ONLY

Important Dates and Deadlines:

- August 1, 2014: Call for presentations due.
- October 17, 2014: ASQ must receive your exhibit or sponsor contract to qualify for all preconference publicity.
- December 2014: Speaking opportunities are subject to availability and must be secured by December.
- December 12, 2014: ASQ must receive 50 percent of your exhibit fee.

- January 30, 2015: Deadline to be recognized in the April 2015 issue of *Quality Progress* magazine, mobile app, and in the WCQI On-site Program.
- February 20, 2015: ASQ must receive full payment of your exhibit fee.
- March 27, 2015: ASQ must receive marketing materials for conference attendee bags.

All Sponsors Who Meet the Required Deadlines Receive:

- Both pre- and post-conference lists of attendee USPS mailing addresses
- Access to on-demand conference recordings
- Branding in preconference promotions and WCQI On-site Program and on conference signage, marketing materials, and website

ASQ offers a variety of exhibitor and sponsorship packages with options designed to help your organization stand out. To reserve your space, contact:

ASQ Media Sales

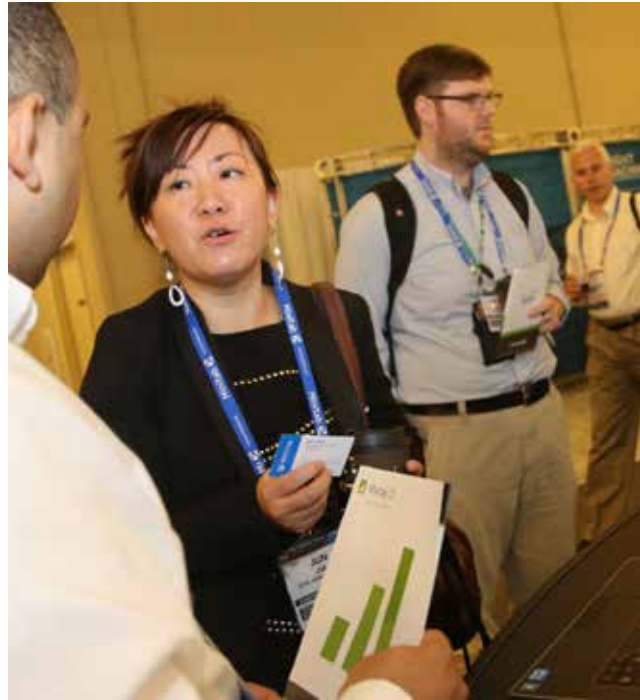
Phone: 866-277-5666 | Fax: 352-331-3525
Email: mediasales@asq.org

EXHIBIT OPPORTUNITIES

EXHIBIT SHOW DATES: MAY 3 – 5, 2015 • NASHVILLE, TN

Booth Fee Includes:

- One complimentary pass to the conference sessions, which includes one lunch ticket for each day of the conference (Monday and Tuesday) and one Tuesday night reception ticket
- Exhibit space
 - 8' high back drape
 - 3' high side panels
 - Two-line company sign
- Your company listed in the conference preliminary program, which is distributed to more than 10,000 quality professionals[‡]
- Your company listed in the April 2015 issue of ASQ's *Quality Progress* magazine, the WCQI On-site Program, the mobile app, and the official conference website[†]
- Option to donate prizes to gain additional exposure



	Standard	Premium/ Corner		
Booth Space	10' x 10'	10' x 10'	10' x 20'	20' x 20'
Fees	\$2,200	\$2,400	\$4,900	\$9,600

RECRUITMENT PACKAGE

Add to Any Exhibitor Package — Additional \$1,000

- Listing on the individual recruitment sign
- The opportunity to meet attendees face to face
- 30-day online job posting in ASQ's Career Center
- 30-day résumés database search

Posting jobs on ASQ's Career Center (careers.asq.org) provides you access to our résumé database of 29,000. We are also part of the Engineering & Science Career Network, which gives your job exposure to more than 750,000 science, engineering, and quality professionals.

[‡] 50% deposit payment is due by December 12, 2014. Full payment must be received by February 20, 2015.

[†] Please see Important Dates and Deadlines section for materials deadlines on page 5.



The Global Voice of Quality™

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“Good sessions. Great keynote speakers. Good information that I could immediately apply at work.”

– **Craig Alexander, Monsanto**

For more information, contact:

ASQ Media Sales

Phone: 866-277-5666

Fax: 352-331-3525

Email: mediasales@asq.org

asq.org/wcqi