Exhibit Show Dates:
April 30 – May 2, 2017
Charlotte, NC

The World Conference on Quality and Improvement (WCQI) is ASQ’s flagship conference. With a broad attendee base and more than 100 sessions on quality topics, the World Conference is an ideal forum through which to target quality practitioners from all industry sectors. The 2017 event will go beyond the basics of quality to explore new ways to apply quality tools.

Go to asq.org/wcqi and click on the exhibitor tab in the tool bar for the most current information for 2017 WCQI.

Attendee Profile

Job Titles

- Manager 43%
- Director 16%
- Engineer 15%
- Other 26%

Industry Segments

- Manufacturing 37%
- Services 21%
- Healthcare 16%
- Government 7%
- Education 3%
- Other 16%

2016 WCQI attendees come from all over the globe ...

2,500+ attendees from more than 53 countries

The 2016 WCQI had attendees from different countries.

“... 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.”
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 2017 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. (Available through April 14, 2017.)

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

An exciting 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 2017 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 … 2016 mobile app stats

- 1,993 downloads
- 96 average engagements per user
- 88 minute 31 second average use time
- 397,800 total banner impressions

Mobile App Sponsorship | $15,000
(Exclusive Sponsorship)

- Custom posts on social wall
- Featured exhibitor or enhanced map listing
- Live polling
- Logo included on mobile app promotions preconference and on-site
- Splash page (ad that pops up when the attendee opens the app)
- Sponsored icon
- Two banner ads on the mobile app
- Two push notifications to conference attendees

Mobile App Main Banner | $2,500
(A la carte)

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

Highlighted Exhibitor | $1,000
(A la carte)

- Your company is highlighted within the exhibitor listing
- Attach photos, brochures, and other marketing materials within your exhibitor listing
- Interactive floor plan logo link
# Premium Sponsor Opportunities

**EXHIBIT SHOW DATES:**

April 30 – May 2, 2017

<table>
<thead>
<tr>
<th>Exclusive Sponsorship</th>
<th>Platinum</th>
<th>Gold</th>
<th>NASCAR Hall of Fame, Tuesday Networking Reception</th>
<th>Silver or Sunday Opening Reception</th>
<th>Mobile App</th>
<th>Internet or Executive Roundtable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Booth Space</strong></td>
<td>✓</td>
<td></td>
<td>20' x 30'</td>
<td>20' x 20'</td>
<td>10' x 20'</td>
<td>10' x 10'</td>
</tr>
<tr>
<td><strong>Speaking Opportunity</strong></td>
<td></td>
<td></td>
<td>General/Concurrent session speaking opportunity</td>
<td>Concurrent session speaking opportunity</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Product Demonstration Opportunity</strong></td>
<td>✓ ✓ ✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓ ✓ ✓</td>
</tr>
<tr>
<td><strong>Magazine Display Ad</strong></td>
<td>2 full-page ads in <em>Quality Progress</em> and a full-page ad in <em>The Journal for Quality and Participation</em></td>
<td>Full-page ad in <em>Quality Progress</em></td>
<td>Full-page ad in <em>Quality Progress</em></td>
<td>1/2-page ad in <em>Quality Progress</em> and a 1/2-page ad in <em>The Journal for Quality and Participation</em></td>
<td>1/2-page ad in <em>Quality Progress</em></td>
<td>1/2-page ad in <em>Quality Progress</em></td>
</tr>
<tr>
<td><strong>On-site Program Display Ad</strong></td>
<td>Full-page ad in on-site program</td>
<td>Full-page ad in on-site program</td>
<td>Full-page ad in on-site program</td>
<td>1/2-page ad in on-site program</td>
<td>1/2-page ad in on-site program</td>
<td>1/2-page ad in on-site program</td>
</tr>
<tr>
<td><strong>Attendee Bag Insert</strong></td>
<td>4-page insert</td>
<td>4-page insert</td>
<td>4-page insert</td>
<td>2-page insert</td>
<td>1-page insert</td>
<td>1-page insert</td>
</tr>
<tr>
<td><strong>Conference Guide Listing in the April 2017 Issue of Quality Progress</strong></td>
<td>Premium listing</td>
<td>Premium listing</td>
<td>Premium listing</td>
<td>Enhanced listing</td>
<td>Enhanced listing</td>
<td>Enhanced listing</td>
</tr>
<tr>
<td><strong>Conference Registrations ($795 each registration value)</strong></td>
<td>10</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>Preconference E-blast</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Mobile App Listing</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Investment</strong></td>
<td>$40,000</td>
<td>$30,000</td>
<td>$25,000</td>
<td>$20,000</td>
<td>$15,000</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

Contines …
## SPONSOR OPPORTUNITIES CONT.

<table>
<thead>
<tr>
<th>Exclusive Sponsorship</th>
<th>Charging Station Lounge</th>
<th>Escalator Lounge</th>
<th>Meal and Break Lounge</th>
<th>Team Excellence Lounge</th>
<th>After 5 Sessions or Lanyard</th>
<th>Relaxation Station</th>
<th>WorldCon 365 Wrap-up Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth Space</td>
<td>10' x 10'</td>
<td>10' x 10'</td>
<td>10' x 10'</td>
<td>10' x 10'</td>
<td>10' x 10'</td>
<td>10' x 10'</td>
<td>10' x 10'</td>
</tr>
</tbody>
</table>

**Speaking Opportunity**

Project demonstration opportunity.

**Product Display Ad**

<table>
<thead>
<tr>
<th>Magazine Display Ad</th>
<th>1/4-page ad in Quality Progress</th>
<th>1/4-page ad in Quality Progress</th>
<th>1/4-page ad in Quality Progress</th>
<th>1/4-page ad in Quality Progress</th>
<th>WorldCon 365 Wrap-up Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-site Program Display Ad</td>
<td>1/2-page ad in on-site program</td>
<td>1/2-page ad in on-site program</td>
<td>1/2-page ad in on-site program</td>
<td>1/2-page ad in on-site program</td>
<td>WorldCon 365 Wrap-up Video</td>
</tr>
</tbody>
</table>

Attendee Bag Insert

1/2-page insert

**Conference Guide Listing in the April 2017 Issue of Quality Progress**

Enhanced listing

**Conference Registrations ($795 each registration value)**

2 2 2 2 2 2 2

Preconference E-blast

**Mobile App Listing**

✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓

**Investment**

$10,000 $10,000 $10,000 $10,000 $7,500 $7,500 $7,500 $7,500

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.
**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 On-site Program
- 1/2-page insert in attendee bag
- Two charging station lounge areas

$10,000

**WorldCon 365 Wrap-up Video**

- 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
- ASQ TV will 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

$7,500

**Relaxation Station Sponsorship**

Attendees can connect and recharge at the relaxation message station. Professional massage therapists (contracted through BodyWorks) will provide seated massages to the upper body. Each massage is aimed at relaxing the classic tension areas of the neck, back, shoulders, and arms and help attendees feel more welcome, appreciated, refreshed, alert, and energized. Foot massage stations are included at no additional cost. This is an exclusive sponsorship, which includes a 10’ x 10’ exhibit booth for the sponsor, and space for the relaxation station, enhanced listing, two conference registrations, and listing on the conference mobile app.

All necessary relaxation message station equipment, supplies, and personnel are supplied by BodyWorks.

**Dates:**
- Monday, May 1, 9:00 a.m. – 5:00 p.m.
- Tuesday, May 2, 9:00 a.m. – 4:00 p.m.

**Location:** Charlotte Convention Center, Charlotte, NC

$7,500 plus required décor and facility items

**Custom Sponsorships Available!**

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

---

**A La Carte Items**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference bag insert*</td>
<td>$4,500</td>
</tr>
<tr>
<td>Product demonstration**</td>
<td>$3,500</td>
</tr>
<tr>
<td>Full-page display ad in WCQI On-site Program</td>
<td>$3,500</td>
</tr>
<tr>
<td>Mobile App main banner</td>
<td>$2,500</td>
</tr>
<tr>
<td>1/2-page display ad in WCQI On-site Program</td>
<td>$1,750</td>
</tr>
<tr>
<td>Highlighted Exhibitor</td>
<td>$1,000</td>
</tr>
<tr>
<td>Recruitment Package</td>
<td>$1,000</td>
</tr>
<tr>
<td>Pre- and post-conference attendee USPS mailing address list*</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

* Available to 2017 WCQI sponsors ONLY

**Important Dates and Deadlines:**

- August 5, 2016: Call for presentations due.
- September 15, 2016: ASQ must receive your exhibit or sponsor contract to qualify for preconference publicity.
- December 2016: Speaking opportunities are subject to availability and must be secured by December.
- January 16, 2017: Deadline to be recognized in the April 2017 issue of *Quality Progress* magazine, mobile app, and in the WCQI On-site Program.
- February 20, 2017: ASQ must receive full payment of your exhibit fee. Exhibitors/sponsors who have not paid in full by February 20, 2017, will not be allowed to participate in the 2017 April Quality Progress Exhibitor Guide or the 2017 WCQI On-site Program.
- For any exhibitors/sponsors that sign up after February 20, 2017, full payment is due with the signed contract.
- March 15, 2017: 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, WCQI On-site Program and on conference signage, marketing materials, and website
EXHIBIT OPPORTUNITIES
EXHIBIT SHOW DATES: APRIL 30 – MAY 2, 2017
CHARLOTTE, NC

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. The Sunday opening reception is in the exhibit hall.
- 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 2017 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 during the Tuesday afternoon Exhibitor Extravaganza.

<table>
<thead>
<tr>
<th>Standard</th>
<th>Premium/ Corner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth Space</td>
<td>10’ x 10’</td>
</tr>
<tr>
<td>Fees</td>
<td>$2,200</td>
</tr>
</tbody>
</table>

RECRUITMENT PACKAGE
Add to Any Exhibitor Package — Additional $1,000

- Listing on the "We're Hiring" conference signage
- The opportunity to meet attendees face to face
- One 30-day online job posting in ASQ’s Career Center
- 30-day résumés database search
- Individual signage in your booth indicating "We're Hiring"

Posting jobs on ASQ’s Career Center (careers.asq.org) provides you access to our résumés 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 with signed contract. Balance of payments must be received by February 20, 2017.
** Please see Important Dates and Deadlines section for materials deadlines on previous page.

Exhibitor Set-up/Dismantle and Show Hours

**Set-up Hours**
Friday, April 28 Noon – 4:30 p.m.
Saturday, April 29 Noon – 5:00 p.m.
Sunday, April 30 8:00 a.m. – 4:00 p.m.

**Show Hours**
Sunday, April 30 6:30 p.m. – 8:30 p.m.
Monday, May 1 9:00 a.m. – 5:00 p.m.
Tuesday, May 2 9:00 a.m. – 4:00 p.m.

**Dismantle Hours**
Tuesday, May 2 4:00 p.m. – 8:00 p.m.
Wednesday, May 3 8:00 a.m. – Noon

Dates and times are subject to change.

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
"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