



Service Quality  
Division

The Global Voice of Quality™

## **Sponsor and Exhibitor Prospectus**

23rd Annual Service Quality Conference

September 22 – 23, 2014

How to Make a Difference with Service Quality

# Sponsorship and Exhibit Opportunities

## 23rd Annual Service Quality Conference

September 22 – 23, 2014

Parc 55 Wyndham Hotel • San Francisco CA

ASQ offers high impact sponsorships that enable companies like yours to contribute to the success of the conference while gaining priceless exposure for your products and services. While reaching your target audience, your company will gain lasting recognition. **Your affiliation with the Service Quality Conference will serve as a constant reminder of your commitment to quality.**

### By sponsoring or exhibiting you will:

- Meet U.S. and international quality professionals from service and manufacturing organizations who are attending to learn the latest tools, improvement technologies, performance excellence, quality leadership, knowledge management, ISO, service quality, and integrated measurements
- Reach the decision makers that are dedicated to implementing quality in the service sector—**65%** are senior managers
- Meet prospects from banking and finance, health services, engineering, accounting, research management, and insurance— the top five industries represented at previous conferences

### Our complete sponsorship program offers you extensive marketing exposure that can include:

- Web site recognition
- Use of post- conference mailing names and addresses (one-time use only)
- Verbal and signage recognition
- Exposure in the exhibit hall, in the preliminary and on-site programs, and more!

Don't delay! These sponsorship opportunities offer you complete marketing exposure, face-to-face contact with hundreds of service sector professionals, and the opportunity to meet the decision makers ready to implement and enhance their quality programs.

### Contact:

Dale Morgan

Gilbreath's

Phone: 918-743-3111

Email: [d1m@gilbreaths.com](mailto:d1m@gilbreaths.com)

Benefits	Platinum	Networking Event	Gold
<b>Investment</b>	<b>\$4,000</b>	<b>\$3,000</b>	<b>\$2,000</b>
Speaking opportunity	X		
One skirted exhibit table (\$795)	X	X	X
Conference Registration (\$795)	3	2	1
Inserts in conference attendee bag (\$250 per page)	4 pages	2 page	1 page
Post-Conference Attendee List (\$350)	X	X	X
Advertisement in division newsletter (\$425-1 page)	1 page	½ page	½ page
One article (1,000 words) in division newsletter	X		
Logo and link on ASQ conference web site	X	X	X
Logo on conference attendee bag	X	X	X
<b>Value</b>	<b>\$4,955</b>	<b>\$3,460</b>	<b>\$2,415</b>

### Exhibit Space Only (\$795)

- One Exhibitor-Only Registration
- One Exhibit Table
- Listing in the onsite program
- One additional Exhibit-Only staff (same company) – an additional \$200

### **Early Bird Opportunity**

Sponsor recognition in the collateral materials for conference marketing. The earlier you make a commitment, the more exposure you will receive. Pre-conference marketing includes top sponsors listed in all pre-conference material and on websites. Brochures reach more than 60,000 service minded quality professionals. E-marketing efforts have the potential to be viewed by up to 50,000 quality professionals.

### **Additional Sponsorship Opportunities / Exhibitor Benefits**

- Lanyards (Attendee Badge Cords) - \$1,000 (*sponsor provides product*)
- Product Advertising Opportunity – bag, pens, notepads, brochures, souvenirs etc. - \$1,000 (*sponsor provides product*)
- Prize giveaways - \$1,000
- One Additional Exhibitor-Only Staff (same company) - \$200 each
- Post-Conference Attendee List - \$350 per list (available only to sponsors/exhibitors)

### **\*Important Dates and Reminders!**

- Speaking opportunities are subject to program development and must be secured by the earliest possible date
- To qualify for pre-conference publicity your sponsor/exhibitor contract must be received by July 31
- Sponsors, please submit two company logos with your contract: one **high-resolution eps format (300+dpi)** and one **low-resolution jpeg format for Web site**

**23rd Annual Service Quality Division Conference  
Sponsorship/Exhibit Agreement**

Company Name: \_\_\_\_\_  
(Please print company name as it should appear in marketing pieces and signage.)

Contact name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ Suite: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov. \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Signature\*\* \_\_\_\_\_

*\*\* By signing this contract, the exhibitor agrees to ASQ show rules and regulations.*

**Please reserve the following sponsorship or exhibit package:**

- \_\_\_\_\_ Platinum Sponsor \$4,000
- \_\_\_\_\_ Monday Evening Networking Event \$3,000
- \_\_\_\_\_ Gold Sponsor \$2,000
- \_\_\_\_\_ Lanyard Sponsor \$1,000 + product
- \_\_\_\_\_ Product Advertising Opportunity \$1000 + product
- \_\_\_\_\_ Prize giveaways \$1000
- \_\_\_\_\_ Exhibit Space \$795 (1 name badge per space)
- \_\_\_\_\_ *Additional* Exhibit Staff Badges (same company) \$200 each
- \_\_\_\_\_ Post-Conference Attendee Address List - \$350
- \_\_\_\_\_ Additional Sponsorship \$ \_\_\_\_\_

**Please indicate your preferred method of payment:**

- \_\_\_\_\_ Check for \$ \_\_\_\_\_ is enclosed. *(Please make checks payable to: ASQ.)*
- \_\_\_\_\_ Charge the payment to my credit card. \_\_\_\_\_ MC \_\_\_\_\_ VISA \_\_\_\_\_ AMEX
- Card number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_
- Name of Card Holder \_\_\_\_\_

***Fees must be paid prior to the start of the conference. Please return agreement and payment to:***

**Lynne Emard-Boswell  
ASQ Event Management  
P.O. Box 3005  
Milwaukee, WI 53201-3005  
Fax: 414-765-8664, Email: lemard@asq.org**