



WOMEN IN QUALITY SYMPOSIUM

December 9, 2020

SPONSOR ASQ'S INAUGURAL WOMEN IN QUALITY SYMPOSIUM

THEME

Women on the Rise: The Ascent to Meaningful Leadership

OVERVIEW

The inaugural Women in Quality Symposium will provide an interactive, inspirational environment encouraging women to tap into their authentic selves and move past common barriers to professional and personal growth. This virtual event will bring more than 200 attendees together through interactive panels discussions, collaborative breakout sessions and an impactful keynote presentation by Alison Levine, the first U.S. woman to lead a team to Mount Everest.

Recognizing the unique characteristics women bring to the quality community, the Symposium will convene quality peers for meaningful discussions on finding inspiration through purpose, identifying management styles, crafting a personal growth strategy, negotiating effectively, and practicing inclusive leadership. The inaugural Women in Quality Symposium will be the catalyst for networking, skill refinement, and empowerment for women at all stages of their quality careers.

AREAS OF FOCUS/PANEL AND BREAKOUT DISCUSSIONS:

- From Surviving to Thriving: Aligning Purpose, Passion, and Service
- Identifying Leadership Attributes Inherent in Women
- Addressing Obstacles in Career Growth

KEYNOTE PRESENTATION

"On the Edge: The Art of High-impact Leadership" by Alison Levine, *First American Women's Everest Expedition Team Captain*

Imagine yourself on the highest mountain in the world. You must deal with the physiological effects of extreme altitude--along with bone-chilling temperatures, battering winds, and a climbing team that's counting on all of its members to make smart decisions. There's simply no room for poor judgment -- one mistake or misstep can result in an "unrecoverable error." In any situation where lives on are the line or the stakes are exceptionally high--there's no better training ground for leaders than settings where people are pushed beyond their perceived limits. Drawing on her experience as team captain of the first American Women's Everest Expedition, Alison Levine makes a compelling case that the leadership principles that apply in the world of extreme adventure also apply to today's rigorously competitive business environments.

ASQ MEDIA SALES

Phone: 202-367-2424

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Email: mediasales@asq.org



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SPONSOR LEVELS AND BENEFITS

	Premium Sponsor \$10,000	Supporting Sponsor \$3,750
Opportunity to provide a video to be viewed by attendees prior to Luncheon Keynote	✓	
Opportunity to provide a PDF download for the Luncheon Keynote	✓	
Logo on waiting screen for Luncheon Keynote	✓	
Opportunity to provide a resource or offer behind an ASQ lead capture form	✓	
Opportunity to provide a video to be viewed by attendees prior to a breakout or panel discussion		✓
Banner on event website	1366 x 101	1366 x 101
Logo on event homepage and in member promotions	✓	✓
Co-branded banner on ASQ.org promoting the event	400 x 300	
Company listing in sponsor portal, including logo, description, and links to resources	✓	✓
Opportunity to provide (1) one sponsored Facebook or Twitter post	✓	✓
Opportunity to provide (1) one sponsored LinkedIn post	✓	
Logo recognition in post-event ASQ blog post	✓	
Verbal recognition in Final Remarks	✓	
Complimentary event passes	Two	One
Advertisement in the February 2021 issue of <i>Lean and Six Sigma Review</i> focusing on Women in Lean	Full Page	Half Page

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**ASQ WOMEN IN QUALITY SYMPOSIUM
DECEMBER 9, 2020 | VIRTUAL EVENT
SPONSOR APPLICATION AND CONTRACT**



A. Company Contact Information

Please indicate how you would prefer your company name and contact information be listed in the conference materials.

Company Name

Company Contact Person

Title

Mailing Address

City, State, Postal Code, Country

Phone

Email

Website

B. Fulfillment Contact Information

Please provide a contact for sponsorship fulfillment (if different from above).

Fulfillment Contact Person

Phone

Email

D. Sponsorship Level

Select your sponsorship level.

- Premier Sponsor \$10,000
- Supporting Sponsor \$3,750

ADDITIONAL NOTES

E. Payment & Acceptance

Full payment is due with signed contract and an invoice will be provided via email to the designated fulfillment contact. By signing this Application and Contract, the Sponsor agrees to abide by all terms as printed in the Rules & Regulations.

Signature

Date

RULES & REGULATIONS | ASQ WOMEN IN QUALITY SYMPOSIUM

This Application and Contract to participate in ASQ's Women in Quality Symposium during the date of December 9, 2020 shall become effective when it has been submitted by the exhibiting company accepted by the American Society for Quality ("ASQ"). The individual signing this Application and Contract represents and warrants that he/she is duly authorized to execute this binding Application and Contract on behalf of the exhibiting company. By signing below, the sponsoring company agrees to be bound by the terms and conditions below. The sponsoring company agrees that upon acceptance of this Application and Contract by ASQ, with or without appropriate payment of the sponsor fee and further action by the sponsoring company, this Application and Contract, together with the terms and conditions below, (collectively "this Contract") shall become a legally binding contract between ASQ and exhibiting company ("Sponsor").

ASQ is not liable for any loss sustained by the participant as a result of the participant's or any third party's failure to access the conference website, or as a result of any breakdowns, software errors, incomplete or inaccurate transfer of information. The parties agree that this agreement (and any other agreement referred to herein) contain the complete agreement between the parties and supersedes any prior understandings, agreements, or representations by or between the parties, written or oral, which may have related to the subject matter hereof in any way. The sponsor is responsible for creating and providing sponsor content. If the sponsor fails to respond in a timely manner for content or otherwise fails to deliver content, ASQ shall be under no obligation to change the dates of the event or provide a refund. ASQ reserves the right to prohibit, limit, or discontinue the distribution of gifts, giveaways, or similar promotions. There will be no announcements of sponsors' contests, drawings, or winners during the conference.

PAYMENTS, CANCELLATIONS, & REFUNDS

Applications and Contracts must be accompanied with payment in full. Applications and Contracts will not be processed, nor space assigned without the required payment. Credit card payments can be made online using American Express, MasterCard, or Visa. Make all checks payable to the American Society for Quality and remit to the following address:

American Society for Quality
Attn: Accounts Receivable
P.O. Box 555, Milwaukee, WI 53202

CANCELLATION OF FULL OR PARTIAL SPONSORSHIP

Full payment is required and no refunds whatsoever will be made on cancellations or reductions of sponsorship. Should a Sponsor cancel even partial sponsorship, the Sponsor is responsible for 100% of the contracted sponsorship.

CANCELLATION OR CHANGES TO EVENT

If for any reason beyond ASQ's control ASQ determines that ASQ's Women in Quality Symposium must be cancelled,

shortened, delayed, dates changed, or otherwise altered or changed, Sponsor understands and agrees that ASQ shall not refund the rental fees paid to it by Sponsor and that all losses and damages that it may suffer as a consequence thereof are its responsibility and not that of ASQ or its directors, officers, employees, agents or subcontractors. Sponsor understands that it may lose all monies it has paid to ASQ for the Event, as well as other costs and expenses it has incurred, including travel to the Event, setup, lodging, decorator freight, employee wages, etc.

Sponsor, as a condition of being permitted by ASQ to be a Sponsor of ASQ's Women in Quality Symposium agrees to indemnify, defend and hold harmless ASQ, its directors, officers employees, agents and subcontractors from any and all loss which Sponsor may suffer as a result of Event cancellation, duration, delay or other alterations or changes caused in whole, or in part, by any reason outside ASQ's control. The terms of this provision shall survive the termination or expiration of this Contract.

ELIGIBILITY TO PARTICIPATE

A Sponsor's eligibility to participate in the Event must remain in effect from the time of submission of the Application and Contract to the time of the Event and should ASQ determine that a Sponsor which it had previously determined was eligible to sponsor at the Event is no longer eligible to do so, ASQ may notify the Sponsor and may terminate the Application and Contract without liability upon written notice to Sponsor.

PROMOTIONAL ACTIVITIES

Further, Exhibitors shall not engage in any promotional activities which ASQ determines to be outside the purpose and/or character of the ASQ Event as determined by ASQ in its sole discretion.

RETAIL SALES

No retail sales, where payment is received and product delivered, are permitted during the Event at any time. Payment and/or orders may be taken for future delivery.

INTELLECTUAL PROPERTY MATTERS

The Sponsor represents and warrants to ASQ that no materials used in or in connection with their exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Exhibitor) or other intellectual property rights of any third party. The Sponsor agrees to immediately notify ASQ of any information of which the Sponsor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The Sponsor agrees to indemnify, defend and hold ASQ, its officers, directors, employees, agents, successors and assigns harmless from and against all losses, damages and costs (including attorney's fees) arising out of or related to claims of infringement by Sponsor, its employees, agents, or contractors of the trademarks, copyrights and other intellectual property rights of any third party.

Notwithstanding the foregoing, ASQ, its officers, directors, employees, agents, and each of them, shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of any Sponsors. The terms of this provision shall survive the termination or expiration of this Contract.

USE OF AMERICAN SOCIETY FOR QUALITY NAME

ASQ's Women in Quality Symposium and the Event logo are registered trademarks owned by the ASQ. Participation by a Sponsor in the event does not entitle the Sponsor to use such names or logos, except that the Sponsor may reference the Event and use the Event logo with reference to the Sponsor's participation as a Sponsor at the ASQ's Women in Quality Symposium. Participation in the Event does not imply endorsement or approval by ASQ of any product, service or participant and none shall be claimed by any participant.

INDEMNIFICATION

Sponsor agrees that it will indemnify, defend and hold Event Management, ASQ, their respective officers, directors, employees, agents and each of them, harmless from and against a) the performance or breach of this Contract by Sponsor, its employees, agents or contractors; b) the failure by Sponsor, its employees, agents or contractors to comply with applicable laws, regulations and ordinances; and c) the act, omission, negligence, gross negligence, or willful misconduct of Sponsor, its employees, agents, contractors, licensees, guests, or invitees. This indemnification of Event Management by Sponsor is effective unless such injury was caused by the sole gross negligence or willful misconduct of Event Management. Sponsor agrees that if Event Management or ASQ is made a party to any litigation commenced by or against Sponsor, or relating to this Contract or the premises leased hereunder, then SPONSOR WILL PAY ALL COSTS AND EXPENSES, INCLUDING ATTORNEYS' FEES, INCURRED BY OR IMPOSED UPON EVENT MANAGEMENT OR ASQ BY REASON OF SUCH LITIGATION. THE TERMS OF THIS PROVISION SHALL SURVIVE THE TERMINATION OR EXPIRATION OF THIS CONTRACT.

AMENDMENTS/ INTERPRETATION

ASQ reserves the right to amend and enforce this Contract. Written notice of any amendments shall be given to each affected Sponsor. Each Sponsor, for itself, its agents and employees, agrees to abide by this Contract set forth therein, or by any subsequent amendments. ASQ reserves the sole right to interpret this Contract. All interpretations are final and are not subject to review or to appeal. Sponsors which, in the sole interpretation of ASQ shall be subject to disciplinary action up to and including ejection from the Event and refusal to participate in any future events or Events of ASQ.

ENFORCEMENT/MISCELLANEOUS

This Contract is governed by Wisconsin law and the Sponsor consents to the exclusive jurisdiction of the State and Federal courts seated in Milwaukee County, Wisconsin, with respect

to any action arising out of this Contract or ASQ. The parties explicitly acknowledge and agree that the provisions of this Contract are both reasonable and enforceable. However, the provisions of this Contract are severable and, as such, the invalidity of any one or more provisions shall not affect or limit the enforceability of the remaining provisions. Should any provision be held unenforceable for any reason, then such provision shall be enforced to the maximum extent permitted by law.

This Contract will be binding on the Sponsor's heirs, successors and assigns.

LIMITATION OF LIABILITY

IN NO EVENT SHALL THE FACILITY, THE ASQ EVENT, ASQ, THEIR OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "ASQ PARTIES") BE LIABLE TO THE SPONSOR FOR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE SPONSOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEY'S FEES AND COSTS, ARISING OUT OF THIS APPLICATION AND CONTRACT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION AND CONTRACT OR FOR ANY CLAIM BY SPONSOR, EVEN IF ANY OF THE ASQ PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. SPONSOR AGREES THAT ASQ PARTIES' SOLE AND MAXIMUM LIABILITY TO SPONSOR, REGARDLESS OF THE CIRCUMSTANCES, SHALL BE THE REFUND OF THE SPONSOR FEE. SPONSOR AGREES TO INDEMNIFY AND DEFEND THE ASQ PARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY, OR ENGAGED BY THE SPONSOR FOR ANY AMOUNT BEYOND THE SPONSOR FEE. FURTHER, SPONSOR AGREES TO PAY ALL ATTORNEY'S FEES AND COSTS INCURRED BY ASQ PARTIES ARISING OUT OF, OR IN ANY WAY RELATED TO, THIS CONTRACT. SPONSOR SHALL BE SOLELY RESPONSIBLE FOR ITS ATTORNEY'S FEES AND COSTS.