

# SPONSOR AND EXHIBITOR PROSPECTUS

## 2018 LEAN AND SIX SIGMA CONFERENCE

Exhibit Show Dates | February 25 – 27, 2018

Pointe Hilton Tapatio Cliffs Resort | Phoenix, AZ



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## Sustaining a Culture of Excellence in a World of Disruption, Innovation, and Change

# 98%

of the 2017 ASQ Lean and Six Sigma Conference attendees say they would recommend this conference.

*"If you want to be a **lean and Six Sigma professional**, you need to attend to gain **insight and confirmation** from others."*

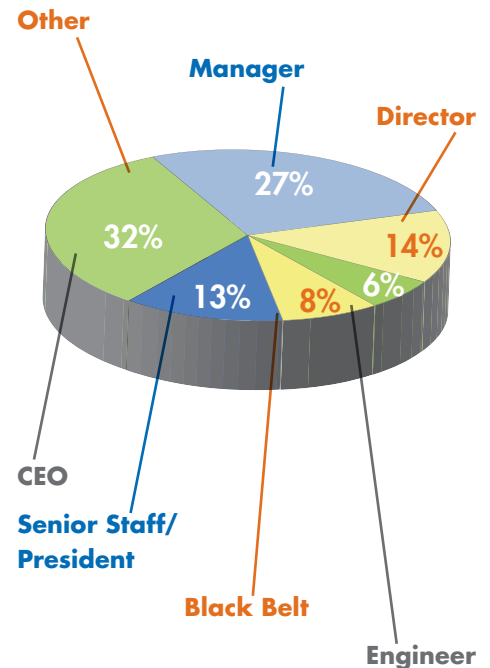
– 2017 CONFERENCE ATTENDEE

ASQ's Lean and Six Sigma Conference draws hundreds of lean and Six Sigma practitioners, from those new to the field to seasoned veterans. The 2018 conference will focus on the application of lean and Six Sigma tools and methodologies, results produced, and the steps taken to sustain those results.

As the global voice and leader in the quality community, ASQ's established reputation makes this highly recommended conference one of the largest gatherings of its kind. By participating in the 2018 Lean and Six Sigma Conference, your company will have the opportunity to showcase your resources to an invested audience of people passionate about quality.

There are several opportunities available, allowing you to maximize your exposure in front of today's leaders and tomorrow's innovators in lean and Six Sigma practices.

ATTENDEES BY JOB TITLE:



## How do I become a sponsor or exhibitor?

### Contact ASQ Media Sales

Phone: 866-277-5666

Fax: 352-331-3525

Email: [mediasales@asq.org](mailto:mediasales@asq.org)

# 2018 EXHIBIT HOURS

Exhibit hall open during the following high-traffic times\*:

DATE	TIME		
<b>SUNDAY</b> February 25, 2018	5:30 p.m. – 7:00 p.m.	Opening Reception	<b>EXHIBIT SETUP:</b> Sunday, February 25, 2018 Noon – 5:00 p.m.  <b>EXHIBIT TEARDOWN:</b> Tuesday, February 27, 2018 1:30 p.m. – 5:00 p.m.
<b>MONDAY</b> February 26, 2018	7:15 a.m. – 8:00 a.m.	Breakfast	
	9:15 a.m. – 10:00 a.m.	Product Demonstration	
	9:15 a.m. – 10:15 a.m.	Refreshment Break/Networking	
	12:30 p.m. – 1:45 p.m.	Lunch	
	3:00 p.m. – 3:30 p.m.	Refreshment Break/Networking	
	5:30 p.m. – 7:00 p.m.	Conference Networking Reception	
<b>TUESDAY</b> February 27, 2018	7:15 a.m. – 8:00 a.m.	Breakfast	
	10:15 a.m. – 10:45 a.m.	Refreshment Break/Networking	
	10:25 a.m. – 10:55 a.m.	Product Demonstration	
	Noon – 1:15 p.m.	Lunch	

\*Please note that this schedule is tentative and subject to change.



## WHAT PAST ATTENDEES VALUE MOST!

*"I found the material **timely, relevant, and exciting**. I look forward to **implementing the ideas that were shared**, and I look forward to attending the conference in the future."*

– ERICA MITCHELL | **The Port of Virginia**

*"It was very easy to network with many people from **diverse industries and experiences** and yet all connected to lean and Six Sigma. I found all of the topics to be **very pertinent to my daily work** and learned much I will bring back to use with my team."*

– DAVID BEHLING | **American Family Insurance**

# 2018 SPONSORSHIP LEVELS AND A LA CARTE OPPORTUNITIES

## PLATINUM SPONSORSHIP

COMMITMENT LEVEL: \$20,000

Includes:

- Speaking opportunity
- Two exhibit tables
- Five conference registrations
- Product demonstration opportunity
- Full-page, four-color ad in *Six Sigma Forum Magazine*
- Premium listing in the Six Sigma Resource Guide of the February 2018 issue of *Quality Progress*
- Insert in the conference bag, padfolio, or similar
- Logo recognition on preconference marketing materials
- Live logo link on the Lean and Six Sigma Conference website
- Post-show attendee USPS mailing list
- Preconference e-blast

## GOLD SPONSORSHIP

COMMITMENT LEVEL: \$15,000

Includes:

- One exhibit table
- Three conference registrations
- Product demonstration opportunity
- Half-page, four-color ad in *Six Sigma Forum Magazine*
- Premium listing in the Six Sigma Resource Guide of the February 2018 issue of *Quality Progress*
- Logo recognition on preconference marketing materials
- Live logo link on the Lean and Six Sigma Conference website
- Post-show attendee USPS mailing list
- Preconference e-blast

## MOBILE APP SPONSORSHIP

(Exclusive Opportunity)

COMMITMENT LEVEL: \$10,000

Includes:

- Banner in the mobile app
- Logo included on mobile app promo before conference and on-site
- One exhibit table
- Three conference registrations
- Quarter-page, four-color ad in *Six Sigma Forum Magazine*
- Enhanced listing in the Six Sigma Resource Guide of the February 2018 issue of *Quality Progress*
- Logo recognition on preconference marketing materials
- Live logo link on the Lean and Six Sigma Conference website
- Post-show attendee USPS mailing list

# 84%

of attendees downloaded the mobile app; 74% of those who downloaded the app did so prior to the conference.

## Preconference E-Blast

*(Available only 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 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 2018 Lean and Six Sigma Conference. Whether it be an invitation to visit your exhibit space, announcement of a new product, or invitation to a special event, we help connect you preconference so you can facilitate these meetings or events.

**Ask your ASQ Naylor representative for more details about this exciting option.**



Additional sponsorship opportunities listed on the next page.

For more information or to reserve your space at the 2018 Lean and Six Sigma Conference, contact your ASQ media sales representative at **866-277-5666** or [mediasales@asq.org](mailto:mediasales@asq.org).



The Global Voice of Quality®

# 2018 SPONSORSHIP LEVELS AND A LA CARTE OPPORTUNITIES

## LUNCH AND BREAK SPONSORSHIP

COMMITMENT LEVEL: \$7,500

Includes:

- One exhibit table
- Two conference registrations
- Quarter-page, four-color ad in *Six Sigma Forum Magazine*
- Enhanced listing in the Six Sigma Resource Guide of the February 2018 issue of *Quality Progress*
- Logo recognition on preconference marketing materials
- Live logo link on the Lean and Six Sigma Conference website
- Post-show attendee USPS mailing list

## INTERNET SPONSORSHIP

(Exclusive Opportunity)

COMMITMENT LEVEL: \$5,000

Includes:

- One exhibit table
- Two conference registrations
- Quarter-page, four-color ad in *Six Sigma Forum Magazine*
- Enhanced listing in the Six Sigma Resource Guide of the February 2018 issue of *Quality Progress*
- Logo recognition on preconference marketing materials
- Live logo link on the Lean and Six Sigma Conference website
- Post-show attendee USPS mailing list

## LANYARD SPONSORSHIP

(Exclusive Opportunity)

COMMITMENT LEVEL: \$3,500

Includes:

- One exhibit table
- Two conference registrations
- Logo recognition on preconference marketing materials and on-site program
- Live logo link on the Lean and Six Sigma Conference website
- Post-show attendee USPS mailing list
- **Sponsor supplies product**

## STANDARD EXHIBIT PACKAGE

COMMITMENT LEVEL: \$2,200

Includes:

- One 10' long x 5' wide space
- Two conference registrations
- One exhibit table, two chairs

## A LA CARTE OPPORTUNITIES FOR EXHIBITORS AND SPONSORS

### PRODUCT DEMONSTRATION OPPORTUNITY

COMMITMENT LEVEL: \$3,500

Includes:

- One 30- or 45-minute time slot to showcase your company's product or service

### POST-SHOW ATTENDEE LIST

COMMITMENT LEVEL: \$475

USPS mailing addresses ONLY, no email addresses.

(Only available to exhibitors and sponsors.)

## CUSTOM SPONSORSHIPS AVAILABLE!

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

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