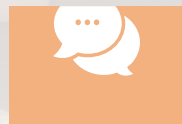
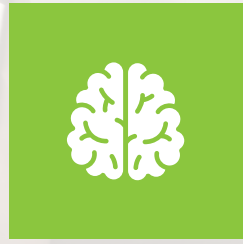


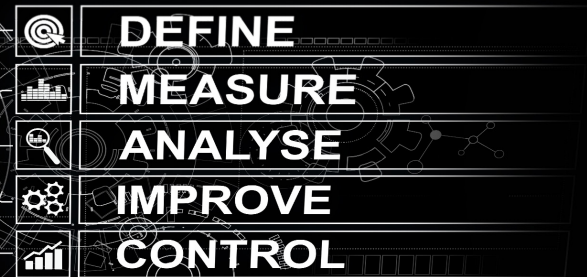
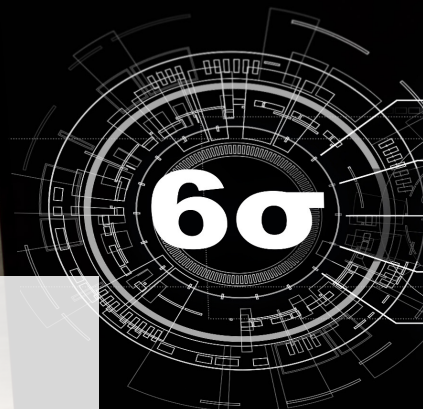
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# LEAN AND SIX SIGMA CONFERENCE

MARCH 1 – 4, 2021 | VIRTUAL

SPONSORSHIP PROSPECTUS



STAY CONNECTED WITH ASQ



# NEW OPPORTUNITIES FOR A NEW DECADE

As best practices emerge from the experiences of COVID-19, quality professionals are learning that these new methods can pay significant dividends in the new decade. Nowhere is this more evident than in the solutions offered by lean and Six Sigma practices, and at the 2021 Lean and Six Sigma Conference, attendees will learn how they can harness the benefits of these methods to identify improvements, gather and respond effectively to data and create an ongoing culture of excellence through quality.

ASQ's Lean and Six Sigma Conference is the largest gathering of Six Sigma and lean professionals. This conference attracts those from novice to Master Black Belt and lean masters, from the shop floor to the boardroom. These devotees and decision makers take great interest in the conference sponsors and what they have to offer. ASQ has a solid reputation in the Six Sigma and lean communities, and this conference is highly recommended by 95% of last year's attendees. Sponsorship enables organizations like yours to gain the highest degree of visibility for your products and services.

To secure your spot and gain access to this targeted audience of professionals attending the Lean and Six Sigma Conference, please contact:

## ASQ MEDIA SALES

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### COMPANIES I-L

Pat Price  
Sales Manager  
202-367-2462  
[pprice@smithbucklin.com](mailto:pprice@smithbucklin.com)

### COMPANIES M-Z

Scott Narug  
Sales Manager  
312-673-5974  
[snarug@smithbucklin.com](mailto:snarug@smithbucklin.com)

# ATTENDEE PROFILE

The Lean and Six Sigma Conference brings together more than 600 lean professionals representing manufacturing, financial services, health care, and many other areas of expertise. Partner with ASQ today and present your product and service solutions to some of the most innovative organizations in the world.



- Consulting/Business Services **12%**
- Government **12%**
- Higher Education **9%**
- Hospitals **9%**
- Financial/Insurance **8%**
- Transportation **8%**
- Chemicals and Allied Products **7%**
- Other **35%**



**48% hold titles of manager, director, or above**

- Manager **25%**
- Director **10%**
- President/VP/C-suite **14%**
- Engineer **13%**
- Black Belt **6%**
- Other **33%**

➔ **95%** would recommend the conference to a colleague

➔ **90%** were satisfied with the networking opportunities

## SNAPSHOT OF ORGANIZATIONS IN ATTENDANCE AT THE 2020 CONFERENCE:

AmerisourceBergen	Lexisnexis Risk Solutions
Andersen Corporation	Lincoln Financial Group
Auburn University	Lockheed Martin
BAE Systems	Mayo Clinic
Banfield Pet Hospital	Mercury Systems
Bechtel	Minitab Inc.
BJC Healthcare	Nike
Celgene Corporation	Northrop Grumman
CIGNA Health Care	Northwestern Mutual
Constellation Energy	Opusworks
Danner Corporation	PPG Industries
Department of Treasury	Pratt & Whitney
Duke Energy	Quaker Chemical
Edward Jones	Raytheon
Ford Motor Company	The Clorox Co
General Dynamics	The TJX Companies, Inc.
Grubhub	Thermo Fisher Scientific
Henry Schein	University of Houston
IBM/Simpler Consulting	USANA Health Sciences
Intel Corporation	Vanguard
John Deere	Vistaprint
Johnson & Johnson	Warner Electric
Kaiser Permanente	Wendy's Company
Kohl's	Xerox
L3 Technology	Zeus Inc.

# DIGITAL VISIBILITY PACKAGES

## Attention Consultants and Small Businesses

Additional options are available to accommodate limited budgets. Please contact **ASQ Media Sales** for more information!

Showcase your organization and product/service solutions by having a digital presence across the ASQ event webpage and mobile event app. Attendees will rely on these resources for programming updates leading up to, during, and after the conference. Upgrade to the Premium Package to receive additional benefits and discounts.

Benefits and Features	Premium Package \$2,500	Standard Package \$1,500
Logo Recognition on asq.org/events	✓	✓
Web Links on asq.org/events	(4) Links	(2) Links
Company Description on asq.org/events	1,000 Words	300 Words
Mobile Event App Presence*	(1) Banner Ad + (1) Push Notification	(1) Banner Ad
Banner Ad on asq.org/events^	50,000 Impressions	30,000 Impressions
ASQ LinkedIn Post	(2) Dedicated Posts	(1) Dedicated Post
Lean and Six Sigma Review Ad Discount	20%	15%
Quality Progress Ad Discount	20%	15%

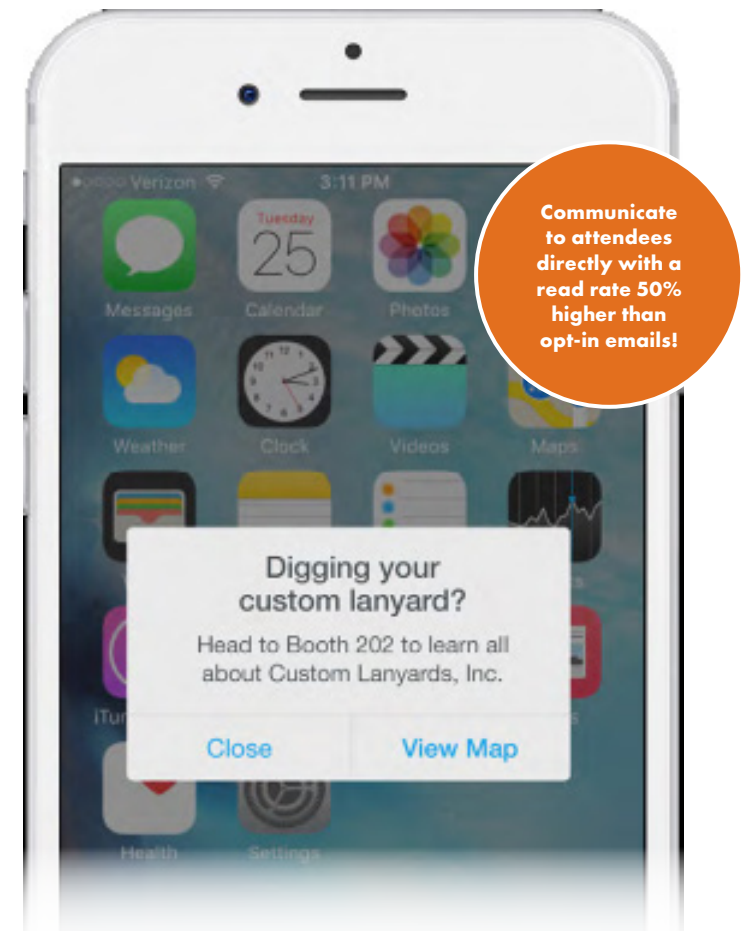
Submit all deliverables and materials by February 1, 2021 to Katherine Givan at [kgivan@smithbucklin.com](mailto:kgivan@smithbucklin.com).

\*Mobile Event App Banner Ad: 640 X 150 pixels, png or gif format

\*Mobile Event App Push Notification: 160 character limit, including spaces

^ASQ Website Banner Ad: 400 x 300 pixels, jpg or gif format, 40 kb max

## Mobile Event App Push Notification





## LEAN AND SIX SIGMA CONFERENCE

# SPONSORSHIP OPTIONS



### Lean and Six Sigma Underwriting Sponsor

\$30,000 | 1 Available

The Underwriting Sponsor receives the highest level of recognition throughout the Lean and Six Sigma program. As the exclusive sponsor, your organization receives marquee recognition on the mobile event app splash page, an opportunity to sponsor an Education Advocate session, and a pre-event dedicated eblast. You'll also receive a premium digital visibility package, recognition in the Opening Keynote and pre-conference attendee communications, plus a full page ad in ASQ's *Lean and Six Sigma Review* journal.



### Education Advocate\*

\$7,500 | 4 Available

Advocate ASQ education by sponsoring one of the areas of focus for Lean and Six Sigma. Sponsorship includes a standard digital visibility package, plus the opportunity to present a breakout session in the selected track along with recognition in the conference and education materials. Attendees will be able to watch these sessions at their convenience for the 30 days while event is live. Select from the following areas of focus:

- Making the Most of Data Mining and Visualization
- Lean and Six Sigma in a Continuous Improvement Culture
- Using Lean and Six Sigma to Manage Quality as a Project
- The Quality Trinity: Lean, Six Sigma, and Quality 4.0



### Water Bottle Attendee Gift

\$15,000 | 1 Available

Partner with ASQ to provide a co-branded water bottle attendee gift for the first 300 registrants. The gift will be shipped directly to attendees and cost is inclusive of product and shipping expenses. Includes a standard digital visibility package, plus contact info of recipients who opt-in.



### Cases Over Cocktails

\$15,000 | 2 Available

Sponsor a happy hour roundtable discussion or Q&A to present a case study and engage/network with attendees. Includes a standard digital visibility package. Option to send cocktail kit to attendees for an additional fee. Contact [ASQ Media Sales](#) for pricing and details.



### Illusionist Experience

\$15,000 | 1 Available

Provide attendees with an interactive and highly entertaining illusionist experience! Sponsorship includes an opportunity to introduce the speaker, recognition in the livestream and agenda, plus contact info of attendees who register through the ASQ lead generation form.



### Attendee Countdown Newsletter

\$5,000 | 1 Available

Get in front of attendees early and often by placing a lead banner ad in the event countdown newsletter. ASQ will send an email to attendees once a week for the five weeks leading up to the event.



### Pre or Post-Event Dedicated Eblast

\$2,500 | 4 Available

Reach attendees directly with a dedicated eblast pre or post-event. Sponsor must provide an HTML file and ASQ will provide detailed metrics and reporting for measurable ROI.

\*Please note that your content should be educational in nature and should not be a sales product pitch or demo. All content is subject to approval by the ASQ education team.

## ADDITIONAL OPPORTUNITY: ASQTV

Reach quality professionals around the world and those who are most interested in Lean and Six Sigma initiatives with **ASQTV**.

Advertising on **videos.asq.org** offers several cost-effective opportunities to position your company as a leader in front of influential—and highly engaged—quality professionals.

ASQTV provides our members with access to videos on a range of topics, including:

- Careers in Quality
- Cost of Quality
- Quality 4.0
- Quality Tools
- ISO and Standards
- **Lean Six Sigma**
- Manufacturing
- Organizational Excellence

### BENEFITS OF ASQTV WEBSITE ADVERTISING

- Cross-promotion within ASQ publications and communications
- Directs visitors to the landing page of your choice
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion
- More than 135,000 visits a month



**Contact  
ASQ Media Sales  
to reserve your  
space!**

### ASQTV SPONSORSHIPS

Run-of-site Banner (300x250)	\$5,000 per year
Exclusive Channel Sponsor	\$7,500 per year
Exclusive Video Sponsor	\$2,500 (pre-roll before video)
Supplied Sponsor Video	\$4,000 per year

## ADDITIONAL OPPORTUNITY: LEAN & SIX SIGMA REVIEW

Advertise in the leading peer-reviewed magazine dedicated to the professional development needs of Six Sigma and lean executives.

*Lean & Six Sigma Review*, formerly known as *Six Sigma Forum Magazine*, is distributed quarterly in print and digital formats to 2,100 subscribers. The magazine provides applicable and relevant information, content, case studies, and how-to articles that quality leaders can apply at their organizations, and as they work toward more advanced certifications.

Don't miss advertising in the **February issue**, which will have bonus distribution at the Lean and Six Sigma Conference.



**Contact  
ASQ Media Sales  
to reserve your  
space!**

### 2021 EDITORIAL CALENDAR

	SPACE DEADLINE	MATERIALS DEADLINE	BONUS DISTRIBUTION
<b>FEBRUARY</b>	01/05/21	01/12/21	Lean and Six Sigma Conference
<b>MAY</b>	04/06/21	04/13/21	World Conference on Quality & Improvement
<b>AUGUST</b>	07/06/21	07/13/21	
<b>NOVEMBER</b>	10/05/21	10/12/21	

### 2021 ADVERTISING RATES

AD SIZE	1X	4X
<b>OUTSIDE BACK COVER</b>	\$3,050	\$2,440
<b>INSIDE FRONT COVER</b>	\$2,800	\$2,240
<b>INSIDE BACK COVER</b>	\$2,550	\$2,040
<b>FULL PAGE</b>	\$2,350	\$1,880
<b>1/2 PAGE HORIZONTAL</b>	\$1,750	\$1,400



## 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

### C. Digital Visibility Package

- ☐ Premium Package \$2,500 ☐ Standard Package \$1,500

### D. Sponsorship Options

- |  |          |
|--|----------|
| <input type="checkbox"/> Lean and Six Sigma Underwriting Sponsor | \$30,000 |
| <input type="checkbox"/> Education Advocate                      | \$7,500  |
| <input type="checkbox"/> Water Bottle Attendee Gift              | \$15,000 |
| <input type="checkbox"/> Cases Over Cocktails                    | \$15,000 |
| <input type="checkbox"/> Illusionist Experience                  | \$15,000 |
| <input type="checkbox"/> Attendee Countdown Enewsletter          | \$5,000  |
| <input type="checkbox"/> Pre or Post-Event Dedicated Eblast      | \$2,500  |

### 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 LEAN AND SIX SIGMA CONFERENCE

This Application and Contract to participate in ASQ's Lean and Six Sigma Conference during the dates of March 1-4, 2021 shall become effective when it has been submitted by the sponsoring 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 sponsoring 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 sponsorship 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 sponsoring 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 booth 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 space. Should the Sponsor cancel even partial space, 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 Lean and Six Sigma Conference 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 Lean and Six Sigma Conference 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.

## SUBLETTING OF SPACE PROHIBITED

Sponsors are prohibited from assigning or subletting a sponsorship or any part of the space allotted to them nor shall they sponsor or permit to be sponsored in their space any products or advertising materials which are not a part of their own regular products, or which are not compatible with the purpose and/or character of the ASQ Event as determined by ASQ in its sole discretion.

## PROMOTIONAL ACTIVITIES

Further, Sponsors 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 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 sponsorship infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Sponsor) 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 Lean and Six Sigma Conference 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 Lean and Six Sigma Conference. 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 SPONSORSHIP 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 SPONSORSHIP 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.