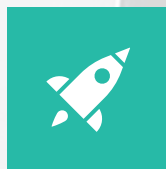


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WORLD CONFERENCE ON QUALITY & IMPROVEMENT

MAY 24 – 28, 2021

SPONSORSHIP PROSPECTUS



STAY CONNECTED WITH ASQ



CELEBRATING QUALITY: PAST, PRESENT, AND FUTURE

Conferences and exhibits have changed—and with them, the ways in which we interact and communicate. The global transformation that we are experiencing has brought to light the vital connection between excellence, digital transformation, and deep cultural improvement. During this year's World Conference on Quality & Improvement (WCQI), stakeholders will gather to reflect on the past year, showcase quality's contributions to global improvement and prosperity, and celebrate 75 years of bringing quality professionals together to explore quality's distinctive ability to transform people, processes, and organizations.

Join us this May at ASQ's flagship conference, the World Conference on Quality & Improvement, and extend your reach to over 3,000 quality professionals looking for products and services that can help guide them through this season of transformation.

During the 2021 event, quality practitioners from all industry sectors will have access to 25 live and 70 On-Demand sessions sessions that offer actionable strategies and deep insights into organizational excellence, strengthening the supply chain, disruptive technologies, leadership and change management, and quality foundations. Attendees will also be encouraged to explore our robust Solution Partner Center to connect with exhibitors and find innovative solutions and quality tools.

Become an Exhibitor today to play an essential role in our community and in the journey that our attendees will experience during WCQI 2021. For more information, please contact:

ASQ MEDIA SALES

COMPANIES I-L

Pat Price
Sales Manager
202-367-2462
pprice@smithbucklin.com

COMPANIES M-Z

Scott Narug
Sales Manager
312-673-5974
snarug@smithbucklin.com

ATTENDEE PROFILE

WCQI 2021 brings together more than 3,000 professionals representing manufacturing, consulting, 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.



- Manufacturing **25%**
- Consulting/Business Services **12%**
- Medical Devices **10%**
- Chemicals and Allied Products **7%**
- Government **7%**
- Transportation **6%**
- Other **33%**



38% hold titles of manager, director, or above

- Manager **27%**
- Engineer **18%**
- Director **11%**
- Other **44%**

- ➔ **87%** would recommend the virtual conference to a colleague
- ➔ **82%** were satisfied with the first ever WCQI virtual conference

SNAPSHOT OF ORGANIZATIONS IN ATTENDANCE AT THE 2020 CONFERENCE:

3M	General Motors
Abbott Laboratories	Glaxosmithkline
Agilent Technologies	Illumina
Amazon	Ingersoll Rand
Amentum	Intel Corporation
American Red Cross	John Deere Financial
Analog Devices, Inc.	Lockheed Martin
Aristocrat Technologies	Mattel
ARORA	Medtronic
ARUP Laboratories	MFG
Black & Veatch	MFGAERO
Boston Scientific	MFGPHARM
Burns & McDonnell	Milliporesigma
Canadian Blood Services	Pilot Chemical Company
Cardinal Health	Procter & Gamble
Collins Aerospace	Raytheon
CONSLT	Rockwell Automation
Corning Incorporated	Skyworks Solutions De Mexico
Corteva Agriscience	Southwest Airlines
Dow Chemical	Southwest Gas Corporation
Edwards Lifesciences	Streck
Express Scripts	Stryker
FDA	The Boeing Company
Fedex/Fedex Express	Thermo Fisher Scientific
Florida Department of Health	Wells Fargo

SOLUTION PARTNER PACKAGES

Are you looking to have a budget-friendly and cost effective reach at WCQI 2021? Solution Partner Packages are cost effective sponsorship and advertising bundles created to maximize your reach at WCQI. Whether your marketing needs are determined by data, by target segment, or both, the opportunities included in our partner packages can meet your needs and extend your reach to these influential quality professionals!

Attention Consultants and Small Businesses

Additional options are available to accommodate limited budgets. Please contact [ASQ Media Sales](#) for more information!

Benefits and Features	Premium Package \$2,500	Standard Package \$1,500	Independent Consultant Package \$500
Prominent Logo Placement on Event Sponsor Page	✓	✓	✓
Company Description Featured on Event Sponsor Page	✓	✓	✓
Lead Dashboard (booth visitation opt-in contact data for lead generation)	✓	✓	✓
ABM Dashboard (Leads dashboard + content engagement scores)	✓	✓	
Playlist Media Items	4	2	
Platform Meeting Scheduler	✓	✓	
External Document Uploads	5	3	1
Registrations Including "Hello World" Video Profile	3	2	1
Gamification Participation	✓		
Listing in <i>Quality Progress</i> Magazine (June issue)*	Full Page Ad + Logo	Logo	Logo
Pre and Post Event Opt-in Attendee List	✓	✓	
10% discount on ASQ print and digital assets (June & July)	✓	✓	Applied towards the Professional Services Card

*Submit all deliverables and materials by April 9, 2021 to Katherine Givan at kgivan@smithbucklin.com.

WORLD CONFERENCE ON QUALITY & IMPROVEMENT

SPONSORSHIP PACKAGES

NEW! Ad Retargeting Opportunity

Broaden your reach to ASQ website visitors by displaying ads to them across the web. Retargeting packages start at \$3,500. Contact **ASQ Media Sales** for details!

Thought Leadership Package (4 Available)	Networking Package (3 Available)	Branding Package (3 Available)	Product Showcase Package (6 Available)	Opening Keynote + Diamond Anniversary Celebration
\$12,500	\$10,000	\$10,000	\$6,000	\$15,000
Select one of the areas of focus to support: Quality Foundations, Strengthening the Supply Chain w/ Quality Risk Management, The Quality Revolution will be Digitized, and Profiles in Excellence	Select from May 25, 26, or 27 to host a Networking event	Increase visibility for your company with a WCQI branding takeover! Select a day of conference to have your brand showcased on the event platform (May 25, 26, or 27)	A valuable opportunity to present a 20-minute case study, product demo, or client testimonial to a captive audience	Sponsor can provide introduction video and polling question and will receive agenda recognition, speaker callout, and their logo on the platform during the keynote
Includes a 60 minute On-Demand session within that area of focus	Opportunity for sponsor to provide Networking welcome, banner ad in the networking space, and provide a virtual giveaway	Leaderboard position in WCQI Daily Digest email distributed to all attendees		Recognition as the Diamond Anniversary Celebration Sponsor
Opportunity to host 15-person Boardrooms and 6-person Round Tables	Opportunity to host 15-person Boardrooms and 6-person Round Tables	Leaderboard advertising in event platform for selected day (May 25, 26, or 27)		
Session Sponsor Banner Ad for sessions within area of focus	Recognized as Networking Lounge sponsor for the selected day	Item in the Attendee Ready to Go Box (select from list of approved giveaways, first come, first serve)		
Premium Solution Center Package included	Premium Solution Center Package Included	Premium Solution Center Package Included	Premium Solution Center Package Included	Premium Solution Center Package Included
Pre-Session Video Role (2 per day)	Sponsor receives contact information for those who register for hosted networking	Select either a pre or post event eblast		
50,000 impressions (HP and ROS)	25,000 impressions (HP and ROS)	25,000 impressions (HP and ROS)	15,000 impressions (HP and ROS)	50,000 impressions (HP and ROS)

*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 content team.

A LA CARTE PREMIUM SPONSORSHIPS



Attendee Gift Box Item

\$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.



Pre or Post-Event Dedicated Eblast

\$2,500 | 6 Available (3-pre, 3-post)

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.



HEKA Wellness - Walking or Yoga

\$15,000 | 1 Available

Deeply engage attendees, drive booth traffic, and expand brand awareness and affiliation with wellness and mobile health innovation. Sponsors of this fun and social wellness program will have exclusive branding within:

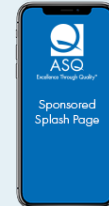
- Dedicated Challenge iOS and Android apps that can be used to track steps before, after and during the conference
- Digital Challenge leader board which can be displayed in your booth and/or within prominently located Challenge booth
- Challenge Scan-In signs that via 'gamification' drives participants to your booth or other desired activities
- All Challenge promotions and communications including a dedicated Challenge webpage, daily update emails, and prize ceremony

FEATURED YEAR-ROUND OPPORTUNITIES:

NEW! Mobile App (Supported by Clowder)

\$20,000 | EXCLUSIVE

Splash Page, Display Ad, Provide a different sponsored content piece once a quarter, pins to the top of the newsfeed, quarterly push notification, banner in WCQI event module, and complimentary Solution Partner Listing at WCQI.



ASQTV

Reach quality professionals around the world and those who are most interested in WCQI 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

ASQTV SPONSORSHIPS

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





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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. Solution Partner Package

- ☐ Premium \$2,500
- ☐ Standard \$1,500
- ☐ Independent Consultant \$500

D. Sponsorship Package

- ☐ Thought Leadership \$30,000
- ☐ Branding \$15,000
- ☐ Opening Keynote + Diamond Anniversary Celebration \$15,000
- ☐ Networking \$7,500
- ☐ Product Showcase \$15,000

E. A LA CARTE Sponsorships

- ☐ Attendee Gift Box Item \$15,000
- ☐ HEKA Wellness \$15,000
- ☐ Pre or Post-Event Dedicated Eblast \$2,500
- ☐ Mobile App \$20,000
- ☐ ASQtv Opportunities (Contact Sales)

ADDITIONAL NOTES

F. 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

SEND COMPLETED CONTRACT TO ASQ MEDIA SALES AT MEDIASALES@ASQ.ORG | PHONE: (202) 367-2424

RULES & REGULATIONS | ASQ WORLD CONFERENCE ON QUALITY & IMPROVEMENT

This Application and Contract to participate in ASQ's World Conference on Quality & Improvement during the dates of May 24-28, 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 World Conference on Quality & Improvement 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 World Conference on Quality & Improvement 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 World Conference on Quality & Improvement 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 World Conference on Quality & Improvement. 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.