

# SPONSORSHIP AND EXHIBIT CONTRACT

## 2018 ASQ World Conference on Quality and Improvement

April 30 – May 2, 2018 | Seattle, WA | WASHINGTON STATE CONVENTION CENTER

### SPONSORSHIP OPPORTUNITIES

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Platinum Sponsorship<br>\$40,000 | <input type="checkbox"/> Executive Roundtable<br>\$15,000    | <input type="checkbox"/> Meal and Break<br>\$10,000      |
| <input type="checkbox"/> Gold Sponsorship<br>\$30,000     | <input type="checkbox"/> Internet<br>\$15,000                | <input type="checkbox"/> Team Excellence<br>\$10,000     |
| <input type="checkbox"/> Networking Reception<br>\$25,000 | <input type="checkbox"/> Mobile App<br>\$15,000              | <input type="checkbox"/> "After 5 Sessions"<br>\$7,500   |
| <input type="checkbox"/> Opening Reception<br>\$20,000    | <input type="checkbox"/> Charging Station Lounge<br>\$10,000 | <input type="checkbox"/> Relaxation Station<br>\$7,500   |
| <input type="checkbox"/> Silver Sponsorship<br>\$20,000   | <input type="checkbox"/> Escalator Signage<br>\$10,000       | <input type="checkbox"/> Lanyard Sponsorship*<br>\$7,500 |

### A LA CARTE OPPORTUNITIES (Available to 2018 Sponsors and Exhibitors only)

- |   |  |
|---|--|
| <input type="checkbox"/> Conference Bag Insert*<br>\$4,500            | <input type="checkbox"/> Highlighted Exhibitor<br><small>(logo with company website link added to name in mobile app and a logo link to your website on the interactive floor plan)</small><br>\$1,000 |
| <input type="checkbox"/> Product Demonstration Opportunity<br>\$3,500 | <input type="checkbox"/> Pre- and post-conference attendee USPS mailing address list<br>\$500  |
| <input type="checkbox"/> Mobile App Main Banner<br>\$2,500            |  |

### World Conference On-site Program Advertising

- |  |   |
|--|---|
| <input type="checkbox"/> Full page 4-color ad<br>\$3,500 | <input type="checkbox"/> ½ page 4-color ad<br>\$1,750 |
|--|---|

### World Conference Directory in April 2018 Issue of *Quality Progress*

- |   |  |
|---|--|
| <input type="checkbox"/> Basic Listing<br><small>(Company name, website, and phone)</small><br>\$300  | <input type="checkbox"/> Premium Package<br><small>(½-page advertorial and an Enhanced Directory Listing)</small><br>\$1,500 |
| <input type="checkbox"/> Enhanced Directory Listing<br><small>(Company name, address, city, state, zip, phone, website, logo, and 25-word description)</small><br>\$750 |  |

### EXHIBIT OPPORTUNITIES

- |  |  |
|--|--|
| <input type="checkbox"/> Standard 10' x 10' booth<br>\$2,270 x ____ = \$ _____       | <input type="checkbox"/> 20' x 20' booth<br>\$9,880 x ____ = \$ _____          |
| <input type="checkbox"/> Premium/Corner 10' x 10' booth<br>\$2,470 x ____ = \$ _____ | <input type="checkbox"/> Add the Recruitment Package to any package<br>\$1,000 |
| <input type="checkbox"/> 10' x 20' booth<br>\$5,040 x ____ = \$ _____                |  |

Booth location preference is available on a first-come, first-served basis, and acceptance of an exhibitor's contract is at the sole discretion of ASQ. Booth location preference: \_\_\_\_\_

Please list any exhibitors or companies that you wish **not** to be placed next to. ASQ will attempt to honor all requests.

\_\_\_\_\_  
\_\_\_\_\_

\* Sponsor provides product.

### COMPANY INFORMATION (please print)

Company name (as it should appear in print) \_\_\_\_\_

Mr.     Ms.     Mrs.     Dr.

Contact person \_\_\_\_\_ Contact title \_\_\_\_\_

Address \_\_\_\_\_ Apt./Ste. \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal code \_\_\_\_\_

Country \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

Contact person's signature (By signing this contract, the sponsor/exhibitor agrees to all deadlines and rules and regulations listed on the reverse side of this contract.)

### PAYMENT OPTIONS

**MAIL a check to:** ASQ, Customer Care, 600 N. Plankinton Ave., Milwaukee, WI 53203  
**FAX** this completed form to: ASQ, Customer Care, 414-272-1734  
**ACH** – Pay by electronic funds transfer (instructions provided upon request)

### PAYMENT INSTRUCTIONS

- VISA     MasterCard     AMEX

Credit card number \_\_\_\_\_ CVV \_\_\_\_\_ Expiration date \_\_\_\_\_

Name of cardholder \_\_\_\_\_

By placing my name above (my signature), I am authorizing ASQ to process my credit card in the amount shown below. The credit card zip/postal code must match the billing address. If it doesn't match, ASQ will contact you for additional information. This may delay the receipt of your order.

**ORDER TOTAL \$** \_\_\_\_\_

### CONTRACT DEPOSITS AND DUE DATES

**Through June 30, 2017:** Signed contract with 50% deposit due by June 30, 2017; balance due February 19, 2018  
**July 1, 2017 – February 19, 2018 pricing:** 50% deposit due along with signed contract; balance due February 19, 2018  
**After February 19, 2018:** All signed contracts are due with 100% of payment. No exhibitor will be allowed to set up and exhibit until the full booth payment has been received.

### CANCELLATION POLICY

The exhibitor is required to give notice of cancellation or withdrawal from the exposition in writing to their sales contact. Notices received prior to December 8, 2017 will not incur a cancellation fee. Any cancellation/withdrawal by exhibitors or sponsors on December 9, 2017 through February 19, 2018, are responsible for 50% of the total cost of exhibit space contracted. Any exhibitor who submits a cancellation/withdrawal notice after February 20, 2018, will be responsible for 100% of the total cost of exhibit space contracted.

SIGN AND RETURN TO: \_\_\_\_\_



The Global Voice of Quality™

# SPONSORSHIP AND EXHIBIT RULES AND REGULATIONS

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- Exhibitors shall not solicit business in aisles, distribute materials, or use other attention-attracting devices other than in their own booth(s). Exhibitor representatives wearing distinctive costumes or uniforms, or carrying banners or signs separately or as part of their apparel, shall not appear at the exhibit other than in their own booth(s). Additionally, no excessively loud audio or mechanical equipment will be permitted.  
The decision of show management is final in determining what noise level is excessive.
- All decorative materials must be flameproof in accordance with fire safety rules and regulations. This includes drapes, banners, all decorative fabrics, poster paper, foam core board, as well as all hangings, curtains, and drops.
- Any firm or organization not assigned space will be restricted from soliciting business in any manner within the exhibit hall.
- Exhibitors may not assign, sublet, or apportion all or any part of the space contracted for by them. Products and services exhibited must be those normally manufactured, distributed, and/or sold by the exhibitor. An exhibitor may not display any product or service manufactured and/or provided by another company.
- Each exhibit must be open for the full duration of official show hours designated by ASQ. No exhibitor shall remove any or all parts of said display prior to the official move out/dismantling time. Early dismantling of booths will forfeit priority placement at future World Conference shows. This penalty has been enacted to preserve the duration and quality of the show.
- Each exhibitor must keep an attendant in the display during the hours that the exhibit hall is open. All members of an exhibit staff must be full-time employees of the exhibiting company or a division of that company or must be employed by the company for the duration of the exhibition.
- Although guard service will be furnished for the show, each exhibitor must make provisions for safeguarding its goods, materials, equipment, and displays at all times. ASQ, the show manager, nor the facility, will be responsible for loss or theft of property belonging to any exhibitor, its agents, employees, visitors, or guests. Each exhibitor must carry full insurance for the entire duration of the show, including move-in and move-out.
- Exhibitor agrees to hold show management, ASQ, and the WSCC owners and/or operators forever harmless from any damages or charges imposed for any violation of any law or ordinance by the negligence of the exhibitor or of those subordinate to the exhibitor.
- Exhibitors desiring to use the services of contractors other than the official service contractor designated by ASQ must notify the show's decorator and send a copy to the show manager at least 30 days prior to the opening of the exhibit hall. The show manager has the right to refuse admittance to said contractors on the exhibit floor if prior notification has not been made.
- Labor for the installation and dismantling of exhibits falls under the jurisdiction of the WSCC and this labor is supplied by ASQ's official show decorator. Labor jurisdiction includes the overall setup and dismantling of exhibits, including signs and carpet laying. This does not, however, include the unpacking and placement of the exhibitor's merchandise in the booth. Full-time employees of the exhibiting companies may set their own exhibits without the assistance from this union. Any labor services that may be required beyond what exhibiting companies' full-time employees can provide must be rendered by union labor, if applicable. Labor is required for the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. However, an exhibitor may move material that can be hand-carried by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment.
- All booths must be kept clean and clear of all combustible materials at all times, and **absolutely no storage is allowed in the electrical alleys located between the booths**. The storage of the exhibitor's crates, boxes, and so on is included in the price of the exhibit booth. These containers must be properly marked and will be stored and returned to the booth by the show's decorator after the close of the show. The management of ASQ assumes no liability for damage to crates and/or boxes.  
**Electrical installation:** All electrical equipment used for lighting, sound, exhibit equipment, or other effects must meet the applicable National Electrical Code and city requirements. Electrical fixtures and fittings must be UL listed and so marked. The city reserves the right to withhold electrical power until any violation of the codes is corrected and the correction is approved by a city electrician. The use of latex cord wire in displays and/or use of duplex or triplex plugs is not permitted. The city reserves the right to inspect and approve or reject all electrical installations.
- Carts, dollies, and other wheeled vehicles other than conveyances for the physically handicapped are not permitted on the exhibit floor during official exhibit hours. The WSCC does not provide carts, dollies, or other wheeled vehicles. Additionally, crates, trunks, or any type of packing materials may not be brought into or taken out of exhibit areas during official exhibit hours. All event personnel, such as show and service contractor staff, exhibitor-appointed contractors, temporary help, exhibitors and other workers affiliated with an event held within the WSCC must enter and exit the venue by way of the security entrance or by way of the event-designated show entrance.
- Move-in of materials (including but not limited to equipment, exhibit materials, two-wheelers, etc.) into the exhibit halls and/or meeting rooms through the lobby of the facility is prohibited. Hotel bellman carts are not allowed into the exhibit hall. Public elevators and escalators are not to be used to transport freight and/or equipment. The unloading and delivery of all display material and equipment from the convention site docks to the exhibitors' booths and loading out from the exhibitors' booths to trucks at the docks must be performed by the Official Service Contractor who has jurisdiction to deliver such service at the convention site. Personally Owned Vehicles (POV's) such as cars, pickup trucks and minivans that are utilized for the uploading/loading of exhibit materials will be monitored by the Official Service Contractor freight personnel. Display houses or full time employees from the Third Party Contractor may not clean exhibit booths.
- Exhibitors may not host or sponsor any event, hospitality suite functions, and so on, off the show floor during official show hours. Invitations to such events and company literature may be distributed only from exhibit booths. All hospitality suites must be approved by ASQ.
- Giveaways, magazines, merchandise, and souvenirs may be distributed only within the exhibitor's booth.
- Food and beverages are not permitted on premises unless purchased through the WSCC Food Service Partners. Food or beverages may not be brought in or delivered to the WSCC for personal consumption.
- BOOTH RESTRICTIONS**  
**Standard Booth**
  - Booths cannot exceed 8 feet in height.
  - No booths may obstruct adjacent booths from the line of sight of exhibit attendees at any angle. All display fixtures more than 4 feet in height must be confined to that area of the exhibitor's space and at least 4 feet from the aisle line.
  - Multilevel booths are not permitted.
  - All signs must be free-standing. No sign may be strung between posts, etc. No sign may be placed outside the booth.
  - No pennants may be used unless authorized by show management.**Island Booth**
  - Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 20 feet.
  - Since an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor space is permitted. There are no back drapes and/or side rails with these types of booths.
    - A sketch of each exhibit plan should be submitted to ASQ for approval.
- Where an exhibitor's display is built beyond the limitations and restrictions as set in these rules and regulations governing exhibits, ASQ reserves the right to correct such display violations by having the exhibitor alter, remove, or rearrange any or all of the display so that it will be in compliance.
- ASQ reserves the right to modify the floor plan if in its sole judgment it is in the best overall interest of the exposition.
- The distribution of promotional gummed or pressured adhesive stickers or decals; confetti; glitter; double-faced tapes; helium filled, lighter-than-air, and/or metallic balloons; and chewing gum are prohibited. Additionally, nothing may be taped, nailed, stapled, tacked, or otherwise affixed to ceilings, painted surfaces, fire sprinklers, columns, fabric, decorative walls, or glass.
- The recording, either audio or video, of any part of the event is not permitted without prior written consent of ASQ.
- Installation must be completed by 3:00 p.m. on Sunday, April 29, 2018.
- All exhibitors, service contractors, decorators, and attendees must wear badges at all times.
- Exhibitors with badges will be allowed to enter the exhibit hall a half-hour before and may stay a half-hour after official show hours.
- Admission to the exhibit hall is open to the public. Children under 16 years of age are not permitted in the exhibit hall at any time (set up, show hours, and/or tear down).
- Conference exhibit, ASQ, or the WSCC will not be liable for the fulfillment of this contract as to delivery of space, and further will not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions due to the following: the building being destroyed by fire, act of God, public enemy, national emergency, strikes, the authority of the law, or any other causes beyond their control. They will, however, in the event of not being able to hold an exhibit for any of the aforementioned reasons, reimburse the exhibitor pro-rata for any prepaid rent, less any and all legitimate expenses incurred by the conference exhibit and ASQ for advertising, salaries, fees, and so on.
- Exhibitors violating any one of these rules may be expelled from the conference. The show manager and executive director of ASQ will make determination of such violation.
- Any matters not specifically covered by the rules and regulations of the exhibit shall be subject solely to the decision of ASQ.
- Exhibitors engaged in the business of making retail sales at the WSCC are required to obtain sales tax permits. Exhibits are responsible for filing the appropriate form(s) with the Washington State Department of Revenue. Information for this form or any additional permits will be provided in your Exhibitor Service Manual.
- To place on display any motorized vehicle powered by an internal combustion engine, a permit may be acquired from the Fire Department (information will be available in the Exhibitor's Exhibit Manual). All vehicle batteries must be disconnected while on display. Gasoline is allowed in the tanks of display automobiles, but it should not exceed two gallons (five gallons or less for diesel fuel tanks) and the gas cap must be taped or locked.
- Cartons, packages, or other containers brought in or removed from the WSCC by show personnel, exhibitors, or service contractors may be subject to inspection.
- The use of illegal drugs is strictly prohibited. There is **no smoking** allowed in any public space in the WSCC. This includes exhibit halls, restrooms, lobbies, corridors, exhibit areas, and meeting rooms.
- A "dangerous weapon" is any object or device designed or intended to be used to inflict serious injury upon persons or property. The possession of a dangerous weapon is prohibited in the WSCC.