

SPONSOR AND EXHIBITOR PROSPECTUS

2018 WORLD CONFERENCE ON QUALITY AND IMPROVEMENT

Exhibit Show Dates | April 29 – May 1, 2018 | Seattle, WA



SPONSOR AND EXHIBITOR PROSPECTUS

Exhibit Show Dates:

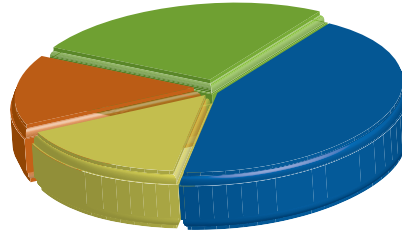
April 29 – May 1, 2018
Seattle, WA

The World Conference on Quality and Improvement (WCQI) is ASQ's flagship conference. With a broad attendee base and more than 100 sessions on quality topics, the World Conference is an ideal forum through which to target quality practitioners from all industry sectors. The 2018 event will go beyond the basics of quality to explore new ways to apply quality tools.

Go to asq.org/wcqi and click on the exhibitor tab in the tool bar for the most current information for 2018 WCQI.

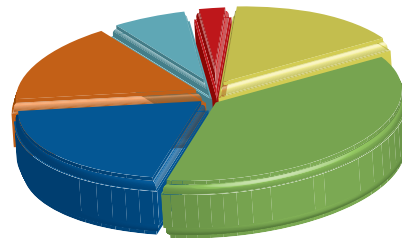
Attendee Profile

Job Titles



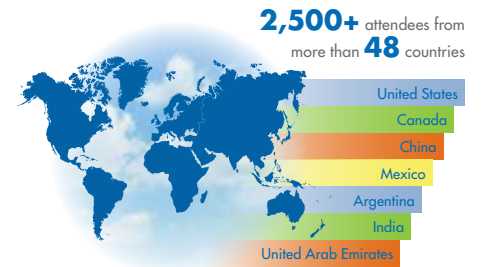
- **Manager 43%**
- **Director 16%**
- **Engineer 15%**
- **Other 26%**

Industry Segments



- **Manufacturing 37%**
- **Services 21%**
- **Healthcare 16%**
- **Government 7%**
- **Education 3%**
- **Other 16%**

2016 WCQI attendees come from all over the globe ...



48 The 2016 WCQI had attendees from **48** different countries.

"A direct, first-hand account of an improvement team— with great teamwork, project selection, and use of tools— really brings home how serious and effective many companies are about quality."



SPECIAL OPPORTUNITIES IN 2018

Preconference E-blast

(Available 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 that 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 World Conference on Quality and Improvement. Whether it be an invitation to visit your booth, announcement of a new product, or invitation to a special event, we help connect you preconference so that you can facilitate these meetings or events you want to have. (Available through April 13, 2018.)

Ask your ASQ Naylor representative for more details about this exciting option and learn more about the Platinum and Gold Sponsorship Packages on the next page.

World Conference Directory in April 2018 Issue of Quality Progress

- **Basic Listing | \$300**
(company name, website, and phone)
- **Enhanced Directory Listing | \$750**
(company name, address, city, state, zip, phone, website, logo, and 25-word description)
- **Premium Package | \$1,500**
(½ page advertorial and an Enhanced Directory Listing)

Mobile App Sponsorship Opportunities

An exciting feature to the World Conference on Quality and Improvement, ASQ's flagship conference, is the mobile app. This technology allows the more than 2,500 attendees a unique way to engage with exhibitors, get informed about conference sessions and information, and interact with other attendees.

The mobile app was a big success at last year's conference; don't miss this opportunity to get your message in front of this audience before, during, and long after the 2018 conference.

- Key alerts and announcements (push notifications)
- Event maps (city, hotel, and exhibit hall)
- Session information and presentations
- Sponsor and exhibitor information (with pinpoint direction to booth location on exhibit hall map)
- Speaker bios and photos
- Ability to create your own schedule

Don't take our word for it ... conference mobile app stats

- **1,993** downloads
- **96** average engagements per user
- **88 minute 31 second** average use time
- **397,800** total banner impressions

Mobile App Sponsorship | \$15,000

(Exclusive Sponsorship)

- Custom posts on social wall
- Featured exhibitor or enhanced map listing
- Live polling
- Logo included on mobile app promotions preconference and on-site
- Splash page (ad that pops up when the attendee opens the app)
- Sponsored icon
- Two banner ads on the mobile app
- Two push notifications to conference attendees

Mobile App Main Banner | \$2,500

(A la carte)

- Banner ad (located at the top of the screen) (up to three versions)
- Display each banner for five seconds

Highlighted Exhibitor | \$1,000

(A la carte)

- Your company is highlighted within the exhibitor listing with your logo
- Interactive floor plan logo link to your website

PREMIUM SPONSOR OPPORTUNITIES

EXHIBIT SHOW DATES:
APRIL 29 – MAY 1, 2018

	Platinum	Gold	Tuesday Evening Networking Reception	Silver or Sunday Opening Reception	Mobile App	Internet or Executive Roundtable
Exclusive Sponsorship	✓				✓	
Booth Space	20' x 30'	20' x 20'	20' x 20'	10' x 20'	10' x 10'	10' x 10'
Speaking Opportunity	General/Concurrent session speaking opportunity (based on availability)	Concurrent session speaking opportunity (based on availability)				
Product Demonstration Opportunity	✓	✓	✓	✓		
Magazine Display Ad	2 full-page ads in <i>Quality Progress</i> and a full-page ad in <i>The Journal for Quality and Participation</i>	Full-page ad in <i>Quality Progress</i>	Full-page ad in <i>Quality Progress</i>	1/2-page ad in <i>Quality Progress</i> and a 1/2-page ad in <i>The Journal for Quality and Participation</i>	1/2-page ad in <i>Quality Progress</i>	1/2-page ad in <i>Quality Progress</i>
On-site Program Display Ad	Full-page ad in On-site Program	Full-page ad in On-site Program	Full-page ad in On-site Program	1/2-page ad in On-site Program	1/2-page ad in On-site Program	1/2-page ad in On-site Program
Attendee Bag Insert	4-page insert	4-page insert	4-page insert	2-page insert	1-page insert	1-page insert
Conference Guide Listing in the April 2018 Issue of <i>Quality Progress</i>	Premium listing	Premium listing	Premium listing	Enhanced listing	Enhanced listing	Enhanced listing
Conference Registrations (\$995 each registration value)	10	5	5	3	2	2
Preconference E-blast	✓	✓				
Mobile App Listing	✓	✓	✓	✓	✓	✓
Company Logo on Attendee Bag	✓	✓	✓	✓	✓	✓
Investment	\$40,000	\$30,000	\$25,000	\$20,000	\$15,000	\$15,000

Continues ...

SPONSOR OPPORTUNITIES CONT.

	Charging Station Lounge	Escalator Signage	Meal and Break	Team Excellence	After 5 Sessions or Lanyard	Relaxation Station
Exclusive Sponsorship					✓	✓
Booth Space	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'
Speaking Opportunity						
Product Demonstration Opportunity						
Magazine Display Ad	1/4-page ad in <i>Quality Progress</i>	1/4-page ad in <i>Quality Progress</i>	1/4-page ad in <i>Quality Progress</i>	1/4-page ad in <i>Quality Progress</i>		
On-site Program Display Ad	1/2-page ad in On-site Program	1/2-page ad in On-site Program	1/2-page ad in On-site Program	1/2-page ad in On-site Program		
Attendee Bag Insert	1/2-page insert	1/2-page insert	1/2-page insert			
Conference Guide Listing in the April 2018 Issue of <i>Quality Progress</i>	Enhanced listing	Enhanced listing	Enhanced listing	Enhanced listing	Enhanced listing	Enhanced listing
Conference Registrations (\$995 each registration value)	2	2	2	2	2	2
Preconference E-blast						
Mobile App Listing	✓	✓	✓	✓	✓	✓
Company Logo on Attendee Bag	✓	✓	✓	✓		
Investment	\$10,000	\$10,000	\$10,000	\$10,000	\$7,500	\$7,500

SPONSOR OPPORTUNITIES CONT.

Charging Station Lounge Sponsorship

Allow attendees to quickly charge their mobile devices in a comfortable lounge setting and raise your visibility within the busy showroom floor.

- 1/4-page ad in *Quality Progress*
- Mobile app listing
- 1/2-page ad in On-site Program
- 1/2-page insert in attendee bag
- Two charging station lounge areas

\$10,000

Relaxation Station Sponsorship

Attendees can connect and recharge at the relaxation message station. Professional massage therapists (contracted through BodyWorks) will provide seated massages to the upper body. Each massage is aimed at relaxing the classic tension areas of the neck, back, shoulders, and arms and help attendees feel more welcome,

appreciated, refreshed, alert, and energized. Foot massage stations are included at no additional cost.

This is an exclusive sponsorship, which includes a 10' x 10' exhibit booth for the sponsor, and space for the relaxation station, enhanced listing, two conference registrations, and listing on the conference mobile app.

All necessary relaxation message station equipment, supplies, and personnel are supplied by BodyWorks.

Dates: Monday, April 30, 2018, 9:00 a.m. – 5:00 p.m.

Tuesday, May 1, 2018, 9:00 a.m. – 4:00 p.m.

Location: Washington State Convention Center – Seattle, WA

\$7,500 plus required décor and facility items

Custom Sponsorships Available!

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

A La Carte Items (Available to all 2018 WCQI sponsors and exhibitors only)

- | | | | |
|--|----------------|---|----------------|
| ■ Conference bag insert | \$4,500 | ■ 1/2-page display ad in WCQI On-site Program | \$1,750 |
| ■ Product demonstration | \$3,500 | ■ Highlighted Exhibitor | \$1,000 |
| ■ Full-page display ad in WCQI On-site Program | \$3,500 | ■ Recruitment Package | \$1,000 |
| ■ Mobile App main banner | \$2,500 | ■ Pre- and post-conference attendee USPS mailing address list | \$500 |

Important Dates and Deadlines:

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 sponsor or exhibitor will be allowed to set up and exhibit unless the booth payment has been paid in full.

All Sponsors Who Meet the Required Deadlines Receive:

- Both pre- and post-conference lists of attendee USPS mailing addresses (no email addresses)
- Access to on-demand conference recordings
- Branding in preconference promotions, the On-site Program and on conference signage, marketing materials and website

Due Dates for Sponsorship and A La Carte Inclusions

- **August 4, 2017:** Call for presentations due
- **September 15, 2017:** All Sponsor/Exhibitor contracts must be received to qualify for preconference publicity
- **December 2017:** Contracts for Speaking Opportunities, based on availability, must be secured
- **January 19, 2018:** Deadline to be recognized in the April 2018 issue of *Quality Progress* magazine, mobile app, and the On-site Program
- **April 16, 2018:** All marketing materials for inclusion in the attendee bag

EXHIBIT OPPORTUNITIES

EXHIBIT SHOW DATES: APRIL 29 – MAY 1, 2018
SEATTLE, WA

Booth Fee Includes:

- One complimentary conference registration to the conference sessions, which includes one lunch ticket for each day of the conference (Monday and Tuesday) and one Tuesday night reception ticket. The Sunday opening reception is in the exhibit hall.
- Exhibit space
 - 8' high back drape
 - 3' high side panels
 - Two-line company sign
 - Show color carpeting*
- Your company listed in the conference preliminary program, which is distributed to more than 10,000 quality professionals**
- Your company listed in the April 2018 issue of ASQ's *Quality Progress* magazine, the WCQI On-site Program, the mobile app, and the official conference website***
- Option to donate prizes to gain additional exposure during the Tuesday afternoon Exhibitor Extravaganza



	Standard	Premium/ Corner		
Booth Space	10' x 10'	10' x 10'	10' x 20'	20' x 20'
Fees	\$2,270	\$2,470	\$5,040	\$9,880

RECRUITMENT PACKAGE

Add to Any Exhibitor Package — Additional \$1,000

- Listing on the "We're Hiring" conference signage
- The opportunity to meet attendees face to face
- One 30-day online job posting in ASQ's Career Center
- 30-day résumés database search
- Individual signage in your booth indicating "We're Hiring"

Posting jobs on ASQ's Career Center (careers.asq.org) provides you access to our résumés database of 29,000. We are also part of the Engineering & Science Career Network, which gives your job exposure to more than 750,000 science, engineering, and quality professionals.

* Carpeting is show color carpeting as decided by Show Management. Any changes to the carpet color will be at the exhibitor's expense. There are no substitutions or credits.

** 50% deposit payment is due with signed contract. Balance of payments must be received by February 19, 2018.

*** Please see Important Dates and Deadlines on the previous page.

Exhibitor Set-up/Dismantle and Show Hours

Set-up Hours

Friday, April 27	Noon – 4:30 p.m.
Saturday, April 28	Noon – 5:00 p.m.
Sunday, April 29	8:00 a.m. – 4:00 p.m.

Show Hours

Sunday, April 29	6:30 p.m. – 8:30 p.m.
Monday, April 30	9:00 a.m. – 5:00 p.m.
Tuesday, May 1	9:00 a.m. – 4:00 p.m.

Dismantle Hours

Tuesday, May 1	4:00 p.m. – 8:00 p.m.
Wednesday, May 2	8:00 a.m. – Noon

Dates and times are subject to change.

ASQ offers a variety of exhibitor and sponsorship packages with options designed to help your organization stand out. To reserve your space, contact:

ASQ Media Sales | Phone: 866-277-5666 | Fax: 352-331-3525 | Email: mediasales@asq.org



The Global Voice of Quality®

2018 WORLD CONFERENCE ON QUALITY AND IMPROVEMENT

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“Good sessions. Great keynote speakers. Good information that I could immediately apply at work.”

– **Craig Alexander, Monsanto**

For more information, contact:

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asq.org/wcqi