



ASQ®

# WORLD CONFERENCE

## QUALITY and IMPROVEMENT 2020

May 3 – 6 | Columbus, OH

SPONSOR AND EXHIBITOR PROSPECTUS

# SPONSOR AND EXHIBITOR PROSPECTUS

## Exhibit Show Dates:

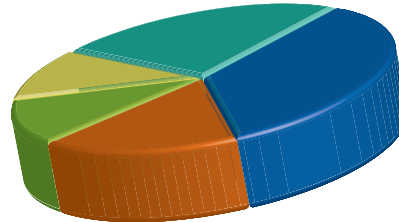
**May 3 – 6, 2020**  
**Columbus, OH**

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 2020 event will go beyond the basics of quality to explore new ways to apply quality tools.

Go to [asq.org/wcqi](http://asq.org/wcqi) and click on the Exhibitor Portal tab, Exhibitors, and Interactive Floorplan for the most current information for 2020 WCQI.

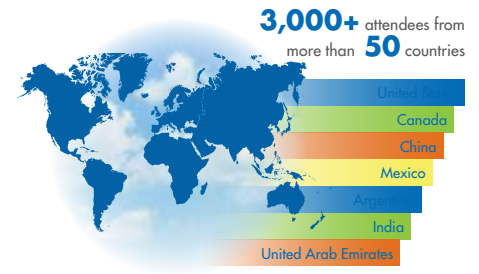
## Attendee Profile

### Job Titles



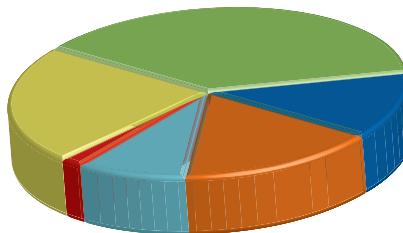
- **Manager 35%**
- **Director 18%**
- **Engineer 12%**
- **Consultant 11%**
- **Other 24%**

### 2018 WCQI attendees come from all over the globe ...



**50** The 2018 WCQI had attendees from **different countries.**

### Industry Segments



- **Manufacturing 38%**
- **Services 12%**
- **Healthcare 16%**
- **Government 9%**
- **Education 2%**
- **Other 23%**

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*"WCQI is an opportunity for professionals from so many different industries and countries to come together, learn from each other, get motivated, get inspired, and learn new instruments that will help them make a positive difference in their companies, their communities and perhaps, most importantly, their lives."*

– Valeriya Velichko, Schlumberger

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# SPECIAL OPPORTUNITIES IN 2020

## 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 2020 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 10, 2020.)

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 2020 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 | \$15,000

(Exclusive Sponsorship)

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

## Why Attendees Find the Mobile App Useful

An exciting feature of the World Conference on Quality and Improvement, ASQ's flagship conference, is the mobile app. This technology allows the more than 3,000 attendees a unique way to engage with exhibitors, get informed about conference sessions and information, and interact with other attendees.

The mobile app has been a huge success and integral part of the conference in recent years. Don't miss this opportunity to get your message in front of this audience before, during, and long after the 2020 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

### Check Out Last Year's Mobile App Stats:

- **1,960** downloads
- **131** average engagements per user
- **98 minute** average use time
- **1,098,600** total banner impressions

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*"Being able to make your own schedule is helpful to have in one convenient place."*

*– Ben Tovar, QualTex Laboratories*

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# PREMIUM SPONSOR OPPORTUNITIES

EXHIBIT SHOW DATES:  
MAY 3 - 6, 2020

	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>
Onsite Program Display Ad	Full-page ad in Onsite Program	Full-page ad in Onsite Program	Full-page ad in Onsite Program	1/2-page ad in Onsite Program	1/2-page ad in Onsite Program	1/2-page ad in Onsite 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 2019 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	<b>\$40,000</b>	<b>\$30,000</b>	<b>\$25,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$15,000</b>

Continues ...



# SPONSOR OPPORTUNITIES CONT.

	Charging Station Lounge	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'
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>		
Onsite Program Display Ad	1/2-page ad in Onsite Program	1/2-page ad in Onsite Program	1/2-page ad in Onsite Program		
Attendee Bag Insert	1/2-page insert	1/2-page insert			
Conference Guide Listing in the April 2019 Issue of <i>Quality Progress</i>	Enhanced listing	Enhanced listing	Enhanced listing	Enhanced listing	Enhanced listing
Conference Registrations (\$995 each registration value)	2	2	2	2	2
Preconference E-Blast					
Mobile App Listing	✓	✓	✓	✓	✓
Company Logo on Attendee Bag	✓	✓	✓		
Investment	<b>\$10,000</b>	<b>\$10,000</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$10,000</b>

## Relaxation Station Sponsorship

Attendees can connect and recharge at the relaxation massage station. Professional massage therapists 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.

Relaxation Station times are to be determined. **See your Naylor Sales Rep for details.**

**Location:** Columbus, OH

**\$10,000 (inclusive)**

## 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 Onsite Program
- 1/2-page insert in attendee bag
- Two charging station lounge areas

**\$10,000**

## Custom Sponsorships Available!

ASQ can create a customized sponsorship package to meet the specific needs of our exhibitors. New sponsorship options may come in the fall.

### A La Carte Items (Available to all 2020 WCQI sponsors and exhibitors only)

■ Conference bag insert	<b>\$4,500</b>	■ Mobile app banner ad	<b>\$2,500</b>
■ Product demonstration	<b>\$3,500</b>	• Ad to appear at top of screen. Exhibitor to provide tablet and two phone versions of ad.	
■ Full-page display ad in WCQI Onsite Program	<b>\$3,500</b>	• Banner will appear for six seconds.	
		■ 1/2-page display ad in WCQI Onsite Program	<b>\$1,750</b>
		■ Recruitment package	<b>\$1,000</b>

## Important Dates and Deadlines:

### Contract Deposits and Due Dates

- **May 2019 through June 28, 2019:**
  - Advance Contract signing. 50% deposit due by **June 28, 2019.**
- **June 29, 2019 – March 2, 2020:**
  - Signed contract and 50% deposit due upon signed contract submission. Full payment due by **March 20, 2020.**
- **After March 2, 2020:**
  - 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.

### Due Dates for Sponsorship and A La Carte Inclusions

- **October 2, 2019:** All sponsor/exhibitor contracts must be received to qualify for preconference publicity.
- **December 13, 2019:** Contracts for speaking opportunities, based on availability, must be secured.
- **February 3, 2020:** Deadline to be recognized in the April 2020 issue of *Quality Progress* magazine, mobile app, and the WCQI Onsite Program. Information for directory listings, content for display ads, logos, etc., are due at this time.
- **March 4, 2020:** All display ad materials for the April 2020 issue of *Quality Progress* magazine and the WCQI Onsite Program.

## All Sponsors Who Meet the Required Deadlines Receive:

- Access to on-demand conference recordings.
- Branding in preconference promotions, the Onsite Program and on conference signage, marketing materials, and website.

## Booth Fee Includes:

- One complimentary registration to the conference sessions; lunch on Monday and Tuesday; Sunday Exhibit Hall Reception; Tuesday evening Networking Reception.
- 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 2020 issue of ASQ's *Quality Progress* magazine, the WCQI Onsite 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	<b>\$2,400</b>	<b>\$2,600</b>	<b>\$5,200</b>	<b>\$10,000</b>

## 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](http://careers.asq.org)) provides you access to our 29,000-résumé database. 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.

\*\* 50% deposit payment is due with signed contract. Balance of payments must be received by March 2, 2020.

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

## Exhibitor Set-up/Dismantle and Show Hours

### Set-up Hours

Friday, May 1	Noon – 4:30 p.m.
Saturday, May 2	Noon – 5:00 p.m.
Sunday, May 3	8:00 a.m. – 4:00 p.m.

### Show Hours

Sunday, May 3	6:30 p.m. – 8:30 p.m.
Monday, May 4	9:00 a.m. – 5:00 p.m.
Tuesday, May 5	9:00 a.m. – 4:00 p.m.

### Tear-Down Hours

Tuesday, May 5	4:00 p.m. – 8:00 p.m.
Wednesday, May 6	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](mailto:mediasales@asq.org)



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For more information, contact:

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*"WCQI gives the opportunity to network with people from around the world, listen to great speakers and learn how things are changing to help grow careers."*

*– Shruti Patil, City of Tyler*

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