

## EXHIBIT OPPORTUNITIES

Standard 10' x 10'	\$1,800
Premium/Corner 10' x 10'	\$2,000
10' x 20'	\$4,000
20' x 20'	\$8,000

### BOOTH FEE INCLUDES:

- One complimentary pass to the conference sessions
- Exhibit space
  - 8' high back drape
  - 3' high side panels
  - Two-line company sign
- Two box lunch tickets (Monday, May 24, and Tuesday, May 25, 2010)
- One banquet ticket (Tuesday, May 25, 2010)
- Your company listed in the conference preliminary program, which is distributed to more than 30,000 quality professionals
- Your company listed in the April 2010 issue of ASQ's *Quality Progress* magazine, the on-site program, and the official conference Web site
- Complimentary exhibit hall admission passes to distribute to your customers and prospects
- Option to donate prizes to gain additional exposure



### IMPORTANT DEADLINES

- November 2, 2009: ASQ must receive your exhibit or sponsor contract to qualify for all preconference publicity.
- December 2009: Speaking opportunities are subject to availability and must be secured by December or earlier.
- February 8, 2010: Deadline to be recognized in the April 2010 issue of *Quality Progress* magazine and in the on-site program.
- April 12, 2010: Marketing materials for conference attendee bags must be collated into one piece and received by ASQ.

# 2010 ASQ WORLD CONFERENCE ON QUALITY AND IMPROVEMENT

<http://wcqi.asq.org>

May 24–26, 2010  
St. Louis, MO  
America's Center

## EXPANDING the Reach of Quality

Meeting the Challenges Today, Building Confidence for Tomorrow



Item B1297



600 N. Plankinton Ave.  
Milwaukee, WI 53201-3005 USA  
USA and Canada: 800-248-1946  
Mexico: 001-800-514-1564  
International: +1-414-272-8575  
Fax: +1-414-272-1734  
[www.asq.org](http://www.asq.org)

## SPONSORSHIP AND EXHIBITOR GUIDE

# EXPANDING the Reach of Quality

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# EXPANDING

the Reach of Quality

Meeting the Challenges Today,  
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With more than 90,000 members, ASQ has been a trusted resource for quality professionals in every industry for more than 60 years. ASQ invites you to join us in our efforts to promote, advocate, and demonstrate the contributions quality can make to business, the community, and the world. The 2010 World Conference on Quality and Improvement will focus on social responsibility, new applications of proven quality tools, quality in a global economy, making the case for quality, and quality basics.

Maximize your exposure and put your business in front of the 2,000 quality professionals attending this conference from around the world. ASQ provides exhibitors and sponsors the perfect venue to feature their products and services to a target audience.

*"We support ASQ because they provide many valuable options for a return on investment of our marketing dollars."*

– World Conference on Quality and Improvement Exhibitor

*"The ASQ World Conference on Quality and Improvement proved to be a great resource for connecting with qualified prospects and other industry professionals."*

– World Conference on Quality and Improvement Exhibitor

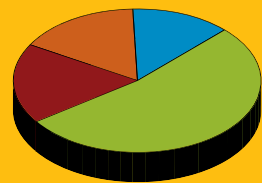
For more information, contact:

**ASQ Media Sales**

Phone: 800-248-1946 or 414-272-8575

Fax: 414-765-8670

E-mail: [mediasales@asq.org](mailto:mediasales@asq.org)



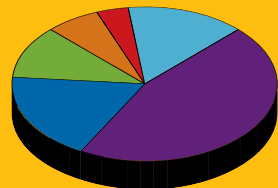
### Attendee Profile

■ Manager or Higher Level 53%

■ Engineer 18%

■ Director 16%

■ Other 13%



### Industry Segments

■ Manufacturing 45.7%

■ Service 18.4%

■ Healthcare 11.1%

■ Government 6.6%

■ Education 3.8%

■ Other 14.4%

### Products and Services

- Quality Tools
- Software
- Business Services/ Consulting
- Education
- Training
- Certification
- Engineering Services

Partner with the world's largest organization dedicated to promoting quality and be recognized for your efforts as an industry leader.

## SPONSORSHIP OPPORTUNITIES

	Platinum	Internet Café	Gold	Silver
<b>Booth space</b>	20' x 30'	20' x 20'	20' x 20'	10' x 10'
<b>Speaking opportunity</b>	General/ Concurrent Session	Concurrent Session	Concurrent Session	
<b>Branding on signage and conference materials, promotion on Web site</b>	✓	✓	✓	✓
<b>Pre- and post-conference attendee mailing lists</b>	✓	✓	✓	✓
<b>Access to on-demand conference recordings</b>	✓	✓	✓	✓
<b>Advertising in <i>Quality Progress</i> magazine</b>	2-page ad	1-page ad	1-page ad	
<b>Product demonstrations</b>	2 half-hour presentations	1 half-hour presentation		
<b>Attendee bag inserts</b>	5-page insert	4-page insert	4-page insert	2-page insert
<b>Conference registrations</b>	10 full conference registrations	5 full conference registrations	5 full conference registrations	3 full conference registrations
<b>Investment</b>	\$50,000	\$30,000	\$25,000	\$10,000

### Additional Sponsorship Opportunities

(Please inquire about pricing and availability.)

- Breakfast Sponsorship
- Hotel Key Card
- Lunch Sponsorship
- Welcome Reception Sponsorship
- Attendee Bag Inserts
- Banquet Sponsorship

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ASQ offers a variety of exhibitor and sponsorship packages with options designed to make your organization stand out. For information on customizing sponsorship opportunities, contact ASQ Media Sales.

**Phone: 800-248-1946**

**E-mail: [mediasales@asq.org](mailto:mediasales@asq.org)**

### ALL sponsorships include the following:

- Both pre- and post-conference lists of attendee mailing addresses
- Access to on-demand conference recordings

Ask your ASQ representative about advertising opportunities in the conference on-site program.



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