

SPONSORSHIP AND EXHIBIT CONTRACT

2012 ASQ WORLD CONFERENCE ON QUALITY AND IMPROVEMENT
MAY 21 - 23, 2012 • ANAHEIM CONVENTION CENTER • ANAHEIM, CALIFORNIA

SPONSORSHIP OPPORTUNITIES

- | | |
|---|---|
| <input type="checkbox"/> Platinum Sponsorship: \$50,000 | <input type="checkbox"/> Opening Reception Sponsorship: \$20,000 |
| <input type="checkbox"/> Gold Sponsorship: \$30,000 | <input type="checkbox"/> Executive Roundtable Sponsorship: \$15,000 |
| <input type="checkbox"/> Internet Café Sponsorship: \$25,000 | <input type="checkbox"/> Meal and Break Sponsorship: \$10,000 |
| <input type="checkbox"/> International Team Excellence Competition Awards Sponsorship: \$25,000 | <input type="checkbox"/> After Five Session Sponsorship: \$7,500 |
| <input type="checkbox"/> Silver Sponsorship: \$20,000 | <input type="checkbox"/> Lanyard Sponsorship: \$7,500 |
| <input type="checkbox"/> Career Fair Sponsorship: \$20,000 | |

EXHIBIT OPPORTUNITIES†

- Career Fair 10' x 10' booth (available on Tuesday ONLY):
\$1,900 x _____ (# booths) = \$ _____ Amount Due
- Standard 10' x 10' booth:
\$2,000 x _____ (# booths) = \$ _____ Amount Due
- Virtual 10' x 10' booth:
\$2,000 x _____ (# booths) = \$ _____ Amount Due
Contact your sales rep for specific information.
- Premium/Corner 10' x 10' booth:
\$2,200 x _____ (# booths) = \$ _____ Amount Due
- 10' x 20' booth:
\$4,400 x _____ (# booths) = \$ _____ Amount Due
- 20' x 20' booth:
\$8,800 x _____ (# booths) = \$ _____ Amount Due

Booth location preference: _____
Please note location preference.

‡ Please list any exhibitors or companies that you wish NOT to be placed next to. ASQ will attempt to honor requests as possible. _____

† No exhibitor will be allowed to set up and exhibit unless booth payment has been paid in full.

‡ 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.

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.

SIGN AND RETURN TO:

A LA CARTE OPPORTUNITIES

- Conference Bag Insert*: \$4,500
- Product Demonstration Opportunity‡: \$3,500
- Door Prize/Drawing*: \$2,500

World Conference On-site Program Advertising

- Full page 4-color ad: \$3,500
- ½ page 4-color ad: \$1,750

World Conference Directory in April 2012 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 — Includes ½ page advertorial and an Enhanced Directory Listing

- Pre- and post-conference attendee mailing address list‡: \$500

‡ Available to 2012 World Conference on Quality and Improvement sponsors ONLY

‡ Available to 2012 World Conference on Quality and Improvement exhibitors/sponsors ONLY

* Sponsor provides product

COMPANY DESCRIPTION

Please attach your 25-word company description or email to your ASQ Media Sales representative. ASQ reserves the right to edit as necessary.

- Emailed on date _____ Attached

PAYMENT INFORMATION

(Please indicate your preferred method of payment.)

- Check here to pay the full amount at this time.

- Check enclosed for \$ _____
(Please make check payable to ASQ, drawn on a U.S. bank, payable in U.S. funds.)

- Please charge my credit card \$ _____ VISA MC AMEX
- PO

Credit card number _____ Expiration date _____

Signature _____

Name of cardholder (please print) _____

A 50% minimum deposit is required upon return of this contract. Exhibitor/sponsor agrees that an application accepted by ASQ with a deposit shall be deemed as valid and binding. Payment is due in full by March 9, 2012. Exhibitors who have not paid in full by March 9, 2012, will not be allowed to participate in booth setup and exhibition.

FOR ASQ USE ONLY

AB# _____ Booth plan # _____

Booth Assignment(s) _____

Date _____ Payment Received \$ _____

Balance Due \$ _____

CANCELLATION POLICY:

Contract last revised: September 12, 2011

The exhibitor is required to give notice of cancellation or withdrawal from the exposition in writing. Notices received prior to or on March 9, 2012, are responsible for 50% of the total cost of exhibit space contracted. Any exhibitor who submits a cancellation/withdrawal notice after March 9, 2012, will be responsible for 100% of the total cost of exhibit space contracted.



ASQ
The Global Voice of Quality™

SPONSORSHIP AND EXHIBIT RULES AND REGULATIONS

2012 ASQ WORLD CONFERENCE ON QUALITY AND IMPROVEMENT

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1. 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.

2. 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.
3. Any firm or organization not assigned space will be restricted from soliciting business in any manner within the exhibit hall.
4. 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.
5. 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 moveout/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.
6. 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.
7. 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.
8. Exhibitor agrees to hold show management, ASQ, and the Convention Center* 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.
9. 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.
10. Labor for the installation and dismantling of exhibits falls under jurisdiction in the Convention Center*. 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. Labor is not required if the display can be installed by one person in less than 30 minutes without the use of tools. 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.
11. All booths must be kept clean and clear of all combustible materials at all time, 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.

12. Carts, dollies, and other wheeled vehicles other than conveyances for the physically handicapped are not permitted on the exhibit floor during official exhibit hours. Additionally, crates, trunks, or any type of packing materials may not be brought into or taken out of exhibit areas during official exhibit hours.
13. Move-in of materials (including but not limited to equipment, exhibit materials, two-wheelers, etc.) into the exhibit halls and/or the meeting rooms is restricted to the west side of the facility. No move-in is allowed through the Main Lobby area on the east side of the facility. Hotel Bellman carts are also prohibited in the lobby. Public elevators and escalators are not to be used to transport freight and/or equipment. Additionally, exhibits or displays, equipment, stock, or supplies will not be allowed to enter or leave by way of any other area of the Convention Center* other than the west side of the facility.
14. 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.
15. Giveaways, magazines, merchandise, and souvenirs may be distributed only within the exhibitor's booth.
16. Food and beverages are not permitted on premises unless purchased through the Convention Center* Food Service Partners. Food or beverages may not be brought in or delivered to the Convention Center* for personal consumption.
17. **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.
 - A sketch of each exhibit plan should be submitted to ASQ for approval.
18. 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.
19. ASQ reserves the right to modify the floor plan if in its sole judgment it is in the best overall interest of the exposition.
20. The distribution of promotional gummed or pressureadhesive stickers or decals; confetti; glitter; double-faced tapes; helium filled, lighter-than-air, and/or metallic balloons; and chewing gum is prohibited. Additionally, nothing may be taped, nailed, stapled, tacked, or otherwise affixed to ceilings, painted surfaces, fire sprinklers, columns, fabric, decorative walls, or glass.
21. The recording, either audio or video, of any part of the event is not permitted without prior written consent of ASQ.

22. Installation must be completed by one hour prior to the opening of the show.
23. All exhibitors, service contractors, decorators, and attendees must wear badges at all times.
24. 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.
25. 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).
26. Conference exhibit, ASQ, or Convention Center* 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.
27. 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.
28. Any matters not specifically covered by the rules and regulations of the exhibit shall be subject solely to the decision of ASQ.
29. Exhibitors engaged in the business of making retail sales at the Convention Center* are required to obtain sales tax permits. Exhibitors are responsible for filing this tax and must have a Pennsylvania Sales and Use Tax Permit. Information for this form or any additional permits will be provided in your Exhibit Service Manual. Additionally, any exhibitor obtaining a Sales Tax Permit must submit a copy of the permit to ASQ no later than April 18, 2012, or no sales will be permitted during the show.
30. Display vehicles - In order to place on display any motorized vehicle powered by an internal combustion engine, a permit must be acquired from the Anaheim 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.
31. Cartons, packages, or other containers brought in or removed from the Convention Center* by show personnel, exhibitors, or service contractors may be subject to inspection.
32. There is NO SMOKING allowed in any public space in the Convention Center*. This includes exhibit halls, restrooms, lobbies, corridors, exhibit areas, and meeting rooms.

CANCELLATION POLICY:

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*Convention Center = Anaheim Convention Center

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