Globalization connects us all, and through it, we see the growing influence of quality reach beyond individual organizations, industries, countries, or regions. International markets continue to influence each other, supply chains continue to grow increasingly international in scope, and more and more businesses are required to consider and align to the standards of multiple countries. Today’s global climate brings both challenge and opportunity; and in the face of both, we look to bring structure and stability to organizations and management systems that touch and are touched by multiple countries and varying cultures.

The influence quality has today is broader than in any other time in history, and the potential it brings is limitless. Within this setting, the 2014 World Conference on Quality and Improvement offers a forum of ideas and an international network of thought leaders, experts, and peers eager to share the best practices, tested solutions, and proven results.

ASQ’s World Conference offers recruitment opportunities and career networking with more than 2,500 of the world’s leading quality professionals.

Partner with the world’s largest organization dedicated to promoting quality to make an impact at the world’s largest gathering of quality professionals.

37 percent of attendees noted that visiting a booth influenced their decision to buy those products.

“...with great teamwork, project selection, and use of tools—really brings home how serious and effective many companies are about quality.”

The 2013 WCQI had attendees from 51 different countries.
## PREMIUM SPONSOR OPPORTUNITIES

**EXHIBIT SHOW DATES:**  
MAY 4 – 6, 2014

<table>
<thead>
<tr>
<th>Exclusive Sponsorship</th>
<th>Platinum</th>
<th>Gold or Networking Reception</th>
<th>International Team Excellence Award Process</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Booth Space</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>20’ x 30’</td>
<td>20’ x 20’</td>
<td>20’ x 20’</td>
<td>20’ x 20’</td>
</tr>
<tr>
<td><strong>Speaking Opportunity</strong></td>
<td>General/concurrent session speaking opportunity</td>
<td>Exclusive sponsorship of a six-part series that highlights the best of the conference sessions in four- to five-minute videos, released on ASQ™ TV over six months</td>
<td>Concurrent session speaking opportunity</td>
</tr>
<tr>
<td><strong>Product Demonstration Opportunity</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Magazine Display Ad</strong></td>
<td>Two full-page ads in <em>Quality Progress</em> and a full-page ad in <em>The Journal for Quality and Participation</em></td>
<td><em>ASQ Weekly</em> sponsorship included in each video</td>
<td><em>“Brought to you by”</em> sponsorship at the beginning and end of each video</td>
</tr>
<tr>
<td><strong>On-site Program Display Ad</strong></td>
<td>Full-page ad in on-site program</td>
<td>Full-page ad in on-site program</td>
<td>Full-page ad in on-site program</td>
</tr>
<tr>
<td><strong>Attendee Bag Insert</strong></td>
<td>4-page insert</td>
<td>2-page insert</td>
<td>4-page insert</td>
</tr>
<tr>
<td><strong>Conference Guide Listing in the April 2014 Issue of <em>Quality Progress</em></strong></td>
<td>Premium listing</td>
<td>Premium listing</td>
<td>Premium listing</td>
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<tr>
<td><strong>Conference Registrations ($795 each registration value)</strong></td>
<td>10</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td><strong>Booth Bundle</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Preconference E-blast</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### Investment
- **Platinum:** $50,000
- **Gold or Networking Reception:** $40,000
- **International Team Excellence Award Process:** $35,000
- **NEW in 2014:**
  - **Concurrent session speaking opportunity**
  - **On-site Program Display Ad**
  - **Attendee Bag Insert**
  - **Conference Guide Listing in the April 2014 Issue of *Quality Progress***
  - **Conference Registrations ($795 each registration value)**
  - **Booth Bundle**
  - **Preconference E-blast**

SOLD to Minitab Inc.
## Sponsor Opportunities Cont.

<table>
<thead>
<tr>
<th>Exclusive Sponsorship</th>
<th>Booth Space</th>
<th>Non-exhibit Sponsorship WorldCon 365 (If this is sold, the multiple opportunity for ASQ™ TV 365 will not be possible)</th>
<th>Emerging Leader/Executive Roundtable</th>
<th>Meal and Break</th>
<th>Exhibit Sponsorship WorldCon 365 (Multiple sponsors)</th>
<th>After 5 Session or Lanyard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silver or Opening Reception</td>
<td>10' x 20'</td>
<td>10' x 10'</td>
<td>10' x 10'</td>
<td>10' x 10'</td>
<td>10' x 10'</td>
<td></td>
</tr>
<tr>
<td>Speaking Opportunity</td>
<td>Exclusive sponsorship of a six-part series that highlights the best of the conference sessions in four- to five-minute videos, released on ASQ™ TV over six months</td>
<td>1/2-page ad in Quality Progress and a 1/2-page ad in The Journal for Quality and Participation</td>
<td>1/2-page ad in Quality Progress</td>
<td>1/4-page ad in Quality Progress</td>
<td>ASQ Weekly sponsorship included in each video</td>
<td></td>
</tr>
<tr>
<td>Product Demonstration Opportunity</td>
<td>✓</td>
<td>1/2-page ad in Quality Progress</td>
<td>1/2-page ad in Quality Progress</td>
<td>1/4-page ad in Quality Progress</td>
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<td></td>
</tr>
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<td>1/2-page ad in Quality Progress</td>
<td>1/4-page ad in Quality Progress</td>
<td>“Brought to you by” sponsorship at the beginning and end of each video</td>
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<tr>
<td>On-site Program Display Ad</td>
<td>1/2-page ad on-site program</td>
<td>1/2-page ad on-site program</td>
<td>1/2-page ad on-site program</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Attendee Bag Insert</td>
<td>2-page insert</td>
<td>1-page insert</td>
<td>1/2-page insert</td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>Conference Registrations ($795 each registration value)</td>
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<td>2</td>
<td>2</td>
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<tr>
<td>Investment</td>
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<td>$15,000</td>
<td>$10,000</td>
<td>$7,500</td>
<td>$7,500</td>
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</table>
SPONSOR OPPORTUNITIES

Mobile App Title Sponsorship
(Multiple sponsors)
• Splash page
• Two banner ads on the mobile app
• Two push notifications to conference attendees
• Featured exhibitor or enhanced map listing
$15,000 value

Non-exhibit Sponsorship WorldCon 365
(Multiple sponsors)
• Exclusive sponsorship of a six-part series that highlights the best of the conference sessions in four- to five-minute videos, released on ASQ™ TV over six months
• ASQ Weekly sponsorship included in each video
• “Brought to you by” sponsorship at the beginning and end of each video
• Banner below each video (468 x 60) that will land on a sponsor page that has click-through to each sponsor’s landing page of choice.
$7,500 value

Non-exhibit Sponsorship Recap Video
Option 1: $2,500
• Logo on ASQ Weekly introduction to video
• Banner below each video driving you to a landing page
• “Brought to you by” logo and announcement on front of video
Option 2: $7,500
• Same as option 1, plus ASQ™ TV would film you on-site and release a special video about your organization and your commitment to quality
• Includes “as seen on ASQ™ TV” Video Everywhere! Player for 12 months on your website and on ASQ™ TV for 12 months
$2,500/$7,500 value

A la Carte Items
• Booth bundle $4,995
• Conference bag insert† $4,500
• Product demonstration‡ $3,500
• Full-page display ad in on-site conference program $3,500
• Door prize/sponsorship† $2,500
• 1/2-page display ad in on-site conference program $1,750
• Pre- and post-conference attendee USPS mailing address list† $500

Mobile App a la Carte Items
Mobile app banner $2500
Mobile app featured exhibitor $750

† Available to 2014 World Conference on Quality and Improvement sponsors ONLY
‡ Available to 2014 World Conference on Quality and Improvement exhibitors/sponsors ONLY

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

Important Dates and Deadlines:
• August 2, 2013: Call for presentations due.
• October 18, 2013: ASQ must receive your exhibit or sponsor contract to qualify for all preconference publicity.
• December 2013: Speaking opportunities are subject to availability and must be secured by December.
• December 13, 2013: ASQ must receive 50 percent of your exhibit fee.

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

ASQ Media Sales
The Global Voice of Quality™

2014 ASQ WORLD CONFERENCE ON QUALITY AND IMPROVEMENT
NEW IN 2014

There are two new exciting benefits included in the Platinum Sponsorship Package for 2014 World Conference on Quality and Improvement to help you promote your company’s unique value to conference attendees.

**Conference Booth Bundle Opportunity**

*(Exclusive to the Platinum Sponsorship Package)*

Connect with the global quality community with our exclusive booth bundle option on ASQ™ TV. This new opportunity features the following benefits:

- ASQ will work with you to create and professionally script, produce, and film a video that will showcase your company’s value to attendees.
- You will receive a DVD of this special video that can continuously loop in your conference booth.
- In addition to your company’s name in our regular sponsor listing, your video will be housed on the ASQ™ TV website.
- Receive 12 months of our special Video Everywhere! Player to use on your website and elsewhere.
- ASQ™ TV will be featured in the special conference recap edition of the ASQ Weekly e-newsletter and will include a thumbnail of your video.

You can choose to film your video before the 2014 World Conference on Quality and Improvement or at your 2014 conference booth.

*Don’t miss out on this exclusive opportunity with ASQ™ TV! See what else you get with the Platinum Sponsorship Package on the next page.*

**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 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 2014 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 you can facilitate these meetings or events.

*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.*

**REGISTER TODAY**

Visit [wcqi.asq.org](http://wcqi.asq.org) to begin your registration or to learn more about complete session descriptions and presenter information.
EXHIBIT OPPORTUNITIES
EXHIBIT SHOW DATES: MAY 4 – 6, 2014 • DALLAS, TX

Booth Fee Includes:

• One complimentary pass to the conference sessions, which includes two box lunch tickets and one Tuesday night reception ticket
• Exhibit space
  — 8’ high back drape
  — 3’ high side panels
  — Two-line company sign
• Your company listed in the conference preliminary program, which is distributed to more than 10,000 quality professionals
• Your company listed in the April 2014 issue of ASQ’s Quality Progress magazine, the on-site program, and the official conference website
• Option to donate prizes to gain additional exposure

<table>
<thead>
<tr>
<th></th>
<th>Standard</th>
<th>Premium/Corner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth Space</td>
<td>10’ x 10’</td>
<td>10’ x 10’</td>
</tr>
<tr>
<td></td>
<td>10’ x 20’</td>
<td>20’ x 20’</td>
</tr>
<tr>
<td>Fees</td>
<td>$2,200</td>
<td>$2,400</td>
</tr>
<tr>
<td></td>
<td>$4,900</td>
<td>$9,600</td>
</tr>
</tbody>
</table>

RECRUITMENT OPPORTUNITIES
Add to Any Exhibitor Package — Additional $1,000

• Listing on the individual recruitment sign
• The opportunity to meet attendees face to face
• 30-day online job posting in ASQ’s Career Center
• 30-day résumés database search

Posting jobs on ASQ’s Career Center (careers.asq.org) provides you access to our résumé 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.

‡ Half payment must be received by December 13, 2013. Full payment must be received by February 21, 2014. Please see Important Dates and Deadlines section for materials deadlines.
2014 WORLD CONFERENCE ON QUALITY AND IMPROVEMENT

May 5 – 7, 2014 | Dallas, TX
Exhibit Show Dates | May 4 – 6, 2014

“Good sessions. Great keynote speakers. Good information that I could immediately apply at work.”
— Craig Alexander, Monsanto

For more information, contact:
ASQ Media Sales
Phone: 866-277-5666
Fax: 352-331-3525
Email: mediasales@asq.org

wcqi.asq.org