

# **SPONSORSHIP and EXHIBITOR Opportunities**



## **2011 International Conference on Software Quality**

**“High Reliability and Human Safety Critical Software”**

**February 7-10, 2011**

**Doubletree Hotel San Diego Mission Valley**

**7450 Hazard Center Drive**

**San Diego, CA 92108**

**For ongoing ICSQ information and updates visit our website at:**

**[www.asq-icsq.org](http://www.asq-icsq.org)**



**Software  
Division**

# 2011 ICSQ

## Sponsorship and Exhibitor Opportunities

### Sponsorship and Exhibitor Summary

- **\$7,500 - Platinum Sponsor; select from (each):**
  - Lunches\* (2): Tuesday or Wednesday
  - Evening Reception\* (1): Tuesday only
- **\$5,000 - Gold Sponsor; select from (each):**
  - Continental Breakfasts\* (2): Tuesday or Wednesday
- **\$3,500 - Bronze Sponsor; select from (each):**
  - Refreshment Breaks\* (4): Morning or Afternoon;  
Tuesday or Wednesday
- **\$1,250 - Exhibitor Only: *reduced rate!***
- **\$3,500 - Conference Proceedings:** Flash memory drive with sponsor logo
- **\$2,500 - Conference Bags:** Bag with sponsor logo

*\* These sponsorships are available on a first-come, first-served basis.*

### Tentative Sponsor and Exhibitor Schedule (subject to change):

Set Up:	Monday, February 7	1:00 to 4:00 PM
Exhibition Hours:	Tuesday, February 8 (including a reception with the exhibitors Tuesday evening)	7:00 AM to 7:00 PM
	Wednesday, February 9	7:00 AM to 5:00 PM
	Thursday, February 10	7:00 AM to 10:00 AM
Tear Down:	Thursday, February 10	10:00 AM to 12:00 PM

See attached sponsor benefits for additional details of service provided to sponsors and exhibitors.

If you have questions, need more information or to sign up, please contact the ICSQ Sponsor/Exhibitor Coordinator: Diane Konopa at [dkonopa@andpkg.com](mailto:dkonopa@andpkg.com)

<b>Sponsor and Exhibitor Benefits</b> (● = provided, ○ = not provided)	<b>Platinum</b>	<b>Gold</b>	<b>Bronze</b>	<b>Exhibit Only</b>	<b>Conference Proceedings</b>	<b>Conference Bags</b>
<b>ADVERTISEMENT</b>						
Special recognition during the conference general session	●	●	●	●	●	●
Signage throughout the meeting space with company logo's	●	●	●	●	●	●
Promotional insert in the conference attendee tote bag. Optionally, sponsor may provide a company favor for inclusion in the tote bag	●	●	●	●	●	●
Sponsorship of the Software Quality Newsletter (4 quarterly editions)	4 issues	2 issues	1 issue	○	○	○
Promotional insert in the conference attendee tote bag	2 pages	1 page	1 page	○	○	○
Sponsor Ad in the On-Site Conference Program	Full Page	Half Page	○	○	○	○
<b>RECOGNITION</b>						
Your company's logo prominently displayed: <ul style="list-style-type: none"> <li>➢ On conference Web site with link</li> <li>➢ In conference proceedings (flash memory drive) with link*</li> <li>➢ In the Preliminary Conference Brochure* (if produced)</li> <li>➢ On the Exhibits At-A-Glance flier included in the conference attendee tote bag</li> <li>➢ In the On-Site Conference Program*</li> <li>➢ Company logo on the attendee tote bag*</li> </ul> *Logos are included, provided ICSQ 2011 receives your contract and full payment by sponsorship selection on or before: <ul style="list-style-type: none"> <li>✓ Preliminary Conference Brochure deadline: June 1, 2010 (if produced)</li> <li>✓ Attendee tote bag deadline: December 1, 2010</li> <li>✓ Conference Proceedings (flash memory drive) with link deadline: December 1, 2010</li> <li>✓ On-Site Conference Program deadline: September 1, 2010</li> </ul>	●	●	●	●	●	●
	●	●	●	●	●	●
	●	●	●	●	●	●
	●	●	●	●	●	●
	●	●	●	●	●	●
	○	○	○	○	○	●
<b>EXHIBIT SPACE</b>						
Tabletop exhibits (pop-up displays only; no pipe and drape or booths) on 6'x30" tables. See specific Sponsorship categories for what is included.	2	1	1	1	○	○
<b>EVENTS (Breakfasts, Lunches, Breaks, Evening Reception)</b>						
Sponsorship with your company's name and logo prominently displayed on signage during the event	Event Selected	Event Selected	Event Selected	○	○	○
<b>CONFERENCE AND EXHIBITOR REGISTRATIONS</b>						
Complimentary registrations to the two-day conference, valued at \$995 each.	2	2	1	○	○	○
Meals and refreshment breaks for exhibitor representative at your booth for the two and one half day exhibit (no admittance to sessions)	1	1	1	1	○	○

# Sponsor and Exhibitor Agreement

## 2011 International Conference on Software Quality

Please complete:

Company Name: \_\_\_\_\_

As it will appear in program and on all signage

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_ Web site: \_\_\_\_\_

Contact signature\*: \_\_\_\_\_

\*By signing this contract the exhibitor agrees to the attached rules and regulations of the conference.

<b>Reserve the following Sponsorship/Exhibit opportunity for my company:</b>				<b>Sponsors and Exhibitors:</b>	
<input type="checkbox"/>	<b>Platinum</b>	\$7,500 (ea)	Lunch Evening Reception	<input type="checkbox"/> Tues. <input type="checkbox"/> Wed. <input type="checkbox"/> Tues.	At the time of contract submission, please submit company logo to: <a href="mailto:dkonopa@andpkg.com">dkonopa@andpkg.com</a>  Three logos needed: • EPS 300+ dpi • TIF 300+ dpi  Vector or line art file (.AI, .EPS) for signage
<input type="checkbox"/>	<b>Gold</b>	\$5,000 (ea)	Breakfast	<input type="checkbox"/> Tues. <input type="checkbox"/> Wed.	
<input type="checkbox"/>	<b>Bronze</b>	\$3,500 (ea)	Refreshment Break	<input type="checkbox"/> Tues. <input type="checkbox"/> Wed. <input type="checkbox"/> AM <input type="checkbox"/> PM	
<input type="checkbox"/>	<b>Exhibitor Only</b>	\$1,250	Reduced Rate!		
<input type="checkbox"/>	<b>Conference Proceedings</b>	\$3,500	Flash memory drive with sponsor logo		
<input type="checkbox"/>	<b>Conference Bags</b>	\$2,500	Bag with sponsor logo		

**Please provide a 25-word description of your organization and the products/services to be exhibited:**

(Attachments are accepted. ASQ reserves the right to edit as needed.)

\_\_\_\_\_  
\_\_\_\_\_

My check for \$ \_\_\_\_\_ is enclosed. Make checks payable to ASQ.

(Payment must be in U.S. funds, drawn on a U.S. bank)

Charge the full payment of \$ \_\_\_\_\_ to my credit card

MC

VISA

AMEX

Card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Please bill me. Invoice is payable net 30 days. You must pay your balance prior to the conference or sponsor inclusion deadline in order to set up your exhibit.

**Please mail or fax completed contract to Marjorie Maupuy, ASQ Event Management, P.O. Box 3005, Milwaukee, WI 53201-3005, fax 414-765-8664.**

## **Sponsor/Exhibitor Rules & Regulations**

By signing the enclosed agreement form the exhibitor/sponsor agrees to make no claim for any reason against the Doubletree Hotel San Diego Mission Valley or American Society for Quality (ASQ), or the agents of any of the aforementioned. The Doubletree Hotel San Diego Mission Valley and ASQ will not be liable for the fulfillment of this contract as to the delivery of space, and further will not be responsible for delays, damage, loss, increased costs, or any other unfavorable conditions due to the following: the building being destroyed by fire, acts of God, public enemy, national emergency, strikes, the authority of the law, or any causes beyond their control. The exhibitor/sponsor agrees to indemnify the aforementioned groups against, and hold them harmless from, any claims arising from the acts or negligence of the exhibitor/sponsor, its agents, or employees.

### **CANCELLATION POLICY**

The exhibitor is required to give notice of cancellation or withdrawal in writing. If cancellation is received on or before January 1, 2011, the exhibitor will receive a full refund less a \$100 processing fee. For cancellations on or after January 1, 2011, the exhibitor will be responsible for the full fee. Please mail or fax cancellation requests in writing to Marjorie Maupuy, ASQ Event Management, P.O. Box 3005, Milwaukee, WI 53201-3005, fax 414-765-8664.

### **EXHIBIT SPACE ALLOCATION**

Exhibit space selection will be assigned on a first-come, first-served basis determined by ASQ receipt of an exhibitor's signed contract and payment. ASQ will notify all exhibitors of their assigned tabletop location prior to the start of the conference. ASQ reserves the right to modify the floor plan if, in its sole judgment, it is in the best overall interest of the exposition.

### **SECURITY**

Security guard service will not be furnished for the show and each exhibitor must make provisions for safeguarding its goods, materials, equipment, and displays at all times. ASQ and the conference hotel will not be held responsible for the 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. Exhibitor agrees to hold ASQ and the conference hotel, and its owners/operators forever harmless from any damages or charges imposed for any violation of any law or ordinance by the negligence of the exhibitor or those subordinate to the exhibitor.

### **PRODUCT SELLING**

The selling of goods and services in the exhibit hall is allowed for any sponsor or exhibitor with the proper permits and/or licenses for selling/reselling goods in the state of California. You may also take orders and invoice customers after the conference.

### **SHIPPING**

ASQ and the conference hotel will not accept any responsibility for any shipments misdirected, refused, or lost. Information on shipping materials to the conference hotel will be included in the Exhibit Information Packet.

### **USE OF EXHIBIT SPACE**

Custom designed tabletop displays, pop-up displays, and any equipment necessary for demonstration purposes is permitted as long as it fits on top of your six-foot table or within your designated exhibit space and does not exceed eight feet in height (includes the three-foot high table supplied by show management) and 4 foot in depth (including space for chairs). Pipe and drape is not included or appropriate for this conference. Show management reserves the right to determine appropriate equipment.

1. **EXHIBIT DISPLAYS** – One 6 x 2.5 foot table and 2 chairs are provided or as indicated for different sponsor levels. Materials are limited to items that will fit into an 8-foot width and 4-foot depth, and that can be hand carried; no contractor and drayage company will be available. Please note that pipe, drape and display booths are not included or appropriate for this conference.
2. **ELECTRICITY** and **TELEPHONES** are offered exclusively through the conference hotel. Copies of electrical service and telephone order forms will be included in your Exhibitor Information Packet.

3. AUDIO/VISUAL EQUIPMENT – An order form for audio/visual equipment (VCR, monitors, computer equipment, etc.) will be included in your Exhibitor Information Packet.
4. LOADING and UNLOADING – The loading and unloading of privately owned vehicles may be done at the front entrance to the hotel; however, you may not double park or leave your vehicle unattended, hotel personnel can direct you to another entrance.
5. RIGGING SIGNS and BANNERS – There is to be no rigging of signs, banners, lights, sound, etc., from any ceiling in the conference hotel, including the atrium lobby pre-function area, registration area, meeting rooms, and corridors. No signs are to be taped on the walls, doors, columns, or windows. No nails, screws, tacks, or adhesives may be used to secure signs.
6. HELIUM BALLOONS – Helium balloons are not permitted in the conference hotel.
7. DECALS/STICKERS – Adhesive-backed decals and stickers may not be distributed in the conference hotel. Costs associated with the removal of decals/stickers will be the responsibility of the individual exhibitor.
8. GLITTER/CONFETTI – Use of glitter and confetti is not permitted in the conference hotel. Costs associated with the cleanup of glitter, confetti, and related materials will be the individual exhibitor's responsibility.
9. No food or beverages may be brought into the conference hotel
10. The exhibitor assumes all responsibility for compliance with local, city, county, state, and federal ordinances and regulations regarding fire, safety, and health. Only fireproof materials should be used in displays, and exhibitors should take necessary fire precautions.
11. All exhibitors must wear badges at all times.
12. No motorized vehicles, including motorized scooters, are allowed in any public and/or carpeted areas.

## **OTHER**

Exhibitors can make no claim for any reason against ASQ, the conference hotel, or any of its agents or employees. Further, ASQ or the conference hotel 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 but not limited to the following: the building being destroyed by fire, an act of God, a public enemy, a national emergency, strikes, the authority of law, or any other causes beyond their control. They will, however, in the event of not being able to hold an event for any of the above-named reasons, reimburse the exhibitor pro-rata for any rent, less any and all legitimate expenses incurred by ASQ and the conference hotel for advertising, salaries, fees, and so on.

Any matters not specifically covered by the rules and regulations shall be subject solely to the decision of ASQ and the conference hotel.

## **DUE DATES**

\* In order for your logo or company name and/or information to be included on publicity or website, please note that a completed Sponsor & Exhibitor agreement and payment in full must be received prior to the appropriate deadlines:

Preliminary Conference Program	June 1, 2010 (if produced)
On-Site Conference Program	September 1, 2010
Conference Proceedings (flash drive)	December 1, 2010
Signage	January 10, 2011
Exhibitor-at-a-Glance Flier	January 10, 2011
Web site	January 10, 2011