2020 WQA CONVENTION & EXPOSITION SPONSORSHIP OPPORTUNITIES
APRIL 1-3, 2020
ORANGE COUNTY CONVENTION CENTER | ORLANDO, FLORIDA

COMPANY INFORMATION

COMPANY NAME
MAILING ADDRESS
CITY STATE/PROVINCE ZIP/POSTAL CODE
COUNTRY
PHONE NUMBER FAX NUMBER
COMPANY WEB SITE
CONTACT FIRST NAME CONTACT LAST NAME
EMAIL
AD AGENCY (IF APPLICABLE)
BILLING CONTACT

PAYMENT
Payment must be made in US dollars.
Check: □ (payable to WQA)
Charge: □ MasterCard □ VISA □ AmEx □ Discover

CHECK NUMBER
CREDIT CARD NUMBER EXP. DATE SECURITY CODE
CARDHOLDER’S NAME
SIGNATURE

- Sponsorships are non-refundable.
- Custom Sponsorships: Please call us to help you build a sponsorship to fit your marketing needs.
- A company has the first right of renewal for a sponsorship for six months from the last day of the previous show.

For questions or to send completed form:
WQA Convention & Exposition
Attn: Heather Duve
4151 Naperville Road • Lisle, Illinois 60532 USA
Phone: 630-505-0160 • Fax: 630-505-9637
Email: hduve@wqa.org

SPONSORSHIPS
□ Diamond $15,000
□ Platinum $10,000
□ Gold $7,500
□ Silver $2,500

EXHIBIT HALL OPPORTUNITIES**
□ Innovation Showcase $250
□ Business Spotlights $750
□ Park Benches $750
□ Coffee & Sweets $5,000

EVENTS
□ President’s Club Reception $3,000
□ New Member & First Time Attendee Breakfast $3,500
□ Boot Camp Sponsor $5,000
□ Welcome Reception $10,000
□ Opening General Session $15,000

ADVERTISING
□ Pre/Post Show Email Opportunity $1,000**
Program Guide
□ Enhanced Exhibitor Listing $250
□ Half Page Ad $750
□ Full Page Ad $1,000
□ Belly Band (4x18 wrap) $2,500
□ Inside Back Cover $3,000
□ Back Cover $5,000
□ Corner/Page Curl $7,500
WQA eNews
□ Bottom Banner $1,000
□ Middle Box $1,500
□ Top Banner $2,000
□ Publications Bins $1,000
□ Tote Bag Stuffer $1,500
□ Convention Mobile App $5,000
□ On-Site Registration $5,000

PRODUCTS
SOLD Name Badge Lanyards
SOLD Tote Bags * $1,500
SOLD Notepads $2,000
□ Coffee Service Sponsor $3,000
Other ________

TOTAL DUE IN USD ______________

Deadline for artwork to be included in WQA Program Guide is February 5, 2020.

* Call for pricing
** Must be an exhibitor
Please note above pricing is for WQA members, call for non-member pricing

SPONSOR LOGO MECHANICAL REQUIREMENTS:
300 DPI minimum, PDF, JPG, EPS, or Illustrator formats
Please send files via email to:
WQA • Attn: Amy Reichel
Email: areichel@wqa.org
Phone: 630-505-0160 • Fax: 630-505-9637
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th></th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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</thead>
<tbody>
<tr>
<td>Customer Pass - All-access convention registration passes for your customers</td>
<td>15</td>
<td>10</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Exhibitor Priority Points</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>“Official Sponsor” graphics for your marketing use</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Sponsor Sign for your booth</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Your logo on on-site signage</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Social Media posts on WQA Channels</td>
<td>4</td>
<td>2</td>
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<tr>
<td>WQA Website: your logo and booth number on the Convention website with a link to your website</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Recognition in the Pre-Convention &amp; Exposition Attendee eNewsletter</td>
<td>X</td>
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<tr>
<td>Recognition at the Welcome Reception</td>
<td>X</td>
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<td><strong>PLUS Choose from the Options Below</strong></td>
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<tr>
<td>One Walk-In slide for the Opening General Session</td>
<td>5</td>
<td>3</td>
<td>1</td>
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<tr>
<td>Innovation Showcase</td>
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<td>One full-page 4-color ad in the Program Guide</td>
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<td>Be an interviewed guest on a WQA Podcast</td>
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<td>A one-page insert or gift item for placement in attendee tote bag</td>
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<td>One push notification through the WQA Convention Mobile App</td>
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<tr>
<td>Enhanced Exhibitor Listing in the printed Program Guide</td>
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- **Custom Sponsorships:** Please call us to help you build a sponsorship to fit your marketing needs.
- A company has the first right of renewal for a sponsorship for six months from the last day of the previous show.
- Sponsorships are non-refundable.
- Please contact Heather Duve at hduve@wqa.org or 630-929-2520 for pricing and more information.
**EXHIBIT HALL OPPORTUNITIES**

**Business Spotlights:** Available on the tradeshow floor in 30 minute segments. You can use the time for a product showcase, a mini training session or an advertising opportunity. This will be advertised in the Program Guide, Convention Mobile App and on-site signage. Giveaways are allowed. A podium, microphone, screen and projector will be provided. The seating will be theater style and hold up to 50+ people. *Time slots will be available on a first-come, first-served basis.*

**Park Benches:** A bench in the Exhibit Hall will have your logo/ad on the back of the bench and on a floor cling in front of it.

**Coffee & Sweets:** Sponsor two coffee-and-sweets stations in Exhibit Hall from 9-11:00 a.m. on Friday. When possible, a station will be positioned near your booth.

**Innovation Showcase:** Take part in this new opportunity for exhibitors to display a new product/innovation in a specially designated area of the Exhibit Floor near the Learning Lab and the Business Spotlights. Enclosed cases will highlight those products/innovations smaller in size, while stand-alone space will be available for larger items. Each product/innovation will be labeled with company name and booth number to drive attendees back to your exhibit booth.

**EVENTS**

**Opening General Session:** Be the exclusive sponsor for this 1,000-plus attendee event, where you can have designated seating with your logo on the chair seat covers. You also will receive recognition during the program as well as in on-site signage, WQA’s website and the Program Guide.

**Welcome Reception:** Align your company with the largest social gathering by sponsoring the Welcome Reception that follows the close of the exhibit hall. The reception will be held poolside at Rosen Center Hotel. Your logo will be placed on signage at the event as well as in conjunction with advertising for the reception.

**New Member and First Time Attendee Breakfast:** Welcome WQA’s newest members and first-time convention attendees. Your logo will be featured on signage and invitations. You will be able to personally welcome the guests to the breakfast.

**President’s Club:** Sponsor the invite-only event that recognizes those members who have supported WQA through new member recruitment efforts. You will receive recognition during the event as well as in the invitations and on-site signage.

**Boot Camp Sponsor:** Be an official Boot Camp Sponsor and receive recognition in pre-event marketing as well as on-site signage, exclusive access to Boot Camp attendees.

**ONSITE EXPOSURE OPPORTUNITIES**

Choose from one of these highly visible opportunities to stand out. This includes but is not limited to floor clings, aisle signs, and banners. Possibilities are limitless. Please call for details.

**ADVERTISING**

**Pre-Post Show Email Marketing Opportunity:** Exhibitors can send an email blast to the registered attendee list pre or post show through WQA’s partnership with Event Technologies. Event Technologies will help you create your email and will send it for you at a designated time. This is a limited opportunity, available on a first come, first served basis.

**Program Guide:** Drive traffic to your booth and keep your brand top of mind during the show by advertising in the official Program Guide. The Program Guide will be distributed on-site and available online through the WQA Convention & Exposition website.

**Enhanced Exhibitor Listing:** Your company will receive a call out in the printed Program Guide’s exhibitor listing. This is a limited opportunity and is available on a first-come, first served basis.

**WQA ENews:** A special daily edition sent to all convention attendees and WQA members.

**Convention Mobile App:** Banner ad on the WQA Convention & Exposition app landing page which includes a direct link to sponsors’ website. Company logo in the Program Guide and on-site signage instructing attendees how to use the app.

**On-site Registration:** Your logo will appear on the screen saver that will be seen by attendees using the self-serve registration kiosks.

**Tote Bag Stuffer:** Provide a one-page insert to be included in the attendee tote bag. Insert must be approved by WQA staff.

**Publication Bins:** Your logo will appear on the registration-area bins holding various industry publications. You would be able to place a catalog/flyer into one of the bins as well.

**PRODUCTS**

**Notepads:** Convention notepads will feature your company’s logo along with the WQA Convention & Exposition logo. Notepads will be placed in the Convention tote bags.

**Pens:** Provide 3,000 pens that have your logo on them. Pens will be in Convention tote bags as well as in classrooms, WQA Central and the registration area.

**Coffee Service Sponsor:** Provide attendees with a much needed jolt of energy. Your logo will be featured on signage where coffee is offered. You may also provide napkins and/or sleeves with your logo.