

2018

# BALDRIGE Sponsorship Opportunities



## The 30<sup>th</sup> Annual Quest for Excellence® Conference

April 8–11, 2018

Baltimore Marriott Waterfront Hotel

[www.nist.gov/baldrige/qe](http://www.nist.gov/baldrige/qe)



# The 30<sup>th</sup> Annual Quest for Excellence® Conference Sponsorship Opportunities

BALTIMORE | APRIL 8–11, 2018

## Overview

Organizations everywhere are looking for ways to effectively and efficiently meet their missions and achieve their visions. Thousands of organizations use the Baldrige Excellence Framework and its Criteria to guide their enterprises, improve performance, and get sustainable results. U.S. and international organizations come to Baldrige to **(Im)Prove their Performance**. The Baldrige Program helps organizations address a dynamic environment, focus on strategy-driven performance, achieve customer and workforce engagement, and improve governance and ethics, societal responsibilities, competitiveness, and long-term organizational sustainability. It offers you a comprehensive management approach that focuses on results in all areas, organizational and personal learning, and knowledge sharing. As a Baldrige sponsor, you can support a range of Baldrige products and services, the Annual Quest for Excellence® Conference, Malcolm Baldrige National Quality Award Ceremony celebration, Foundation Dinner and Reception, and the Foundation Awards.

You will be guiding this next generation of organizational leaders looking for success in today's global and competitive marketplace. Regardless of your choice of sponsorship activity, your support will be visible and appreciated. To meet your needs, sponsorship opportunities are designed to fit a complete range of budgets.

## The 30<sup>th</sup> Annual Quest for Excellence Conference

Official Conference of the Malcolm Baldrige National Quality Award

The Quest for Excellence Conference will be held April 8–11, 2018, in Baltimore, MD. It is the leading conference to learn best practices from Malcolm Baldrige National Quality Award recipients. The attendees are key decision makers and influencers in their organizations, and they have demonstrated their interests in organizational improvement and personal learning. Your sponsorship of Quest will greatly enhance the conference experience for these participants.

AUDIENCE  
**1,000**

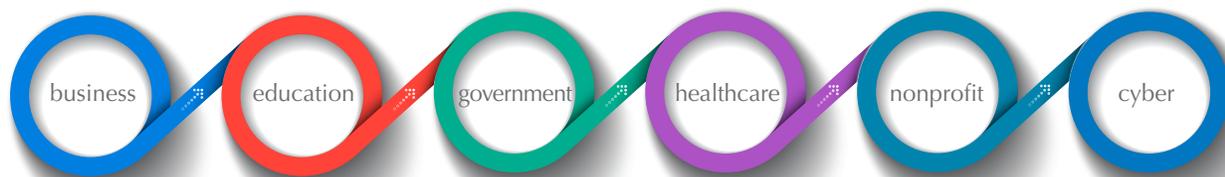
CEOs, senior managers, executives, directors, heads of operating units, and quality/performance improvement leaders/practitioners are expected

SPEAKERS

**50**

Presenters from all sectors sharing their insight, tools, and success stories

## ATTENDEES PARTICIPATING



Our conference is located at the Baltimore Inner Harbor.



Great networking opportunities available with attendees!



The Baltimore Marriott Waterfront Hotel venue ballroom.

# 30<sup>th</sup> Quest Conference Sponsorship Packages

	Platinum	Gold	Silver
Conference Program Ad	Full-page	Half-page	Quarter-page
VIP Conference Registrations	4	3	2
VIP Sponsor Badging	✓	✓	✓
Attendee Bag Insert	4-page insert	2-page insert	1-page insert
Plenary Session Recognition	✓	✓	
Recognized as co-sponsor for one of the following	Lunch	Breakfast	Refreshment Break
Recognized on Baldrige and Foundation websites with links to your organization's website	✓	✓	✓
Recognized on promotional on-site signage	✓	✓	✓
Preconference email blast	✓	✓	✓
Mobile App Listing	✓	✓	✓
Attendee Listing (Post-conference)	✓	✓	✓
Recognized as sponsor or co-sponsor in BETE Training	✓		
Baldrige Examiner Training Experience Registrations	4	2	
<b>Sponsorship Package</b>	<b>\$50,000</b>	<b>\$30,000</b>	<b>\$15,000</b>

# 30<sup>th</sup> Quest Conference Sponsorship Opportunities

## Baldrige Award Ceremony Celebration

Your passion for performance excellence will be recognized through sponsorship of the Baldrige Award Ceremony celebration held during the Annual Quest for Excellence Conference. This event celebrates the award recipients for their outstanding achievements in performance excellence. This sponsorship will provide your company with a high level of visibility as a supporter of the Baldrige Program and award recipients. Call for more details.

## Keynote Speaker

**\$30,000 lead sponsor, \$10,000 co-sponsors**

### Lead Sponsor

- Sponsor recognized at the beginning of the Keynote Speaker presentation as a sponsor by the Program Director
- Half page ad
- Conference program, signage and mobile app recognition
- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website

### Co-Sponsor

- Quarter page ad
- Conference program, signage and mobile app recognition
- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website

## Mobile Conference App

**\$10,000 lead sponsor**

The Mobile Conference App delivers pre-conference materials to attendees and is the resource for all conference information. The Baldrige Program will manage the content for this opportunity.

- Sponsor's banner appears on the app with a link to the organization's URL (provided by the sponsor)
- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website
- Conference program, signage and mobile app recognition

## 2017 MOBILE APP STATS

37.9K total engagement

62.4K minutes open

145K banner impressions



## Conference Wi-Fi

**\$10,000 lead sponsor**

- Sponsors name will appear on the wireless network ID visible from any wireless device within the meeting space
- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website
- Recognition and exposure are provided through signage at the conference



## What Quest Attendees Are Saying

*excellent sessions*

Excellent sessions. Such a wonderful conference with a ton of take-aways for our organization.

## Examiner Recognition Reception

**\$10,000 lead sponsor, \$5,000 co-sponsors**

### Lead Sponsor

- Business card size Conference Program Ad
- Sponsor recognized during the Examiner Recognition Ceremony
- Conference program, signage and mobile app recognition
- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website

### Co-Sponsor

- Signage and mobile app recognition
- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website

## Charging Stations

**\$5,000 + cost of charging stations, design and printing of wrap)**

- Charging stations for mobile phones will be strategically placed in the registration and concurrent session areas of the conference
- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website

NOTE: Charging stations selection and design are subject to approval. Design must include the Quest conference logo and information in predominant location. Contact the Baldrige Program for specifications before vendor selection. The coordination with the vendor is the responsibility of the sponsor.

## Conference Tote Bag

**\$5,000 + cost of bags (incl. 30<sup>th</sup> Quest conference information on one side)**

Sponsor will provide 1,000 canvas tote bags to be handed out to registered attendees. The bags will carry the sponsor's company branding and the Quest conference information on one side. Production of the bags is the responsibility of the sponsor. Bag selection and design is subject to approval by the Baldrige Program. Contact the Baldrige Program for bag selection specifications.

- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website

# 30<sup>th</sup> Quest Conference Sponsorship Opportunities

## Badge Lanyard

**\$2,500 + cost of lanyards (incl. 30<sup>th</sup> Quest conference information on one side)**

Sponsor will provide 1000 branded lanyards to hold attendee badges. Lanyard will be handed out to attendees. Production of the lanyards is the responsibility of the sponsor.

- Sponsor's branded lanyard will be worn by every attendee throughout the entire conference
- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website

NOTE: Lanyard selection and design are subject to approval. Contact the Baldrige Program for specifications before vendor selection. The coordination with the vendor is the responsibility of the sponsor.

## Reusable Eco-Friendly Water Bottles

**\$2,500 + cost of water bottles (incl. 30<sup>th</sup> Quest conference information on one side)**

Sponsor will provide 1000 reusable eco-friendly water bottles. Water bottles will be available for attendees.

- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website

NOTE: Water bottle selection and design are subject to approval. Contact the Baldrige Program for specifications before vendor selection. The coordination with the vendor is the responsibility of the sponsor.

## Travel Mugs

**\$2,500 + cost of travel mugs (incl. 30<sup>th</sup> Quest conference information on one side)**

Sponsor will provide 1000 travel mugs. Travel mugs will be available for attendees.

- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website

NOTE: Travel mug selection and design are subject to approval. Contact the Baldrige Program for specifications before vendor selection. The coordination with the vendor is the responsibility of the sponsor.

## Notebook Pads and Pens

**\$2,500 + cost of pads/pens (incl. 30<sup>th</sup> Quest conference information on one side)**

Sponsor will provide 1000 logo-embossed notebook pads and pens for use during sessions. Attendees will carry the notebook pads and pens with the sponsor's brand at the Quest conference.

- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website

NOTE: Notebook pad and pen selection and design are subject to approval. Contact the Baldrige Program for specifications before vendor selection. The coordination with the vendor is the responsibility of the sponsor.

## Breakfast

**\$10,000 lead sponsor, \$5,000 co-sponsors**

- Sponsor will be branded as Day 1, Day 2 or Day 3 Breakfast Co-Sponsor
- Conference program, signage and mobile app recognition
- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website

## Lunch

**\$15,000 lead sponsor, \$5,000 co-sponsors**

- Sponsor will be branded as Day 1 or Day 2 Lunch Co-Sponsor
- Conference program, signage and mobile app recognition
- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website

## Refreshment Break

**\$7,500 lead sponsor, \$3,000 co-sponsors**

- Sponsor will be branded as refreshment break sponsor
- Conference program, signage and mobile app recognition
- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website



What Quest Attendees Are Saying

*break-outs were great*

The break-outs were great. I also appreciated the opportunity at refreshment breaks to network with so many individuals. I also loved hearing from organizations outside of my healthcare sector.

# 30<sup>th</sup> Quest Conference Sponsorship Opportunities



## Ice Cream Break

**\$2,000 co-sponsors**

- Sponsor will be branded as ice cream break sponsor
- Recognition and exposure are provided through signage at the conference
- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website

## Premium Coffee Bar

**\$3,000 co-sponsors**

- Sponsor will be branded as coffee bar sponsor
- Recognition and exposure are provided through signage at the conference
- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website

## Baldrige Award Ceremony Floral Arrangements

**\$2,000 lead sponsor**

- Recognition and exposure are provided through signage at the conference
- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website

## Quest Conference Program Ads

Advertising in the conference program is an effective way to reach attendees both during and after the conference. Position your organization as a leader by placing a conference ad in the program.

**\$10,000** Full-page

**\$5,000** Half-page

**\$2,500** Quarter-page

**\$1,000** Business card size

**NOTE:** See page 8 for information about Quest Conference ad specs, ad submission, ad deadlines, and logo and url download.

## Display Table Opportunities

**\$2,500**

Display tables are in close proximity to the break area and available to conference attendees on Monday and Tuesday of the conference. **CONFERENCE REGISTRATION IS REQUIRED.**

- Display Table Space
  - 6' draped table (one)
  - Two chairs
- Conference program, signage and mobile app recognition
- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website

**NOTE:** The Foundation will hold a display booth drawing on the last day of the conference. Each display table will have a place for attendees to drop in their business card. Attendee will receive a \$1,000 VISA gift card.

**Quest Conference | April 8–11, 2018 | Baltimore Marriott Waterfront Hotel**

## Custom Sponsorship Opportunities Available

Contact us to see how we can create a customized sponsorship for your organization.

What Quest Attendees Are Saying

*inspiring conference*

Most inspiring conference.  
I had many great take aways.

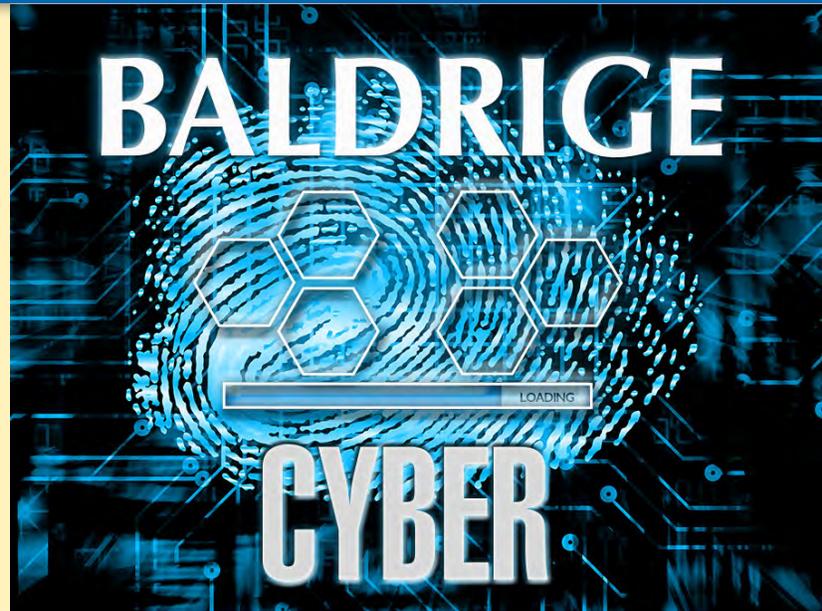
# 30<sup>th</sup> Quest Conference Sponsorship Opportunities

## Baldrige Cybersecurity Workshop

**\$50,000 lead sponsor**

An all-day interactive workshop on using the *Baldrige Cybersecurity Excellence Builder*. This opportunity includes exclusive sponsorship for the Baldrige Cybersecurity Pre-conference Workshop. It also includes two refreshment breaks for attendees and each attendee receives a copy of the *Baldrige Cybersecurity Excellence Builder* and the NIST Cybersecurity Framework.

- Recognition during the workshop
- Full-page Conference Program Ad
- Four VIP Conference Registrations
- VIP Sponsor Badging
- Recognition as sponsor on Baldrige Program and Foundation websites for 2018, with a link to your organization's website
- Conference program, signage and mobile app recognition



## Foundation Dinner Sponsor

**\$20,000 lead sponsor**

This sponsorship opportunity includes exclusive sponsorship for the Foundation Dinner, Reception and Guest Speaker. The Annual Foundation Dinner Reception is held on Tuesday evening at the conference.

- Sponsor recognized by the Foundation President/CEO at the dinner
- Two corporate tables of 10 seats each for the dinner
- Recognition in the dinner program
- Full page ad
- Recognition as sponsor on Baldrige Foundation website for 2018, with a link to your organization's website
- Recognition as sponsor on Foundation promotional material

## Foundation Awards

**\$20,000 lead sponsor, \$10,000 co-sponsor, \$2,500 supporting sponsor**

- Sponsor recognized at the beginning of the Keynote Speaker presentation as a sponsor by the Program Director
- Recognition in the conference program
- Half page ad for an exclusive sponsor
- Quarter page ad for a nonexclusive sponsor
- Recognition as sponsor on Baldrige Foundation website for 2018, with a link to your organization's website
- Recognition as sponsor on Foundation promotional material

## Foundation Awards Program Ads

\$5,000 Full-page

\$2,500 Half-page

\$1,500 Quarter-page

\$500 Business card size



What Quest Attendees Are Saying

*conference was of the highest quality*

This conference was of the highest quality that I've ever attended. What a standard! The information was delivered by people passionately working on meaningful improvements within their organization through their passion in Baldrige.

# 30<sup>th</sup> Quest Conference Sponsorship Selection Process

## Sponsorship Sales Contact

**Terri Owens**

614.286.1577

[towens@baldrigefoundation.org](mailto:towens@baldrigefoundation.org)

Associate Director of Development  
Baldrige Foundation

## Sponsorship Contacts and Quest Logo Download

Quest Conference Ad Specs and Logo Download:

[www.nist.gov/baldrige/quest-sponsorship-ad-specs-and-logo](http://www.nist.gov/baldrige/quest-sponsorship-ad-specs-and-logo)

Sponsorship Listing, Logo and URL Submission:

[louann.scott@nist.gov](mailto:louann.scott@nist.gov)

Quest Conference Program Ad Submission:

[louann.scott@nist.gov](mailto:louann.scott@nist.gov)

Baldrige Program Specification Questions and Approvals:

[jacqueline.calhoun@nist.gov](mailto:jacqueline.calhoun@nist.gov)

Foundation Awards Program Ad Submission:

[towens@baldrigefoundation.org](mailto:towens@baldrigefoundation.org)

## DATES TO REMEMBER

Sponsorship Registration:

**Now Open**

Registration Deadline:

**February 24, 2018**

Sponsorship Listing, Logo  
and URL Submission:

**Due upon registration**

Quest Conference Program

Ad Deadline: **March 2, 2018**

Foundation Awards Program

Ad Deadline: **March 2, 2018**

Materials Shipment Deadline:

**March 4, 2018**

*(Shipping details will be supplied)*

If an organization is involved as a current-year Baldrige Award Applicant or a current-year Baldrige Award Recipient, and would like to purchase a sponsorship opportunity, sponsorships are limited to \$25k.

Although a wide range of sponsorship opportunities are available, some opportunities are limited and are on a first-come, first-served basis. Every effort will be made to assign sponsorships according to the order in which applications are received. If the applied-for sponsorships are not available, you may select another option.

MALCOLM BALDRIGE NATIONAL QUALITY AWARD®, THE QUEST FOR EXCELLENCE®, BALDRIGE PERFORMANCE EXCELLENCE PROGRAM®, PERFORMANCE EXCELLENCE®, BALDRIGE CRITERIA FOR PERFORMANCE EXCELLENCE®, and CRITERIA FOR PERFORMANCE EXCELLENCE® are

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# The 30<sup>th</sup> Annual Quest for Excellence® Conference

## Sponsorship Registration Form

### BALTIMORE | APRIL 8–11, 2018

#### Registration Form Submission/Sponsorship Questions

**Terri Owens**

**614.286.1577**

**[towens@baldrigefoundation.org](mailto:towens@baldrigefoundation.org)**

#### Company/Organization Information (please print)

Company/Organization Name (as you would like it listed)

Contact Person \_\_\_\_\_ Authorized Signature \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip/Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_ Company/Org. website \_\_\_\_\_

#### Quest Sponsorship Packages

**Platinum** \$50,000

**Gold** \$30,000

**Silver** \$15,000

#### Quest Sponsorship Opportunities

**Baldrige Award Ceremony Celebration**

**Keynote Speaker**

\$30,000 lead sponsor

\$10,000 co-sponsors

**Mobile Conference App** \$10,000

**Conference Wi-Fi** \$10,000

**Examiner Recognition Reception**

\$10,000 lead sponsor

\$5,000 co-sponsors

**Charging Stations** \$5,000<sup>+</sup>

**Conference Tote Bag** \$5,000<sup>+</sup>

**Badge Lanyard** \$2,500<sup>+</sup>

**Reusable Water Bottles** \$2,500<sup>+</sup>

**Travel Mugs** \$2,500<sup>+</sup>

**Notebook Pads and Pens** \$2,500<sup>+</sup>

**Breakfast**

\$10,000 lead sponsor

\$5,000 co-sponsors

**Lunch**

\$15,000 lead sponsor

\$5,000 co-sponsors

**Refreshment Break**

\$7,500 lead sponsor

\$3,000 co-sponsors

**Ice Cream Break**

\$2,000 per break nonexclusive

**Premium Coffee Bar**

\$3,000 co-sponsors

**Baldrige Award Ceremony Floral Arrangements**  
\$2,000 lead sponsor

**Quest Conference Program Ads**

\$10,000 full-page

\$5,000 half-page

\$2,500 quarter-page

\$1,000 business card size

**Display Table** \$2,500

**Baldrige Cybersecurity Workshop**

\$50,000 lead sponsor

**Foundation Dinner Sponsor**

\$20,000 lead sponsor

**Foundation Awards**

\$20,000 lead sponsor

\$10,000 co-sponsors

\$2,500 supporting sponsors

**Foundation Awards Program Ads**

\$5,000 full-page

\$2,500 half-page

\$1,500 quarter-page

\$500 business card size

<sup>+</sup>Plus item, design and printing costs