Sponsorship Opportunities

The 30th Annual Quest for Excellence® Conference

April 8–11, 2018
Baltimore Marriott Waterfront Hotel

www.nist.gov/baldrige/qe
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 30th 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.
## Quest Conference Sponsorship Packages

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

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. 30th 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

2017 MOBILE APP STATS

37.9K total engagement
62.4K minutes open
145K banner impressions
**Badge Lanyard**

$2,500 + cost of lanyards (incl. 30th 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. 30th 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. 30th 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. 30th 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

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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.
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.
CONFEERENCE 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.

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.
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
- Conference program, signage and mobile app recognition

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.
Sponsorship Sales Contact

Terri Owens  
614.286.1577  
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

Sponsorship Listing, Logo and URL Submission:  
louann.scott@nist.gov

Quest Conference Program Ad Submission:  
louann.scott@nist.gov

Baldrige Program Specification Questions and Approvals:  
jacqueline.calhoun@nist.gov

Foundation Awards Program Ad Submission:  
towens@baldrigefoundation.org

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)

DATES TO REMEMBER

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 federally registered trademarks and service marks of the U.S. Department of Commerce, National Institute of Standards and Technology. The unauthorized use of these trademarks and service marks is prohibited.

Acceptance of sponsorships does not constitute an endorsement of any organization, product, or service by the U.S. Department of Commerce, the National Institute of Standards and Technology, or the Baldrige Performance Excellence Program. The names and logos of the Baldrige Performance Excellence Program, the National Institute of Standards and Technology, and the U.S. Department of Commerce shall not be used in any manner that implies an endorsement of any organization, product, or service.

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The 30th 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

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*
- Conference Tote Bag $5,000*
- Badge Lanyard $2,500*
- Reusable Water Bottles $2,500*
- Travel Mugs $2,500*
- Notebook Pads and Pens $2,500+* 
  - 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

*Plus item, design and printing costs

Custom Sponsorship Opportunities Available: 614.286.1577/towens@baldrigefoundation.org