

April 15, 2011 

Targeting Quality



Exhibitor Information Package

Dear Exhibitor,

The KWSQA is excited to have your corporation as an exhibitor at our 2011 Conference. Please see below for some exhibitor guidelines. The attached exhibitor contract needs to be signed and returned to us by no later than April 2, 2011 in order to confirm your spot at the conference.

We also need to know the number of people who will be working at your booth by April 12, 2011. Please limit booth staff to 4 or less.

Conference Information

Date: Wednesday, April 15, 2011

Location: St. George Hall, Waterloo, Ontario

Exhibitor Arrival Time for Set-Up: 7:00 a.m. (we will contact you closer to the conference date should the opportunity to set up the evening before arise)

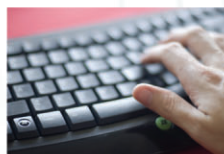
Conference Schedule

- | | |
|------------------------------------|-----------------------|
| • Registration & Coffee: | 8:00a.m. - 8:45a.m. |
| • Keynote Speaker: | 9:00a.m.-10:00a.m. |
| • Break: | 10:00a.m. - 10:10a.m. |
| • Speakers #1: | 10:10a.m. - 11:30p.m. |
| • Coffee Break 1: | 11:30a.m. - 11:40a.m. |
| • Speakers #2: | 11:40a.m. - 1:00p.m. |
| • Lunch Break: | 1:00p.m. - 2:00p.m. |
| • Speakers #3: | 2:00p.m. - 3:20p.m. |
| • Coffee Break2: | 3:20p.m. - 3:40p.m. |
| • Speakers #4: | 3:40p.m. - 5:00p.m. |
| • Refreshments & Networking Event: | 5:00p.m. - 6p.m. |

About the Targeting Quality Conference

One day, multiple tracks, and a great lineup of speakers – affordable and centrally located in the South Western Ontario Technology Triangle.

for more information visit
www.qualityconference.ca



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Guidelines for Exhibitors

- One electrical outlet will be available for your use if needed
- One 3' x 8' table will be available for your use – please let us know if you wish to bring your own tables instead
- Your display may not exceed 4' x 10'
- Audio/visual displays must be turned off during the keynote speaker presentation and the lunch period
- As only registered attendees will be in the hall for the duration of the conference, displays must be limited to sales, marketing and promotion
- All coffee breaks and the buffet lunch are included in the exhibitor package
- Exhibitors may also attend any of the speaker sessions occurring throughout the day
- Exhibitor badges will be provided to you upon your arrival at the conference
- If you would like to be included in any of our conference marketing material, please purchase a sponsorship package (more information on sponsorship at our web site: [http:// www.qualityconference.ca](http://www.qualityconference.ca))

We look forward to seeing you on April 15, 2011. Please let us know if you have any questions or require any further information.

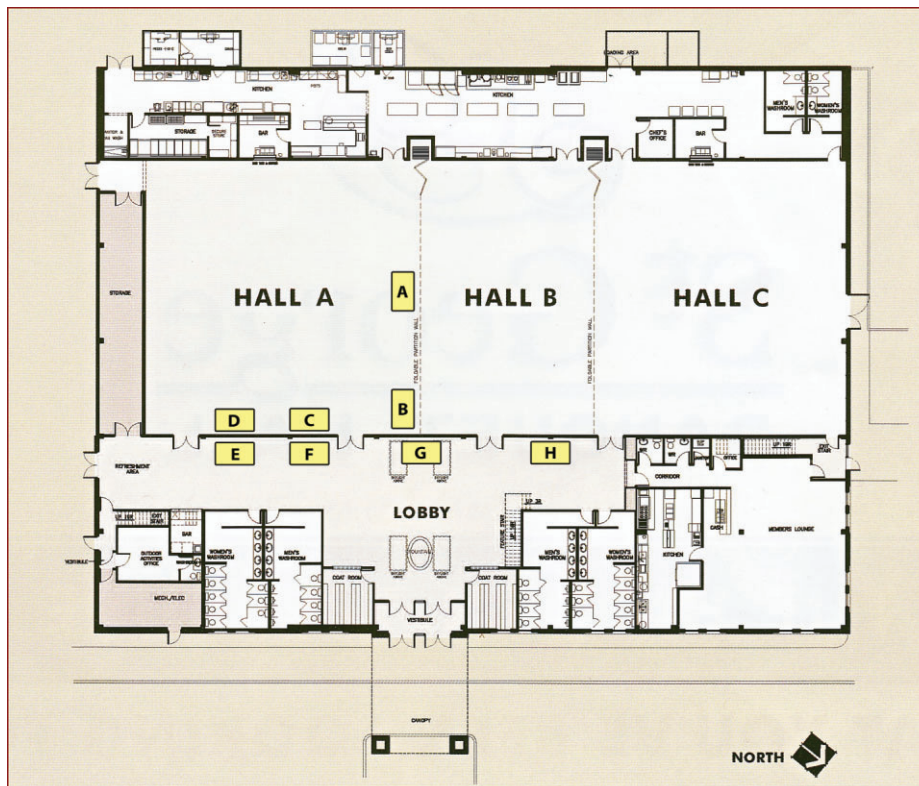
Sincerely,
KWSQA Conference Committee
55 Northfield Dr. E. Suite #188
Waterloo, Ontario
N2K 3T6

for more information visit
www.qualityconference.ca

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Targeting Quality 2011

Booth Location Options



Ground Floor Plan

for more information visit
www.qualityconference.ca

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Exhibitor Contract

Please fill out the following and return **ONLY** this page to:
KWSQA, 55 Northfield Dr. E. SUITE 188
Waterloo, Ontario. N2K 3T6.

Company Name _____
Address _____
Contact Name _____
Contact Email _____
Company's Business _____
Products to be displayed _____

Conference Exhibitor Terms

- In order to receive a full refund, the conference committee must be notified of all cancellations no later than 2 weeks prior to the conference.
- Space is available on a first come, first served basis. A map of the hall is available on our web site.
- The cost of an exhibitor space in the hall is \$1500.00. Your chosen space will be confirmed once we have received payment.

Exhibitor Equipment List

Please check all of the following which apply to the planned activities in your booth at the conference:

_____ Audio/visual displays _____ Selling products
_____ Demonstrations _____ Giveaways
_____ Other (Please specify) _____

I agree to all of the terms specified by the KWSQA Exhibitor Guidelines:

Name (please print)

Signature

Title

Dated