



2010  
**April 21st**

<http://www.qualityconference.ca>

## Conference Sponsorship

**\$350**

### The Targeting Quality sponsorship package includes:

#### Inclusion in Promotional Advertising

- Your company logo will be included in all promotional emails sent prior to the conference
  - These mail-outs are sent to a wide variety of software quality professionals throughout the Kitchener/Waterloo/Cambridge area and beyond
  - About 300+ people receive each mail-out, and approximately 4 emails are planned between January and April 2010
- Your company logo will also be included on our promotional flyers that will be distributed at KWSQA member meetings in early 2010, as well as at various companies in the area

#### Day of Conference

- Your company name will be announced after each presentation at the conference, as well as during the lunch break
- Your company logo will be included on a conference marketing item that each attendee will receive on the day of the conference
- If you would like to provide us with any small marketing items of your own, we will include these in the package each attendee receives on the day of the conference

#### KWSQA Preferred Rate

- Receive the preferred rate for 5 conference participants from your company

- Company logo will begin inclusion in promotional materials when sponsorship funds are received.
- Deadline for submission of sponsorship is February 19, 2010.
- Sponsorship funds are non-refundable.

### 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