

2017

# BALDRIGE Sponsorship Opportunities



The 29th Annual  
Quest for Excellence® Conference  
April 2–5, 2017

Baltimore Marriott Waterfront Hotel

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



# 29th Annual Quest for Excellence® Conference Sponsorship Opportunities

**BALTIMORE | APRIL 2–5, 2017**

## 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 provides a renewed focus on using the Criteria for Performance Excellence for improvement, as well as for an award application. As a Baldrige sponsor, you can support a range of Baldrige products and services, the Annual Quest for Excellence® Conference, Baldrige Award Ceremony Reception, Foundation Dinner and Reception, Healthcare Reception, and Harry S. Hertz Award.

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 29th Annual Quest for Excellence Conference

The Quest for Excellence Conference will be held April 2–5, 2017, 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** approximately 50 speakers from all sectors sharing their insights, tools, and stories

## SECTORS REPRESENT



Our conference is located at the Baltimore Inner Harbor.



Approximately 1,000 people are expected to attend.



The Baltimore Marriott Waterfront Hotel venue ballroom.



# 29th Quest Conference Sponsorship Packages

	Platinum	Gold	Silver
Conference Program Display Ad	Full-page	Half-page	Quarter-page
VIP Conference Registrations	4	3	2
VIP Sponsor Badging	✓	✓	✓
Attendee Bag Insert	4-page insert	4-page insert	2-page insert
Plenary Session Recognition	✓	✓	
Recognized as co-sponsor for 1 refreshment break	Exclusive	Exclusive	Nonexclusive
Recognized on Baldrige and Foundation website with link to you 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	3	2
<b>Sponsorship Package</b>	<b>\$50,000</b>	<b>\$30,000</b>	<b>\$15,000</b>

# 29th Quest Conference Sponsorship Opportunities

## Award Ceremony Reception

### Call for details

Your passion for performance excellence will be recognized through sponsorship of the Baldrige Award Ceremony reception held during the Annual Quest for Excellence Conference. This event celebrates the 2016 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.

## Keynote Speaker

### \$30,000 exclusive, \$10,000 nonexclusive

- 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 Program and Foundation websites for 2017, with a link to your organization's website
- Recognition and exposure are provided through signage at the conference

## Mobile Conference App

### \$10,000

- Sponsor's logo 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 2017, with a link to your organization's website
- Recognition and exposure are provided through signage at the conference

NOTE: The Baldrige Program will manage the content for this opportunity.

## 2016 MOBILE APP STATS

21.9K total engagement

22.5K minutes open

96.8K banner impressions



## Conference Wi-Fi

### \$10,000

- 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 2017, 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 (one opportunity)

### \$5,000 co-sponsor (two opportunities)

#### Lead Sponsor

- Sponsor recognized during the Examiner Recognition Reception
- Signage recognition
- Recognition as sponsor on Baldrige Program and Foundation websites for 2017, with a link to your organization's website

#### Co-Sponsor

- Recognition as sponsor on Baldrige Program and Foundation websites for 2017, with a link to your organization's website

## Charging Stations

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

- Charging stations will be strategically placed in the registration and concurrent session areas of the conference
- Recognition as sponsor on Baldrige Program and Foundation websites for 2017, with a link to your organization's website

NOTE: Charging stations 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.

## Conference Tote Bag

### \$2,500 + cost of bags (incl. 29th 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.

# 29th Quest Conference Sponsorship Opportunities

## Badge Lanyard

**\$2,500 + cost of lanyards (incl. 29th Quest conference information on one side)**

Sponsor will provide 1000 branded lanyards to hold attendee badges. Lanyard will be handed out to each attendee. 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 2017, with a link to your organization's website

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

## Water Bottles

**\$2,500 + cost of water bottles (incl. 29th Quest conference information on one side)**

Sponsor will provide 1000 water bottles. Water bottles will be available for each attendee.

NOTE: Water bottle selection and design are subject to approval. Call 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 water bottles (incl. 29th Quest conference information on one side)**

Sponsor will provide 1000 travel mugs. Travel mug will be available for each attendee.

NOTE: Travel mug design is 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. 29th 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.

NOTE: Final product is subject to approval. Contact the Baldrige Program for specifications before vendor selection. Production of the materials are the responsibility of the sponsor.

## Breakfast

**\$5,000 nonexclusive (multiple opportunities)**

- Sponsor will be branded as Day 1, Day 2 and Day 3 Breakfast Co-Sponsor
- Recognition as sponsor on Baldrige Program and Foundation websites for 2017, with a link to your organization's website

## Lunch

**\$5,000 nonexclusive (multiple opportunities)**

- Sponsor will be branded as Day 1, Day 2 and Day 3 Lunch Co-Sponsor
- Recognition as sponsor on Baldrige Program and Foundation websites for 2017, with a link to your organization's website

## Refreshment Break

**\$10,000 exclusive, \$3,000 nonexclusive per break (multiple opportunities)**

- Sponsor will be branded as refreshment break sponsor
- Sponsor can provide materials for distribution during break
- Recognition as sponsor on Baldrige Program and Foundation websites for 2017, with a link to your organization's website\*

\*Exclusive sponsorship only

## Ice Cream Break

**\$2,000 nonexclusive (multiple opportunities)**

- Sponsor will be branded as ice cream break sponsor
- Recognition and exposure are provided through signage at the conference

## Premium Coffee Bar

**\$1,000 nonexclusive per break (multiple opportunities)**

- Sponsor will be branded as coffee bar sponsor
- Recognition and exposure are provided through signage at the conference

## Floral Arrangements

**\$2,000 exclusive**

- Recognition and exposure are provided through signage at the conference

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.

# 29th Quest Conference Sponsorship Opportunities

## Quest Conference Program Ads

- \$10,000 Full-page
- \$5,000 Half-page
- \$2,500 Quarter-page
- \$1,000 Business card size

## Display Table Opportunities

**\$5,000**

- One complimentary registration to the conference
- Display Table Space
  - 6' draped table (one)
  - Two chairs
- Your company listed in the conference program
- Your company listed on the conference 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.

## Foundation Dinner Evening

**\$25,000 exclusive**

This sponsorship opportunity includes exclusive sponsorship for the Foundation Dinner Reception, Dinner and Guest Speaker. The Annual Foundation Dinner Reception 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 2017, with a link to your organization's website
- Recognition as sponsor on Foundation promotional material

## Foundation Dinner

**\$20,000 exclusive\***

This sponsorship opportunity is for the Annual Foundation Dinner held on Tuesday evening at the conference. Sponsorship is for the actual dinner.

- 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 2017, with a link to your organization's website
- Recognition as sponsor on Foundation promotional material

\*Available after December 1st. If the sponsorship is not available, you may select another option.

## Foundation Dinner Reception Hour

**\$5,000 exclusive\***

This sponsorship opportunity is for the Annual Foundation Dinner Reception held on Tuesday evening at the conference. Sponsorship is for all beverages during the Reception hour.

- Sponsor recognized by the Foundation President/CEO at the dinner
- Four seats for the dinner
- Recognition in the dinner program
- Half page ad
- Recognition as sponsor on Baldrige Foundation website for 2017, with a link to your organization's website
- Recognition as sponsor on Foundation promotional material

\* Available after December 1st. If the sponsorship is not available, you may select another option.



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.



# 29th Quest Conference Sponsorship Opportunities

## Foundation Dinner Guest Speaker

**\$5,000 exclusive\***

This sponsorship opportunity is for the Annual Foundation Dinner held on Tuesday evening at the conference. Sponsorship is for the guest speaker.

- Sponsor recognized by the Foundation President/CEO at the dinner
- Two seats for the dinner
- Recognition in the dinner program
- Quarter page ad
- Recognition as sponsor on Baldrige Foundation website for 2017, with a link to your organization's website
- Recognition as sponsor on Foundation promotional material

\* Available after December 1st. If the sponsorship is not available, you may select another option.

## Foundation Dinner Program Ads

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

**\$1,500** Half-page

**\$1,000** Quarter-page

**\$500** Business card size

## Health Care Reception (Monday)

**\$10,000 exclusive**

**(attendance by invitation only)**

- Recognition and exposure are provided through signage at the Reception and acknowledgment in the conference program
- Recognition as sponsor on Baldrige Foundation website for 2017, with a link to your organization's website
- Sponsor will have opportunity to address attendees during the Reception



## Harry S. Hertz Award

**\$20,000 lead sponsor, \$10,000 supporting sponsor, \$2,500 co-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 2017, with a link to your organization's website
- Recognition as sponsor on Foundation promotional material

## Harry S. Hertz Award Program Ads

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

**\$3,000** Half-page

**\$2,000** Quarter-page

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

Quest Conference | April 2–5, 2017 | 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.

# 29th Quest Conference Sponsorship Selection Process

Sponsorships are reserved on a first-come, first-served basis. Please note important deadlines below.

## Dates to Remember

Sponsor Application Process Opens: **October 3, 2016**

Sponsor Application Process Closes: **February 24, 2017**

Quest Conference Program Ad Information Due: **March 2, 2017**

The provision of organizational listings, logos, and website URLs are due immediately upon purchase of sponsorships.

## Contact

**Jerry L. Rees**

614.420.6789 (m) | 202.559.9195 (o) | [jrees@baldrigefoundation.org](mailto:jrees@baldrigefoundation.org)

Chief Operating Officer, Baldrige Foundation, 1717 Pennsylvania Ave. NW, Suite 1025, Washington, DC 20006

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)

Quest Conference Ad Submission: [louann.scott@nist.gov](mailto:louann.scott@nist.gov)

Baldrige Program Specification Questions and Approval: [jacqueline.calhoun@nist.gov](mailto:jacqueline.calhoun@nist.gov)

Foundation Dinner Program Ad Submission: [jrees@baldrigefoundation.org](mailto:jrees@baldrigefoundation.org)

Harry S. Hertz Award Program Ad Submission: [jrees@baldrigefoundation.org](mailto:jrees@baldrigefoundation.org)

**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. Therefore, 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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# 29th Annual Quest for Excellence® Conference Sponsorship Selection Form

**BALTIMORE | APRIL 2–5, 2017**

Submit questions and Sponsorship Selection Form to:

**Jerry L. Rees** 614.420.6789 (m) | 202.559.9195 (o) | [jrees@baldrigefoundation.org](mailto:jrees@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

### Award Ceremony Reception

Call for details

### Keynote Speaker

\$30,000 exclusive

\$10,000 nonexclusive

Mobile Conference App \$10,000

Conference Wi-Fi \$10,000

### Examiner Recognition Reception

\$10,000 lead sponsor (1)

\$5,000 co-sponsor (2)

Charging Stations \$5,000+

Conference Tote Bag \$2,500+

Badge Lanyard \$2,500+

Water Bottles \$2,500+

Travel Mugs \$2,500+

Notebook Pads and Pens \$2,500+

### Breakfast

\$5,000 per meal nonexclusive

### Lunch

\$5,000 per meal nonexclusive

### Refreshment Break

\$10,000 per break exclusive

\$3,000 per break nonexclusive

### Ice Cream Break

\$2,000 per break nonexclusive

### Premium Coffee Bar

\$1,000 per break nonexclusive

### Floral Arrangements

\$2,000 exclusive

### Quest Conference Program Ads

\$10,000 full-page

\$5,000 half-page

\$2,500 quarter-page

\$1,000 business card size

Display Table \$5,000

### Foundation Dinner Evening

\$25,000 exclusive

### Foundation Dinner

\$25,000 exclusive

### Foundation Dinner Reception Hour

\$5,000 exclusive

### Foundation Dinner Guest Speaker

\$5,000 exclusive

### Foundation Dinner Program Ads

\$2,500 full-page

\$1,500 half-page

\$1,000 quarter-page

\$500 business card size

### Health Care Reception

\$10,000 exclusive

### Harry S. Hertz Award

\$20,000 lead sponsor

\$10,000 supporting sponsor

\$2,500 co-sponsor

### Harry S. Hertz Award Program Ads

\$5,000 full-page

\$3,000 half-page

\$2,000 quarter-page

\$1,000 business card size

+Plus item, design and printing costs