

2012 Regional Conference Sponsorships

The 2012 Baldrige Regional Conferences provide an in-depth opportunity to learn about the best practices and results of both the 2011 Baldrige Award recipients and former Award recipients.

Our attendees—CEOs, senior managers, executives, directors, heads of operating units, or quality/performance improvement leaders and practitioners—represent the business, education, government, health care, and nonprofit sectors. Regardless of their affiliations, all of our attendees have demonstrated their interests in organizational improvement and personal learning. Typically, 200-250 attendees participate in each Regional Conference.

Sponsorship packages include a number of marketing opportunities for your organization including acknowledgement on the Regional Conference Web site and in the conference program.

You can choose from any number of sponsorship opportunities. Please select one or several that match your marketing approach and budget. You may reserve a sponsorship online (coming soon), or by returning the conference sponsorship form to MACC. You may also call the Baldrige staff at (301) 975-3199 or 301-975-8942 with questions.

The deadline for purchasing a 2012 Regional Conferences Sponsorship is August 1, 2012.

GOLD | \$7,500 ONE CONFERENCE, \$12,500 FOR BOTH

- Your organization's name and logo included on Regional Conference on site program
- Listing as sponsor on Conference Web site and the host state Web site with a link to your organization's Web site
- Recognition in conference e-mail marketing – your organization's name prominently mentioned and linked to your Web site
- Recognition during Plenary Session by moderator
- Recognition as a nonexclusive refreshment break sponsor for one break
- Four full conference registrations per conference (value \$1,980)
- Reserved priority seating in plenary session
- Pre- and Post-Conference attendee list
- Opportunity to place information at Sponsor display table

SILVER | \$5,000 FOR ONE CONFERENCE, \$7,500 FOR BOTH

- Your organization's name and logo included on Regional Conference on site program
- Listing as sponsor on Conference Web site and the host state Web site with a link to your organization's Web site
- Recognition in conference e-mail marketing – your organization's name prominently mentioned and linked to your Web site
- Three full conference registrations per conference (value \$1,485)
- Post-Conference attendee list
- Opportunity to place information at Sponsor display table

BRONZE | \$3,000 FOR ONE CONFERENCE, \$5,000 FOR BOTH

- Your organization's name and logo included on Regional Conference on site program
- Recognition as sponsor on Conference Web site and the host state Web site with a link to your organization's Web site
- One full conference registration per conference (value \$495)
- Opportunity to place information at Sponsor display table

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September 14, 2012 | Des Moines, IA • September 28, 2012 | Scottsdale, AZ

<http://www.nist.gov/baldrige/regionals>

Additional Stand-Alone Item Sponsorship Opportunities:

Conference WiFi

\$500 plus the cost of the service at the hotel

Hotel Key Card

\$1,000 plus cost of cards

Conference Tote Bag

\$500 plus the cost and production of bags

Badge Lanyard

\$500 plus the cost and production of lanyards

Water bottles

\$500 plus the cost and production of bottles

Refreshment Break

\$1,000 per break non-exclusive, \$5,000 exclusive

Breakfasts

\$2,500 per conference non-exclusive, \$7,500 exclusive (available in Arizona only)

Lunch

\$2,500 per conference non-exclusive, \$10,000 exclusive

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