



2010  
April 21st

### Dear Exhibitor,

The KWSQA is excited to have your corporation as an exhibitor at our 2010 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, 2010 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 15, 2010. Please limit booth staff to 4 or less.

### Conference Information

Date: Wednesday, April 21, 2010

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.-9:00a.m
- Speaker #1: 9:00a.m.-10:20a.m
- Coffee/Snack Break: 10:20a.m.-10:40a.m.
- Speaker #2: 10:40a.m.-12:00p.m.
- Lunch: 12:00p.m.-1:00p.m.
- Keynote: 1:00p.m.-1:45p.m.
- Break: 1:45p.m.-2:00p.m.
- Speaker #3: 2:00p.m.-3:20p.m.
- Coffee/Snack Break: 3:20p.m.-3:40p.m.
- Speaker #4: 3:40p.m.-5:00p.m.
- Exhibitor Clean Up Completed By: 6:00 p.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



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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>)

We look forward to seeing you on April 21, 2010. Please let us know if you have any questions or require any further information.

Sincerely,

### KWSQA Conference Committee

55 Northfield Dr. E. Suite #188

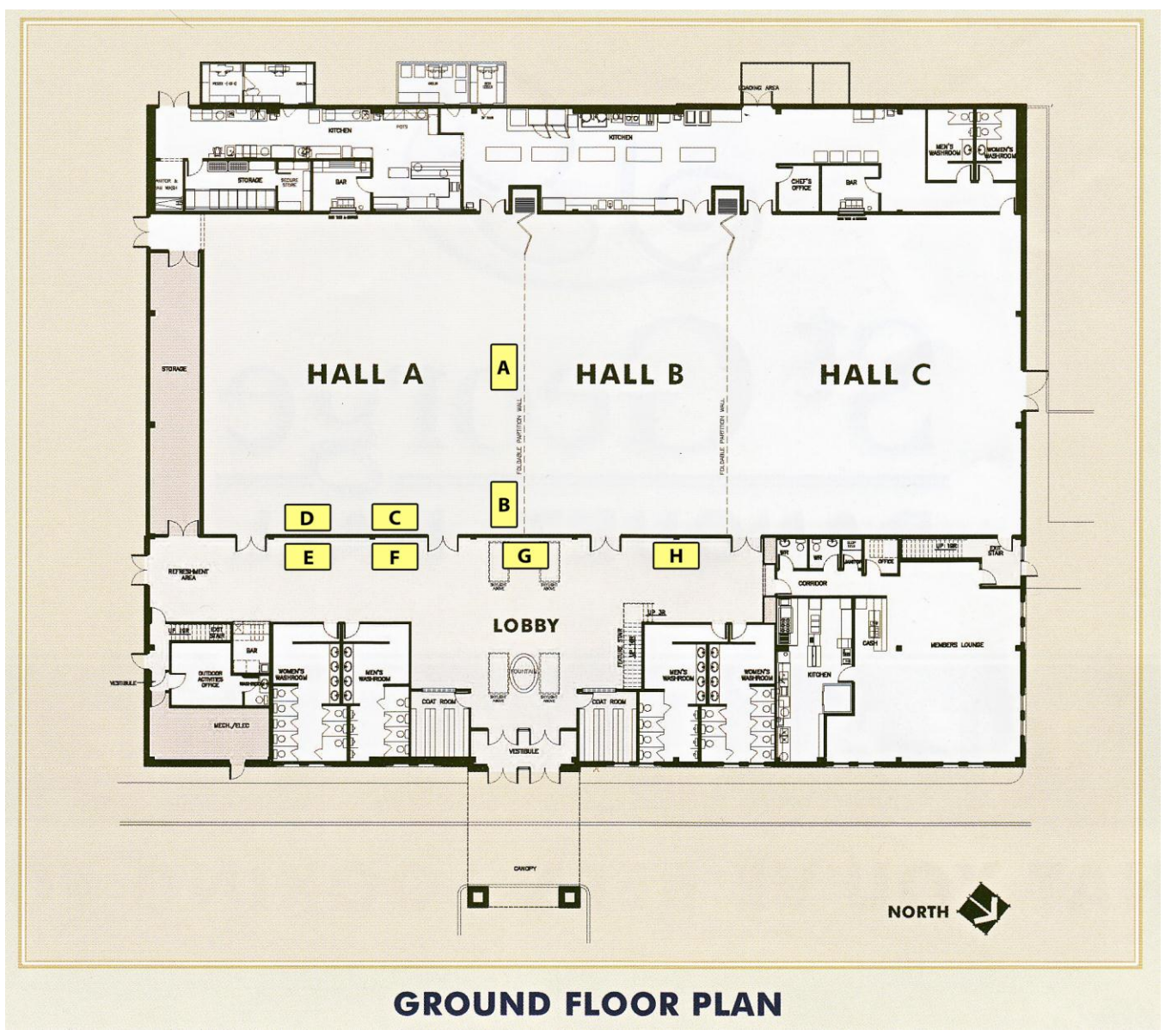
Waterloo, Ontario

N2K 3T6

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## Booth Location Options



**GROUND FLOOR PLAN**



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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 April 15, 2010.
- 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