



# BALDRIGE Sponsorship Opportunities

The Quest for Excellence® Conference  
Gaylord National Harbor

#BaldrigeQuest #ExcellenceInspired



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



# The Quest for Excellence® Conference

## Sponsorship Opportunities

### GAYLORD NATIONAL HARBOR

#### 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 helps organizations address a dynamic environment, focus on strategy-driven performance, achieve customer and workforce engagement, and improve governance and ethics, societal responsibilities, competitiveness, and long-term organizational sustainability. It offers you a comprehensive management approach that focuses on results in all areas, organizational and personal learning, and knowledge sharing.

You will be guiding the 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 Quest for Excellence Conference

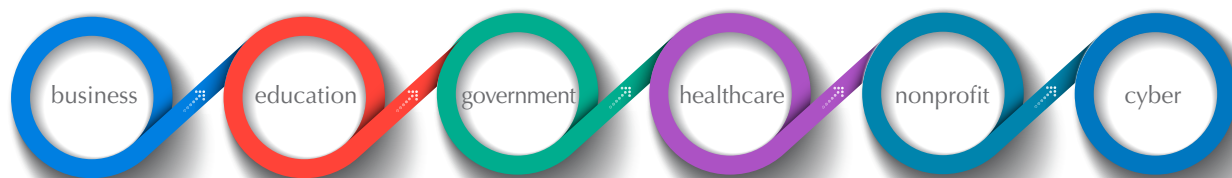
**Official Conference of the Malcolm Baldrige National Quality Award**

The Quest for Excellence Conference will be held at the Gaylord National Harbor, in National Harbor, 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+** Presenters from all sectors sharing their insight, tools, and success stories

#### ATTENDEES PARTICIPATING



The Quest conference will be held at the Gaylord National Harbor.



Time scheduled for networking and book signing!



A view of the ballroom from previous Quest conferences.

# Quest Conference Sponsorship Packages

	Platinum	Gold	Silver
Conference Program Ad	Full-page	Half-page	Quarter-page
VIP Conference Registrations	4	3	2
VIP Sponsor Badging	✓	✓	✓
Attendee Bag Insert	4-page insert	2-page insert	1-page insert
Plenary Session Recognition	✓	✓	
Recognized as co-sponsor for one of the following	Lunch	Breakfast	Coffee Break
Recognized on Baldrige and Foundation websites with links to your organization's website	✓	✓	✓
Recognized as a sponsor during the conference	✓	✓	✓
Preconference email blast	✓	✓	✓
Mobile App Listing	✓	✓	✓
Attendee Listing (post-conference)	✓	✓	✓
Baldrige Examiner Training Experience Registrations	4	2	
Recognized as a co-sponsor in BETE Training	✓		
Recognition in Baldrige Foundation's Journal of Performance Excellence	✓	✓	✓

# Quest Conference Sponsorship Events



## Baldrige Award Ceremony Celebration

Your passion for performance excellence will be recognized through sponsorship of the Baldrige Award Ceremony celebration held during the Annual Quest for Excellence Conference.

This event celebrates the 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.

## Baldrige Cybersecurity Workshop

An all-day interactive workshop on using the *Baldrige Cybersecurity Excellence Builder*. This opportunity includes exclusive sponsorship for the Baldrige Cybersecurity Pre-conference Workshop. It also includes one coffee break for attendees and each attendee receives a copy of the *Baldrige Cybersecurity Excellence Builder* and the NIST Cybersecurity Framework.

- Recognition during the workshop
- Full-page Conference Program Ad
- Four VIP Conference Registrations
- VIP Sponsor Badging
- Recognition as sponsor on Baldrige Program and Foundation websites, with a link to your organization's website
- Conference program and mobile app recognition
- Recognition in the Baldrige Foundation's Journal of Performance Excellence



## Keynote Speaker

### Lead Sponsor

- Sponsor recognized at the beginning of the Keynote Speaker presentation as a sponsor by the Program Director
- Half-page Conference Program Ad
- Conference program and mobile app recognition
- Recognition as sponsor on Baldrige Program and Foundation websites, with a link to your organization's website
- Recognition in the Baldrige Foundation's Journal of Performance Excellence

### Co-Sponsor

- Quarter-page Conference Program Ad
- Conference program and mobile app recognition
- Recognition as sponsor on Baldrige Program and Foundation websites, with a link to your organization's website
- Recognition in the Baldrige Foundation's Journal of Performance Excellence

## Examiner Recognition Reception

- Sponsor recognized during the Examiner Recognition Reception
- Business card size Conference Program Ad
- Conference program and mobile app recognition
- Recognition as sponsor on Baldrige Program and Foundation websites, with a link to your organization's website
- Recognition in the Baldrige Foundation's Journal of Performance Excellence

### What Quest Attendees Are Saying

*highest quality conference*

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.



# Quest Conference Sponsorship Opportunities

## Morning Plenary Sessions

(multiple opportunities, per session)

- Sponsor will be branded as Day 1 or Day 3 Morning Plenary Sessions Co-Sponsor
- Recognition as a sponsor during the conference
- Recognition as sponsor on Baldrige Program and Foundation websites, with a link to your organization's website
- Recognition in the Baldrige Foundation's Journal of Performance Excellence

## Concurrent Sessions

(multiple opportunities, per session)

- Sponsor will be branded as Day 1 or Day 2 Concurrent Sessions Co-Sponsor
- Recognition as a sponsor during the conference
- Recognition as sponsor on Baldrige Program and Foundation websites, with a link to your organization's website
- Recognition in the Baldrige Foundation's Journal of Performance Excellence

## Mobile Conference App

The Mobile Conference App delivers pre-conference materials to attendees and is the resource for all conference information. The Baldrige Program will manage the content for this opportunity.

- Sponsor's banner appears on the app with a link to the organization's URL (provided by the sponsor)
- Recognition as sponsor on Baldrige Program and Foundation websites, with a link to your organization's website
- Conference program and mobile app recognition
- Recognition in the Baldrige Foundation's Journal of Performance Excellence

## Conference Wi-Fi

- 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, with a link to your organization's website
- Recognition as a sponsor during the conference
- Recognition in the Baldrige Foundation's Journal of Performance Excellence

## Conference Tote Bag

(incl. Quest conference logo, conference date & 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.

- Recognition as a sponsor during the conference
- Recognition as sponsor on Baldrige Program and Foundation websites, with a link to your organization's website
- Recognition in the Baldrige Foundation's Journal of Performance Excellence



What Quest Attendees Are Saying

*excellent conference*

Excellent conference. Great to know what best practices are happening around the US.

## Coffee Break

- Sponsor will be branded as coffee break sponsor/co-sponsor
- Recognition as a sponsor during the conference
- Recognition as sponsor on Baldrige Program and Foundation websites, with a link to your organization's website
- Recognition in the Baldrige Foundation's Journal of Performance Excellence

## Badge Lanyard

(incl. Quest conference information on one side)

Sponsor will provide 1000 branded lanyards to hold attendee badges. Lanyard will be handed out to attendees. 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 a sponsor during the conference
- Recognition as sponsor on Baldrige Program and Foundation websites, with a link to your organization's website
- Recognition in the Baldrige Foundation's Journal of Performance Excellence

NOTE: Lanyard selection and design are subject to approval. The coordination with the vendor is the responsibility of the sponsor.

## Reusable Eco-Friendly Water Bottles

(incl. Quest conference logo, conference date & information on one side)

Sponsor will provide 1000 reusable eco-friendly water bottles. Water bottles will be available for attendees.

- Recognition as a sponsor during the conference
- Recognition as sponsor on Baldrige Program and Foundation websites, with a link to your organization's website
- Recognition in the Baldrige Foundation's Journal of Performance Excellence

NOTE: Water bottle selection and design are subject to approval. The coordination with the vendor is the responsibility of the sponsor.

# Quest Conference Sponsorship Opportunities

## Travel Mugs

(incl. Quest conference information on one side)

Sponsor will provide 1000 travel mugs. Travel mugs will be available for attendees.

- Recognition as a sponsor during the conference
- Recognition as sponsor on Baldrige Program and Foundation websites, with a link to your organization's website
- Recognition in the Baldrige Foundation's Journal of Performance Excellence

NOTE: Travel mug selection and design are subject to approval. The coordination with the vendor is the responsibility of the sponsor.

## Notebook Pads and Pens

(incl. 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.

- Recognition as a sponsor during the conference
- Recognition as sponsor on Baldrige Program and Foundation websites, with a link to your organization's website
- Recognition in the Baldrige Foundation's Journal of Performance Excellence

NOTE: Notebook pad and pen selection and design are subject to approval. The coordination with the vendor is the responsibility of the sponsor.

## Baldrige Award Ceremony Floral Arrangements

- Conference program and mobile app recognition
- Recognition as sponsor on Baldrige Program and Foundation websites, with a link to your organization's website
- Recognition in the Baldrige Foundation's Journal of Performance Excellence

## Quest Conference Program Ads

Advertising in the conference program is an effective way to reach attendees both during and after the conference. Position your organization as a leader by placing a conference ad in the program.

**\$10,000** Full-page

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

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

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

Quest conference ad specs, submission, deadlines, and logo download: [www.nist.gov/baldrige/products-services/sponsorship-opportunities](http://www.nist.gov/baldrige/products-services/sponsorship-opportunities)

## Display Table Opportunities

Display tables are available to conference attendees on Monday and Tuesday of the conference.

- Display Table Space – 6' draped table (one)
- Conference program and mobile app recognition
- Recognition as sponsor on the Foundation website, with a link to your organization's website
- Recognition in the Baldrige Foundation's Journal of Performance Excellence

NOTE: The Foundation will hold a display booth drawing after the conference. Each display table will have a place for attendees to drop in their business card. One attendee will receive a \$1,000 VISA gift card.

## Custom Sponsorship Opportunities Available

Contact us to see how we can create a customized sponsorship for your organization.



What Quest Attendees Are Saying

*sharing of information not duplicated in other events*

This free sharing of information and genuine interest and energy is not duplicated in any other professional event I attend.



# Baldrige Foundation Sponsorship Opportunities



## Foundation Awards

- Sponsor recognized at the beginning of the presentation
- Speaking opportunity at the beginning of the Foundation awards event (NTE three minutes)
- Recognized in the event program
- Full-page ad in the event program
- Recognition as sponsor on Baldrige Foundation website, with a link to your organization's website
- Recognition as an exclusive sponsor on Foundation promotional material
- Advertising displays at entrance and inside ballroom hosting the event
- Foundation VIP Guest Badging
- Corporate table for eight attendees
- Recognition in the Baldrige Foundation's Journal of Performance Excellence

## Foundation Dinner

This sponsorship opportunity includes exclusive sponsorship for the Foundation Dinner, Reception and Guest Speaker. The Annual Foundation Dinner Reception is held on the second night of the conference.

- Sponsor recognized by the Foundation President/CEO at the dinner
- Speaking opportunity at the beginning of the Foundation Dinner (NTE three minutes)
- Two corporate tables of ten seats each for the dinner
- Recognition in the dinner program
- Recognition as sponsor on Baldrige Foundation website, with a link to your organization's website
- Recognition as sponsor on Foundation promotional material
- Advertising displays at entrance and inside ballroom
- Recognition in the Baldrige Foundation's Journal of Performance Excellence



What Quest Attendees Are Saying

*great to hear different industry leaders*

It was great to hear from different industry leaders on their journey and things they put into place to improve along the way.

# Quest Conference Sponsorship Information

## Sponsorship Sales Contact

**Terri Owens**

**614.785.0229**

**[towens@baldrigefoundation.org](mailto:towens@baldrigefoundation.org)**

Executive Assistant to the President and CEO  
Baldrige Foundation

## Sponsorship Contacts and Quest Logo Download

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)**

Sponsorship Listing, Logo and URL Submission:

**[louann.scott@nist.gov](mailto:louann.scott@nist.gov)**

Quest Conference Program Ad Submission:

**[louann.scott@nist.gov](mailto:louann.scott@nist.gov)**

Baldrige Program Specification Questions and Approvals:

**[louann.scott@nist.gov](mailto:louann.scott@nist.gov)**

Foundation Awards Program Ad Submission:

**[towens@baldrigefoundation.org](mailto:towens@baldrigefoundation.org)**

## DATES TO REMEMBER

Sponsorship Registration:

**Now Open**

Registration Deadline:

**February 22, 2019**

Sponsorship Listing, Logo  
and URL Submission:

**Due upon registration**

Quest Conference Program

Ad Deadline: **March 1, 2019**

Foundation Awards Program

Ad Deadline: **March 1, 2019**

Materials Shipment Deadline:

**March 4, 2019**

*(Shipping details will be supplied)*

**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.**

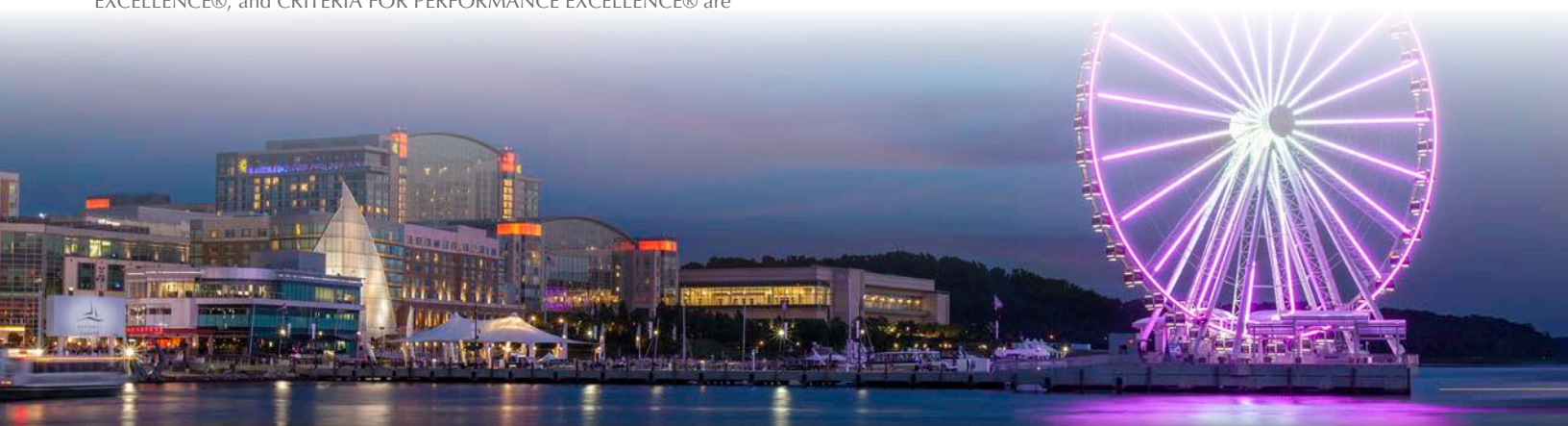
Although a wide range of sponsorship opportunities are available, some opportunities are limited and are on a first-come, first-served basis. Every effort will be made to assign sponsorships according to the order in which applications are received. If the applied-for sponsorships are not available, 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.

Photo credits: ©Gaylord National Harbor, ©Mark Hamilton, ©Titima Ongkantong/Shutterstock and ©alexmillos/Shutterstock.





# The Quest for Excellence® Conference

## Sponsorship Registration Form

### GAYLORD NATIONAL HARBOR

#### Registration Form Submission/Sponsorship Questions

**Terri Owens**

**614.785.0229**

**[towens@baldrigefoundation.org](mailto:towens@baldrigefoundation.org)**

#### Select Year

☐ 2019

☐ 2020

☐ 2021

#### 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** \$20,000

#### Quest Sponsorship Events

☐ **Baldrige Award  
Ceremony Celebration**  
Call for Details

☐ **Baldrige Cybersecurity  
Workshop**  
\$50,000

**Keynote Speaker**  
☐ \$30,000 lead sponsor  
☐ \$10,000 co-sponsors

☐ **Examiner Recognition  
Reception**  
\$10,000

#### Quest Sponsorship Opportunities

**Morning Plenary Sessions**

☐ \$10,000

**Concurrent Sessions**

☐ \$10,000

☐ **Conference Mobile App** \$10,000

☐ **Conference Wi-Fi** \$10,000

☐ **Conference Tote Bag** \$5,000+

**Coffee Break**

☐ \$7,500 lead sponsor

☐ \$3,000 co-sponsors

☐ **Badge Lanyard** \$2,500+

☐ **Reusable Water Bottles** \$2,500+

☐ **Travel Mugs** \$2,500+

☐ **Notebook Pads and Pens** \$2,500+

☐ **Baldrige Award Ceremony  
Floral Arrangements**  
\$2,000

**Quest Conference Program Ads**

☐ \$10,000 full-page

☐ \$5,000 half-page

☐ \$2,500 quarter-page

☐ \$1,000 business card size

☐ **Display Table** \$2,500

#### Baldrige Foundation Sponsorship Opportunities

☐ **Foundation Awards**  
\$20,000

☐ **Foundation Dinner**  
Call for Details

+Plus item, design, printing and shipping costs

\*All prices are for one year and are subject to change.