

OCTOBER 21-22, 2020

# BALDRIGE FALL CONFERENCE

EXCELLENCE ON TAP



RESILIENCE, AGILITY, AND INNOVATION

Join us for the annual Baldrige Fall Conference Wednesday, October 21 - Thursday October 22, 2020. "Excellence on Tap" is a highly interactive live virtual event!



## Resilience, Agility, and Innovation

These unprecedented times have called for agility and resilience in response to the huge shifts in the world, our lives, and our organizations. Baldrige winners rose to the challenge. Be inspired and learn from their stories. Join us for the annual [Baldrige Fall Conference Wednesday, October 21 - Thursday, October 22, 2020](#). "Excellence on Tap" is a highly interactive live virtual event!



### Lindel Fields | You Can't Fake a Great Culture

When leaders are sincere and passionate, it permeates throughout the organization. Learn Tri Country Tech's secrets to fostering trust, grace, and loyalty.



### John Timmerman | Using the Baldrige Framework to shape your Organization DNA

Learn the latest scientific research in behavioral economics and understand hidden barriers to transforming culture.



### Rich Sheridan | Lead with Joy and watch Your Team Fly

Change is hard. But you won't create a joyful workplace by leading the way you've always led. Come away from this closing keynote energized and inspired.

### Take advantage of pre-conference and conference sessions and activities including:

- An opening plenary session featuring the [senior leaders of the six 2019 recipients](#) as they share role-model leadership practices that helped their organizations respond to changes and challenges
- More than 24 sessions featuring thought leaders, and current and former Baldrige Award recipients from all sectors, sharing their proven performance management practices and real-world insights in strategy, patients/customers, workforce, and many more areas essential to business success.
- [Baldrige Criteria Pre-Conference Workshops](#) on the afternoon of October 21st for beginner and intermediate users of the Baldrige Criteria facilitated by Award recipients and current Baldrige judges, Pattie Skriba and JoAnn Sterneke. A virtual networking Happy Hour follows our pre-conference activities.
- A virtual tour of [Menlo Innovations](#), home to keynote speaker Rich Sheridan. [Pre-register here](#).
- New! [Higher Education Learning Summit: Performance Excellence in Times of Uncertainty](#) on the afternoon of October 21st. The Summit is designed for college and university leaders in academic, student support, financial and operational roles from two-year colleges, public and private universities.
- Opportunities to network with and learn from Baldrige recipients, applicants, examiners, [Alliance for Performance Excellence](#) program representatives, [Communities of Excellence 2026](#) participants, as well as Baldrige experts and users in all industries.

### Coupon Codes

The Baldrige Foundation and the Institute for Performance Excellence are proud to offer discounts to our partners.

Partners will receive:

- \$70.00 off the conference by using promo code "BALDRIGE".
- \$45.00 off any preconference workshop or higher education summit.

Don't delay in securing your seat for this highly interactive premier event for learning Baldrige Award recipient best practices. We'll provide lots of technical support and personal touches to make this a memorable conference.

[REGISTER](#)

## Sponsorship Opportunities

As a sponsor, choose from any number of sponsorship opportunities or design your own creative package to match your marketing approach and budget.

### Pilsner Sponsor

- \$1,500 investment (cash or in-kind)
- 5 available: Participant Welcome Bags; Break Sponsors,
- 2 tickets to conference – to be used by employees, customers, prospects, other stakeholders
- Prominent logo placement in virtual lobby and website
- Mention in promotional social media
- Mention in event program

### Lager Sponsor

- \$2,500 investment
- 3 available: Exhibition Hall Sponsor, Lobby Sponsor
- 3 tickets to conference – to be used by employees, customers, prospects, other stakeholders
- Prominent logo placement in virtual lobby and website
- Mention in promotional social media
- Mention in event program

### Pale Ale Sponsor

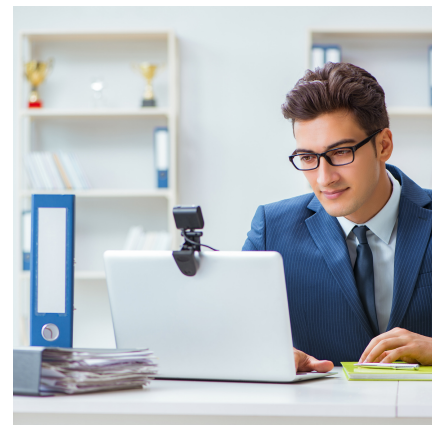
- \$5,000 investment
- 3 Available: Pre Conference Workshop Sponsor (2) Higher Education Summit Sponsor (1)
- 4 tickets to conference – to be used by employees, customers, prospects, other stakeholders
- Opportunity to introduce any one of the pre conference workshops or higher education summit
- Prominent logo placement: in marketing (on website, in e-blasts), virtual lobby, and screens
- Mention in promotional social media
- Prominent mention in event program

### Porter Sponsor

- \$7500 investment
- 2 available Keynote sponsor
- 8 tickets to conference – to be used by employees, customers, prospects, other stakeholders
- Introduction at luncheon or opening plenary
- Prominent logo placement: in marketing (on website, in e-blasts), virtual lobby and screens
- Mention in promotional social media
- Prominent mention in event program

### Presenting Sponsor

- \$10,000 Investment
- 1 available
- 12 tickets to conference – to be used by employees, customers, prospects, other stakeholders
- Opportunity to run 30-second video about your organization at the opening plenary
- Podium acknowledgement
- Prominent logo placement: in marketing (on website, in e-blasts), virtual lobby and screens
- Mention on promotional social media
- Prominent mention in event program



To learn more about how you can become a sponsor or exhibitor, contact Josh Racette, Executive Director of Corporate Development, at [jraccette@baldrigefoundation.org](mailto:jracette@baldrigefoundation.org).

## Become an Exhibitor Today!

Our functionality and integrations with popular video conferencing software, including Zoom and GoToMeeting, make virtual networking easier than ever before.



### Virtual Networking

Recreate the face-to-face networking experience by hosting discussion forums, breakout sessions, and even virtual “coffee chats,” in which attendees can join together to discuss key topics.



### Engagement Tools

Built-in collaboration tools make sure your attendees show up and stick around and directly interact with sponsors and exhibition hosts with live chat.



### Online Tradeshow

Exhibit Hall partners can share PDF informational resources, video demos, and respond to live chat from conference attendees.

## Exhibitor Opportunities

### As an exhibitor you will enjoy the following:

- Dedicated exhibitor landing page and branded virtual booths
- Each exhibitor is able to customize landing page -- you manage your logo, description, video, collateral, staff profiles, tags, and more!
- Interactive features to engage with conference attendees
- Upload your own handouts and materials for attendee download
- Featured exhibition hall hours

### Prime Networking Opportunities

- We have built additional networking and exhibitor times directly into the schedule.
- A virtual happy hour networking event will be hosted on October 21st from 4 - 5 pm in the virtual exhibition hall.
- Built-in searchable keyword index helps attendees find exhibitors and sponsors most relevant to them.
- Branded virtual booths include video, live chats and more!
- Attendees can easily click "submit my info" from sponsors, sharing information similar to having their badge scanned at an in-person event

### Marketing

- As an Exhibitor/Sponsor you will have the increased exposure for your organization through marketing materials and website as we market and promote the conference.
- As an Exhibitor/Sponsor your company name and logo will be listed in our on the Baldrige Fall Conference website, 2020 program and post conference digital library.

### Ticket to the conference

- With your exhibitor registration, you will receive one seat to the conference.
- Additional tickets are available (for clients, prospects, partners, other stakeholders) are available at discounted rate.

**An exhibitor booth requires a \$1200 investment (\$1100 if reserved by August 15th!). But you can increase your sponsorship level and enjoy additional benefits, such as:**

### Add-ons

- Happy Hour sponsor – logo placement and public acknowledgement during virtual reception (additional \$1000)
- Break sponsor – logo placement and public acknowledgement during a virtual break (additional \$500)
- Virtual stage presence (negotiable)