



## 28<sup>th</sup> Annual Software Testing Conference

### The Best-of-the-Best Testing Practices

November 14 - 16, 2007 – Rosen Shingle Creek Resort  
Orlando, Florida

### Join in the continued success of the Annual Software Testing Conference

For the 28th year, QAI Worldwide is pleased to announce that the Annual Software Testing Conference will take place this year from November 14 -16, 2007 and will be held at the prestigious Rosen Shingle Creek Resort in Orlando, Florida.

Be a part of this premier conference and have direct contact with software testing professionals from all around the world.

### Presentation Opportunities

The conference features a range of presentations divided among four tracks, with big-name industry representatives headlining keynote events. Social and networking events round out this learning and sharing opportunity for the software testing community.

### Sponsorship & Promotional Opportunities

**Make your presence known** at QAI's 28th Annual Software Testing Conference **through our exhibitor and sponsorship opportunities!**

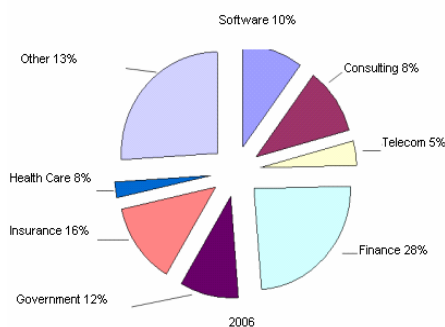
Maximize your exposure on the exhibit floor and take advantage of the pre-show and on-site promotional opportunities detailed within. Whether you are trying to reach the entire attendee audience or a specific niche within the IT marketplace, we offer the perfect opportunities to match your objectives. Exhibitors and sponsors will benefit from great visibility on the show floor and a host of other networking opportunities, such as the Exhibitor Showcase Wine & Cheese event specifically designed for you to mix and mingle with prospects in an informal setting.

#### What people are saying about the 2006 conference:

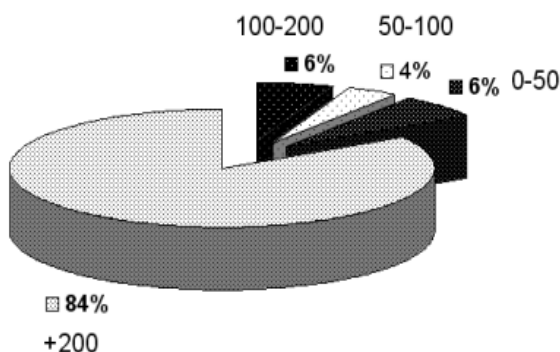
"We have attended QAI's Annual Software Testing Conference for the last number of years as an exhibitor and have always enjoyed the personal (exhibitor – attendee) nature of the conference. I would recommend the conference to any vendor who is looking to gain exposure in the SQA marketplace. Our attendance at this conference has always generated new business for our company. We are looking forward to the 2007 edition in November."

*Bob Crews –Checkpoint Technologies – Exhibitor / Sponsor*

#### Total attendees by industry



#### Company size by number of employees



QAI's 28<sup>th</sup> Annual Software Testing Conference  
November 14 – 16, 2007  
Rosen Shingle Creek Resort  
9939 Universal Blvd., Orlando, Florida 32819  
Pre-Conference November 12 – 13, 2007  
<http://www.qaiworldwide.org/conferences/index.html>

## Exhibitor and Sponsorship Opportunities

Whether you are looking to be an exhibitor or interested in sponsoring an event, secure your targeted QAI 2007 sponsorship and advertising space while the top choices are still available! Sponsorship opportunities are based on a first come first served basis.

### Quality Exhibitor Package

Every Quality Exhibitor will enjoy all the following benefits:

- ◆ 8' x 10' booth space with one 6 ft skirted table and signage
- ◆ Company description and web-link will be displayed on QAI's web site and on the conference CD provided to all attendee professionals from around the world
- ◆ Free admission for two staff representatives to attend the "Wednesday Evening Reception" (meals included and additional tickets may be purchased)
- ◆ Free breakfast, lunch, and refreshment breaks each day for two staff representatives
- ◆ Free admission for two staff representatives to attend the Thursday evening "Exhibitor Showcase Wine & Cheese" event
- ◆ Opportunity to give a conference presentation in the Vendor Track. Exhibitors and sponsors receive first rights to the presentation slots available

**Cost:** \$1,175 US early bird booking on or before June 15, 2007 and \$1,275 US after June 15, 2007

#### Many activities will drive traffic to your booth:

The conference program will provide an "Exhibitor Guide" section that serves as a promotional tool to encourage attendees to visit each exhibitor booth, receive a stamp, and complete their tour to be included in a prize drawing. Each exhibitor will receive a listing in the "Exhibitor Guide" and a stamp at the show.

Back by popular demand, the Exhibitor Showcase (see sidebar). This is an event where the focus is on the exhibitors!

Exhibitors are promoted on QAI's web site and in all print and electronic marketing for the conference to ensure all International attendees and speakers know you will be there and what they will learn by visiting your booth.

#### Exhibitor Showcase Wine & Cheese Event

This event takes place on Thursday evening from 4:30 p.m. to 6:30 p.m. and spotlights the exhibitors while providing a fun and relaxed atmosphere for networking.

The showcase features a fun event and provides each exhibitor the opportunity to present their company's value proposition to attendees in an entertaining manner.

**This continues to be one of the most popular events at our conferences!**

### Quality Exhibitor: Silver Package – Sponsor a Coffee Break

Receive all the benefits of the Quality Exhibitor Package **PLUS** sole sponsorship of a coffee break which includes:

- ◆ Special recognition of your company name, logo, and web-link to your company site displayed on QAI web site & conference program
- ◆ Announcement made during the conference general session that your company is the coffee break sponsor
- ◆ Signage provided at the coffee break area
- ◆ Receive two free passes to attend the "Wednesday Evening Reception" event (meals included and additional tickets may be purchased)

**Cost:** \$1,675 US early bird booking on or before June 15, 2007 and \$1,775 US after June 15, 2007

**Coffee Break Sponsor ONLY** - \$1,320 US early bird booking on or before June 15, 2007 and \$1,420 US after June 15, 2007

## Quality Exhibitor Gold Package – Sponsor a Continental Breakfast

Receive all the benefits of the Quality Exhibitor Package **PLUS** sole sponsorship of a continental breakfast which includes:

- ◆ Special recognition of your company name, logo, and web-link to your company site displayed on QAI web site & conference program
- ◆ Announcement made during the conference general session that your company is continental breakfast sponsor
- ◆ Your choice of a one-page chair drop or conference portfolio insert profiling your company's products and services
- ◆ Signage provided at the continental breakfast
- ◆ Receive two free passes to attend the "Wednesday Evening Reception" event (meals included and additional tickets may be purchased)

**Cost:** \$2,500 US on or before early bird booking June 15, 2007 and \$2,700 US after June 15, 2007

**Breakfast Sponsor ONLY:** \$1,875 US on or before early bird booking June 15, 2007 and \$1,975 US after June 15, 2007

## Quality Exhibitor Platinum Package – Sponsor a Lunch

Lunch is one of the key times in which all attendees and speakers are assembled together in one location! Receive all the benefits of the Quality Exhibitor Package **PLUS** sole sponsorship of a lunch which includes:

- ◆ Special recognition of your company name, logo, and web-link to your company site displayed on QAI web site & conference program
- ◆ Announcement made during the conference general session that you are the lunch sponsor
- ◆ One page advertisement inserted in conference portfolio materials provided to each attendee and speaker at the registration table
- ◆ One page chair drop for all attendees prior to lunch being served
- ◆ Signage provided in the lunch area

**Cost:** \$4,000 US on or before early bird booking June 15, 2007 and \$4,200 US after June 15, 2007

**Lunch Sponsor ONLY:** \$3,200 US on or before early bird booking June 15, 2007 and \$3,400 after June 15, 2007

## Keynote Sponsorship - (Industry & Inspiring)

**Industry Keynote** – Sole sponsorship of a keynote presentation by an industry leading specialist

**Inspiring Keynote** – Sole sponsorship of a motivational keynote presentation. Attendees requested more presentations for soft skills to help them improve management of the quality process. This keynote will provide them all the motivation they need!

Both keynote sole sponsorships provides your company the following benefits:

- ◆ Sponsor will have 2-3 minutes to make an elevator speech and introduce the keynote speaker
- ◆ Company signage will be displayed outside the general session room during the keynote address
- ◆ Receive two free conference passes to the three day conference (excluding pre-conference workshops) valued at \$2,590 (breakfast, lunch, & breaks included for each day)
- ◆ Company description and web-link will be displayed on QAI's web site visited by thousands of professionals worldwide thus providing boundless promotional opportunities for you to advertise your products and services
- ◆ One full page advertisement displayed in the conference program, and on the conference CD provided to all attendee professionals and speakers at the conference
- ◆ One page chair drop for all attendees during the general session
- ◆ Opportunity to make a presentation as part of the Vendor Track during the Conference
- ◆ Receive two free passes to attend the "Wednesday Evening Reception" event (meals included and additional tickets may be purchased)
- ◆ Two free passes to attend the Thursday evening "Exhibitor Showcase Wine & Cheese" event (additional tickets may be purchased)

**Cost:** \$7,000 US early bird booking on or before June 15, 2007 and \$7,200 US after June 15, 2007

## Wednesday Evening Reception Sponsorship

Your company will be the exclusive sponsor of the prestigious Wednesday Evening Reception event, which will be including all conference attendees and speakers.

- ◆ Sponsor has 2-3 minutes to make an elevator speech during the morning announcements Wednesday morning regarding their sponsorship of the Wednesday Evening Reception event
- ◆ Company signage displayed during the event
- ◆ Two free conference passes to the three day conference (excluding pre-conference workshops) valued at \$2,590 (breakfast, lunch, & breaks included for each day)
- ◆ Company description and web link will be displayed on QAI's web site visited by thousands of professionals worldwide thus providing boundless promotional opportunities for you to advertise your products and services
- ◆ Full page advertisement displayed in the conference program, and on the conference CD provided to all attendee professionals and speakers at the conference
- ◆ One page announcement inserted in conference portfolio provided to each attendee and speaker
- ◆ Opportunity to make a presentation as part of the Exhibitor Track during the Conference
- ◆ Two free passes to attend the "Wednesday Evening Reception" event (meals included and additional tickets may be purchased)
- ◆ Two free passes to attend the Thursday evening "Exhibitor Showcase Wine & Cheese" event (additional tickets may be purchased)
- ◆ Complimentary advertisement in the Journal of the Quality Assurance Institute

**Cost:** \$10,000 US early bird booking on or before June 15, 2007; \$10,200 US after June 15, 2007

## Portfolio Sponsor

One – color logo displayed jointly with QAI on the cover of the conference portfolio distributed to all conference attendees and speakers.

**Cost:** \$2,960 US early bird booking on or before June 15, 2007; \$3,060 US after June 15, 2007

## Pen Sponsor

One-color logo sole sponsorship on pens distributed to each attendee and speaker attending the conference

**Cost:** \$1,275 US early bird booking on or before June 15, 2007; \$1,375 US after June 15, 2007

## Lanyard Sponsor

One-color logo sole sponsorship on lanyards distributed to each attendee and speaker attending the conference.

**Cost:** \$635 US early bird booking on or before June 15, 2007; \$735 US after June 15, 2007

**For more information about the benefits of becoming an exhibitor or sponsor:**

Contact me today!

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[http://www.qaicanada.org/conferences/exhibitors\\_sponsor.html](http://www.qaicanada.org/conferences/exhibitors_sponsor.html)

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