



Quality Standards Today and Tomorrow

3rd Annual Quality Matters Conference

November 7-9, 2011 ■ Sheraton Inner Harbor ■ Baltimore, Maryland

Sponsorship and Exhibitor Opportunities

Quality Matters™ (QM) is an award-winning program committed to providing the tools and training for quality assurance and continuous improvement in online education. As colleges and universities look to provide high quality standards of good practice, QM's peer based course design rubric, course reviews, and faculty development trainings are fast becoming the national standard for quality assurance in online education and student learning.

About QM Annual Conference

Quality Matters has a subscription base of more than 500 colleges, universities and K-12 schools. The majority of conference attendees at the 2011 conference will be current Quality Matters subscribers. We also expect attendance by representatives of schools new to or interested in becoming part of the QM network. Attendees include distance learning administrators, instructional designers, and leading online faculty & teachers from institutions (higher education and K-12) with a commitment to online education.

We anticipate attendance of approximately 425 individuals representing schools from 45 states and 4 countries.

This 2 1/2-day conference will include:

- Sessions devoted to research on effective online learning
- Institutional best practices in implementing the QM standards for course design
- Reports on software, platforms, and resources that align with the QM approach
- Roll-out of new QM tools, including a Rubric for Publisher Courses and a "Bill of Rights for Online Learners"
- Special interest group roundtables
- A keynote address
- Sponsored meals, breaks, and a reception

Sponsors and Exhibitors are leaders in the online education community. Organizations that should consider the opportunity for a visible role at the Quality Matters Conference include:

- Course and Learning Management System providers
- Companies that offer software tools for the development of online learning materials
- Publishers of digital textbooks, online courses, and other materials to enhance online learning
- Organizations that train faculty, develop online courses, and provide ASP services for online programs
- Leading colleges and universities in the distance learning space

The formal events and informal interactions at the conference provide many opportunities to gain visibility with institutional decision makers and implementers and engage with your current and prospective clients.

Enhance your visibility by supporting an award winning program committed to providing the tools and training for quality assurance in online education and student learning.

You will find many opportunities for you to gain exposure and contribute to the success of the conference.

Questions or to reserve your opportunity as a conference sponsor or exhibitor, email Beth Knapp, Events Manager, at events@qualitymatters.org or phone 267-280-2778.

QUALITY MATTERS
PROGRAM

QM

Mission

Promote and improve the quality of online education and student learning through:

- Development of research-supported best practice-based quality standards and appropriate evaluation tools and procedures
- Recognition as experts in online education quality assurance and evaluation
- Fostering institutional acceptance and integration of QM standards and processes into organizational improvement efforts focused on improving the quality of online education
- Provision of faculty development training in the use of QM rubric(s) and other quality practices to improve the quality of online and hybrid courses
- Provision of quality assurance through the recognition of quality in online education

Institutions and Companies Attending Previous QM Conferences

American Intercontinental University
American Intercontinental University Online
Anne Arundel Community College
Antioch University McGregor
Arizona State University
Ashland University
Baltimore City Community College
Bemidji State University
Bergen Community College
Boise State University
Broward College
Bucks County Community College
Capella University
Cecil College
Cecil Community College
Cengage Learning
Central Michigan University
Central Ohio Technical College
Century Community and Technical College
Chemeketa Community College
Chicago State University
Chinedu Christopher Ekeh
Chippewa Valley Technical and Community College
Cleveland State University
Cochise College
Cochise County Community College
College of Southern Maryland
Community College of Baltimore County
County College of Morris
Cuyahoga Community College
Cuyahoga Community College District
Dallas TeleCollege
Davenport University
DePaul University
Des Moines University Osteopathic Medical Center
Drexel University
eCampus Alberta
Edmonds Community College
Fashion Institute of Technology
Florida Virtual School
Frederick Community College
Georgia Perimeter College
Hamline University
Hibbing Community College
Howard College
Illinois State University Center for Teaching and Learning
Indian Prairie School District 204
Ivy Tech Community College-Central Indiana
Ivy Tech Community College-Columbus
Ivy Tech Community College-East Central
J Sargeant Reynolds Community College
Kansas City Kansas Community College
Kenai Peninsula College
Kennesaw State University
Kettering College of Medical Arts
Keystone College
Kirtland Community College
Lone Star College System
Louisiana Technical College-Jumonville Memorial
Louisiana Technical College-Teche Area Campus
Loyola Marymount University
Maricopa Center for Learning and Instruction,
Maricopa Community Colleges
MarylandOnline
Mercer County Community College
Mesa Community College
Methodist College of Nursing
Metropolitan Community College Area
Metropolitan Community College-Penn Valley
Miami University
Midland College
Minnesota Online
Montana State University - Billings
Mount Union College
Norfolk State University
North Hennepin Community College
North Park University
Notre Dame College
Northwest Technical College
Ohio Board of Regents
Ohio State University-Main Campus
Ouachita Technical College
Owens Community College
Park University
Patrick Henry Community College
Pennsylvania State University - World Campus
Pennsylvania State University - Main Campus
Pierce College
Pierce College Military Program
Point Park University
Portland Community College
Prince George's Community College
Reading Area Community College
Rio Salado College
Roxbury Community College
Saint Cloud Technical & Community College
Saint Joseph's College of Maine
San Jacinto Community College
Sener Knowledge, LLC
Shawnee State University
Shippensburg University of Pennsylvania
Shoreline Community College
Soomo Publishing
Southeast Arkansas College
Southern Regional Education Board
Southern University at Shreveport
Southern University and A&M College
Southern University at Shreveport
State Fair Community College
Strayer University
SunGard Higher Education
Tacoma Community College
Taylor University
Texas State Technical College-Harlingen
Texas Tech University
Texas Woman's University
The Community College of Baltimore County
The University of Louisiana at Monroe
The University of West Florida
Tohono O'Odham Community College
Towson University
Troy University
University of Alaska Anchorage
University of Alaska Southeast
University of Alberta
University of Arizona
University of Baltimore
University of Central Missouri
University of Cincinnati - Main Campus
University of Guelph
University of Illinois at Springfield
University of Kansas Medical Center
University of Louisiana at Monroe
University of Louisville
University of Minnesota-Twin Cities
University of Northern Colorado
University of Northern Iowa
University of Pittsburgh-Pittsburgh Campus
University of Southern Maine
University of the Rockies
University of West Florida
University of Wisconsin Colleges
University of Wisconsin-Green Bay
University of Wisconsin-Madison
University of Wisconsin-Oshkosh
University of Wisconsin-Stout
University of Wisconsin-Superior

Titles of Attendees at the 2010 QM Conference

Assistant Vice President, Extended Education
Associate Professor and Artistic Director
Associate Professor of Psychology & Sociology
ATCP Online Program Advisor
Coordinator, Instructional Services
Dean, College of Arts and Sciences
Dean, Library and Online Learning
Dean of Continuing Education
Director, Distance Education
Director, Distance Education Services
Director of Curriculum and Instruction
Director of Distance Learning
Director of Distance Learning & Off-Campus Programs

Director of Instructional Support
Distance Learning and Technology Coordinator
Director, Educational Technology & Distance
Director of The Faculty Center
Director Midwest Alliance
Director, Teacher Education Program
eLearning Quality Manager
Faculty Representative
Instructional Design Coordinator
Instructional Designer
Instructional Designer III
Instructional Developer
Instructional System Developer

Instructor
Learning Technologies Manager
Librarian
Manager - Accounts Payable
O.D. Specialist
Program Assistant
Provost
Resource Management Analyst III
Senior Director, Classroom Operations
Senior E-Learning Specialist
Senior Lecturer
Vice President



2011 Exhibitor and Sponsor Information

The QM Conference offers exhibitor tables (not booth space) and various sponsorships.

Exhibitors Table Exhibits

Cost \$1,000: All Tables

Includes

- 6' x 30" Skirted table (no booths) with 2 chairs, waste basket
- Company logo, name, and link on conference website
- Listing, logo, and 50-word description in conference program
- Company/Institute name and website link on email blasts
- 1/8-page ad in Conference Program; upgraded ads available at additional cost (call for pricing).
- First exhibitor staff: no charge; additional exhibitor staff: \$200 per person. Discounted admission to conference for exhibitor staff: \$200. Exhibitor staff will have access to continental breakfasts and refreshment breaks. The company name appearing on the exhibitor's badge and standard sign must be the same company name that appears on the contract for space.
- A piece of marketing literature (up to 8.5" x 11") inserted into attendee registration bag.
- Wireless internet included; hard wired internet, telephone or electricity is additional and billed directly through the hotel.
- Registered attendee list: one electronic list (PDF file) 4 weeks prior to event and; one final electronic list (PDF file) within 30 days after the event.

The QM Conference will attempt to honor requests for special table arrangements but cannot guarantee assignments in accordance with preferred locations. Applicants therefore agree to accept the table assigned by the conference planning committee. **For more information, contact Beth Knapp, QM Events Manager, at events@qualitymatters.org.**

The exhibitor table areas (see diagram on next page) are fully air conditioned and well lit. Continental breakfasts and refreshment breaks will be held on the 2nd and 3rd floors. Monday's reception will be held among the exhibitors on the 3rd floor.

This year's exhibit space at the **Sheraton Inner Harbor** is convenient to all sessions, social events and networking opportunities. Exhibit hall is open during sessions. You are welcome to man your table top at that time if you want, or if you have a full conference registration, we invite you to attend the sessions. Please visit [qmprogram.org](http://www.qmprogram.org) for conference schedule. <http://www.qmprogram.org/3rd-annual-conference-2011>

Electronic Attendee Lists

All exhibitors will receive an electronic list (in a PDF format) of conference attendees. The list will be emailed 4 weeks prior to the start of the conference. This will allow exhibitors the opportunity to do one pre-conference mailing to attendees.

The second and final electronic list will be sent within 30 days after the close of the conference and will provide exhibitors with a complete roster of attendees, including on-site registrations. This will allow exhibitors the opportunity to do one pre-conference mailing to attendees.

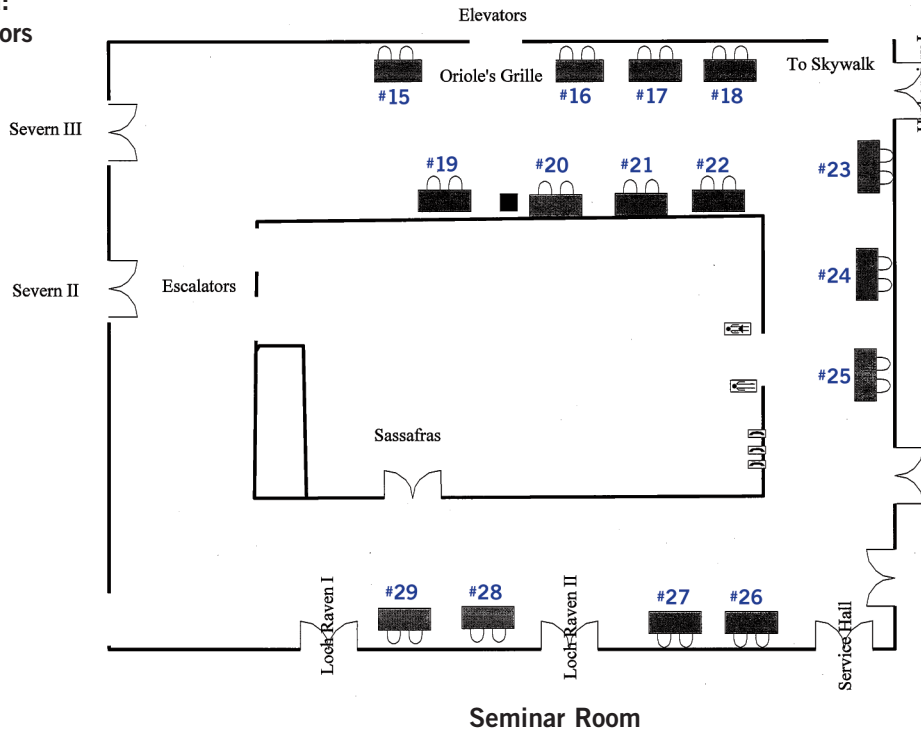
NOTES: We ask that you provide an opt-out option in your emails to attendees. This is a one-time only complimentary rental of these lists. See page 7 for additional details.

Exhibitor Hall Layout

The Sheraton Inner Harbor, Downtown Baltimore

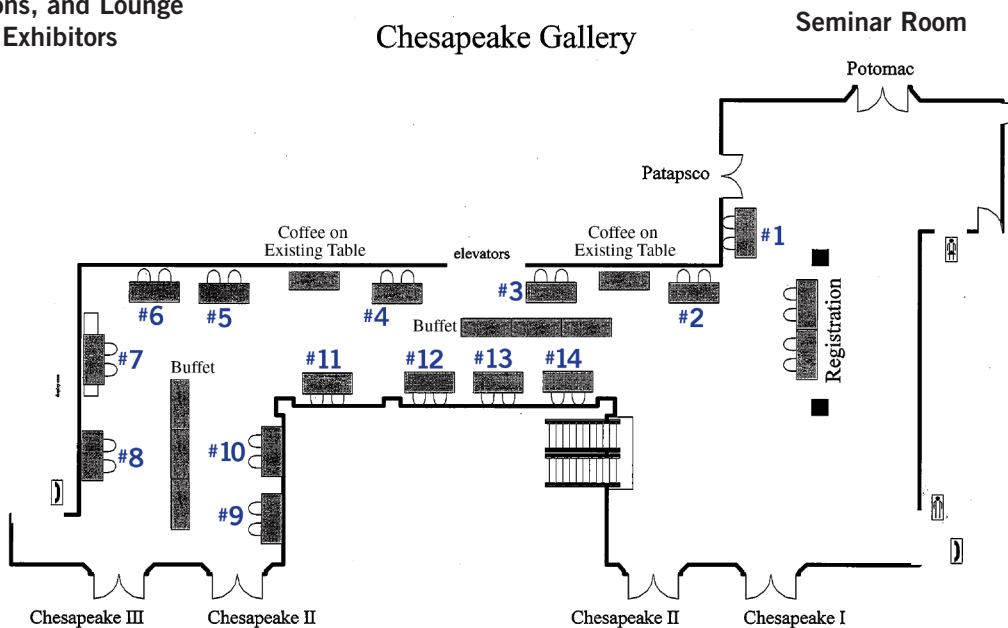
2nd Floor:

Main Conference Area:
Presentations, Exhibitors
& Registration



3rd Floor:

Exhibitor Area, Seminars, Meals,
General Sessions, and Lounge
Chairs Among Exhibitors



General Session area & Tuesday's Lunch (Chesapeake Rooms)

Sponsorship Options

Sponsor options include a 50 word description and logo in the conference program, a logo and link on conference website and email blasts as well as marketing literature (1 piece, up to 8.5 x 11" size) which are included in the registration packets. Companies who choose to support the Quality Matters Conference at \$1,500 or more will also have the option of having a table at no extra charge.

Each sponsorship level includes an exhibitor table as well as sponsorship level recognition in the program and on the conference website. Your contribution may be unrestricted or applied to one or more of the following conference related costs. There are three sponsorship levels to choose from.

Bronze: \$1,500-\$4,500

Silver: \$5,000-\$9,500

includes a 1/4 page ad in the program and a ticket for the Monday afternoon reception and Tuesday luncheon

Gold: \$10,000-\$14,500

Includes a 1/2 page ad in the program and 2 tickets for the Monday afternoon reception and Tuesday luncheon

A La Carte Options

Continental Breakfasts

\$2,000 Tuesday,
\$1,500 Wednesday

Includes signage with logo and name

Monday AM Refreshment Break

\$1,000

Includes signage with logo and name

Tuesday AM Refreshment Break

\$1,500

Includes signage with logo and name

Tuesday PM Refreshment Break

\$1,500

Includes signage with logo and name

Wednesday AM Refreshment Break

\$1,000

Includes signage with logo and name

Monday's Welcome Reception

\$4,000

Includes signage with logo and name

Tuesday's Lunch

\$6,000

Includes 1 conference registration; signage with logo and name and 1 piece of marketing literature on every seat

Tuesday Keynote Speaker

\$2,000

Sponsorship includes PowerPoint slide during speaker introduction and 2 minute intro for yourself, your company, and the introduction of the speaker with a provided bio

Conference Tote Bag

\$1,000

Includes your 1-color logo along with QM logo

Nametags/Lanyards

\$1,000

Includes your logo or name on the lanyard

USB flashcard

approx. \$7 per for 1GB

Includes your logo. Final sponsorship dependent on number of attendees. Call to discuss options.

WiFi

\$1,000 table tents

Announcing this sponsorship will be placed on all tables in all 4 seminar rooms; you will provide the tents with Conference approval

Welcome Gift

\$5 per room

Placed in hotel room of each attendee; estimate will be based on Monday's room count which is the highest room use night.

Member Lounge

\$1,000

Sponsor a 3 day relaxing lounge for the attendees, with WiFi, comfortable seating and a place to network in a relaxing atmosphere.

Hotel Room Key Card

\$550-\$1,000

Display your logo/graphic on attendees' hotel room key card at the Sheraton; NOTE: design needs to be approved by the QM Conference AND The Sheraton

1 color front w/bleed/generic back - \$550

2 color front w/bleed/generic back - \$650

3 color front w/bleed/generic back - \$900

4 color front w/bleed/generic back - \$1,000

Design services are an additional \$250

Estimated Quantity: 425 cards (2 per room); if more are needed, prices would be adjusted

If you have additional ideas or requests contact Beth Knapp at events@qualitymatters.org



Exhibitors & Sponsors Application Form

2011 QM Conference ■ November 7-9 ■ Baltimore, MD

Exhibitor Hours

- Setup:** Monday, November 7: 9:00am - 3:00pm
 Monday, November 7: 4:00pm - 8:30pm *(Includes Welcome Reception)*
 Tuesday, November 8: 8:00am - 6:00pm
 Wednesday, November 9: 8:00am - 1:00pm

Contact Name _____ Phone _____

Address _____ Fax _____

City _____ Facebook _____

State _____ Zip _____ Twitter _____

Email _____ Additional Social Media Platforms _____

Company Name _____

Company URL _____

Exhibitor/Sponsor opportunities: *Please indicate your selection below*

Indicate
Choice

Opportunity

Investment

Indicate Choice	Opportunity	Investment		
	Exhibitor Table	\$1,000	Table #:	
	Breakfast Tuesday	\$2,000	Table	Y N
	Breakfast Wednesday	\$1,500	Table	Y N
	Monday AM Break	\$1,000		
	Tuesday AM Break	\$1,500	Table	Y N
	Tuesday PM Break	\$1,500	Table	Y N
	Wednesday AM Break	\$1,000		
	Monday Welcome Reception	\$4,000	Table	Y N
	Tuesday Lunch	\$6,000	Table	Y N
	Tuesday Keynote Speaker	\$2,000	Table	Y N
	Conference Tote Bag	\$1,000		
	Nametag/Lanyard	\$1,000		
	USB Flashdrive (final sponsorship amount determined by number of attendees)	\$7/ea	Table	Y N
	WiFi	\$1,000		
	Welcome Gifts (final sponsorship amount determined by number of rooms reserved for Monday night)	\$5/ea		
	Member Lounge	\$1,000		
	Key Cards	\$550-\$1,000		

Reserve your 2011 Table by 9/15/11: Tables available on a first come first served basis. A \$250 deposit, via check or credit card will reserve a table; balance due by 10/01/11 or table held will become available.

Choose your sponsorship option by 9/15/11 and reserve it with a \$250 deposit, via check or credit card; balance due by 10/01/11 (except in the

case of USB drives and Welcome Gifts where balance will be due by 10/10/11)

Deadline for receipt of logos and artwork for ads, the program, and signage is September 30, 2011.

2011 Exhibitor Regulations

Nature of Exhibitor Tables

All exhibitor tables planned for the national QM Conference must be in keeping with the intent of the conference and must be clearly related to the online education field.

Application for Exhibitor Space

The contract for exhibitor table space, when properly executed by the exhibitor and accepted and confirmed in writing by the QM Conference, shall be considered a binding agreement between the two parties, henceforth to become subject to the rules and regulations stated herein.

Please note: Exhibitor table space purchased at the conference is done so by a company or organization, as opposed to a division of such. The QM Conference will include the name of the company in the Conference Program, QM website and a mention, with corresponding link, on email blasts. The company description may list division and affiliate names. Applications from subsidiary organizations or divisions will be considered new exhibitors, and as such, exhibitor priority points from parent companies will not be applied or transferred.

Assignment of Exhibitor Table Space

Exhibitor table space will be assigned in the order in which application and FULL payment is received. Exhibitor table space will not be confirmed until payment is received. Confirmation of table assignment(s) will be sent to the exhibitor. It is strongly recommended that the exhibitor refrain from printing any promotional material or advertisements that indicate a specific table assignment until written confirmation is received.

Circulation and Solicitation

Circulars or advertising matter of any description may be distributed only within the table space assigned to the exhibitor. Any firm, organization or individual not assigned space will be restricted from soliciting business in any manner within the exhibiting table.

Use of Space

All demonstrations or other promotional activities must be confined to the limits of the exhibitor table. Exhibitors may not construct or arrange any walls, partitions or signs, or use decorations, etc., that may obstruct the general view of any other exhibitor.

Displaying of any promotional materials, products or any other information within the conference venues, except in the purchased table space, is strictly prohibited. No exhibitor shall assign or sublet its space. Only confirmed exhibitors will be permitted to solicit business in any way within the exhibitor table. The QM Conference reserves the right to restrict or remove exhibits which—because of noise, method of operation, materials, or for any other reason—become objectionable. Also, the QM Conference may prohibit or remove any exhibit that, in the opinion of the conference, may detract from the general character of the conference as a whole.

Dismantling of any exhibit may not begin before 12 p.m., Wednesday, November 9, 2011.

All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Quality Matters, its service contractors, the management of the Sheraton, nor any of the officers, or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism, or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

Conference Attendance

Conference attendance (all events) is limited to those registered and paid exhibitor staff; this is not available for partners.

Cancellation Date

Payment for table will be refunded in full, less a \$350 per table space processing fee, if written—via postal mail, email, or fax—request for cancellation is received by the QM Conference no later than September 15, 2011. Telephone cancellations will not be accepted. No refunds will be made if the exhibitor cancels the contracted space after September 15, 2011 or if the exhibitor fails to occupy the exhibitor table space onsite. Requests for refunds due to cancellation cannot be honored after September 15, 2011. These regulations become a part of the contract between the exhibitor and the QM Conference. They have been formulated in the best interest of the exhibitors. If QM cancels, moves, or reschedules the event, except as outlined in the section titled Catastrophe, exhibitor may at its option terminate this agreement and QM will, within 30 days of notice, refund all monies paid by Exhibitor.

Floor Plan

The QM Conference maintains the right to modify the floor plan to the extent necessary for the best interest of the conference.

Package Box/Delivery & Handling

When mailing packages to the hotel please have the name of the person who will be claiming the package, marked with the name and date of your meeting, on the shipping label. General receiving hours will be: 8:00am-4:00pm Monday-Friday, 10:00am-2:00pm Saturdays, Closed on Sundays.

Because there is limited storage space in the hotel, boxes can be accepted no more than three (3) working days prior to your meeting. A storage fee of \$10.00 per day per box will be applied to any materials shipped earlier than three (3) days prior to the event. Boxes left on premises for longer than three (3) weeks after departure without shipping instructions will be discarded. A service charge will apply for boxes/materials shipped from the hotel.

Shipping/service charges will be applied as follows:

0-5 lbs	\$5.00 per box
6-20 lbs	\$10.00 per box
21-50 lbs	\$15.00 per box
51+ lbs	\$25.00 per box
Crate or pallet	\$75.00

2011 Exhibitor Regulations *continued*

Contact the Hotel for crate shipping information, and to arrange delivery and storage of pallets.

Exhibitors are required to have prepaid return shipping labels for all outgoing packages. For help with outgoing packages during your stay, please see the team members at the Front Desk, or in the Business Center located in the Sales Office.

Address: Exhibitor Table Materials

Beth Knapp (**Exhibitor Table Materials**)
Quality Matters Program
c/o The Sheraton Inner Harbor Hotel
Catering/Convention Services
300 South Charles Street
Baltimore, MD 21021
Hold for Arrival on: 11/4/11
Meeting Name: 3rd Annual QM Conference
Package X of X

Exhibitor Marketing Materials

Exhibitors who elect to send marketing materials as part of their exhibitor agreement shall be solely responsible for all costs associated with production, storage and delivery of those materials to/from the conference. Any remaining or leftover materials will be distributed to the vendor at the conference. If the exhibitor elects to not retain these, the conference will dispose of these as they see fit.

The conference is not responsible for any misguided or lost materials not received two days prior to the start of the conference. Any materials received after the cut-off date of Friday, November 4, 2011 will not be included in the attendee packets.

Hand delivered materials cut off is Saturday, November 5, 2011 at 12 noon at the Sheraton Inner Harbor Hotel.

Address: Attendee Bag Materials

Beth Knapp (**Attendee Bag Materials**)
Quality Matters Program
c/o The Sheraton Inner Harbor Hotel
Catering/Convention Services
300 South Charles Street
Baltimore, MD 21021
Hold for Arrival on: 11/4/11
Meeting Name: 3rd Annual QM Conference
Package X of X

Exhibit Table Staffing

The QM Conference requests that each organization open its exhibit table on time each day and that all tables be manned with registered staff throughout the day until closing announcements have been made.

Hotel Property

Care of building and equipment: Exhibitors or their agents shall not injure or deface the walls or floors of the building, the exhibit space, or the exhibit equipment. No nails, tacks or screws shall be attached to the walls, woodwork or floor of the hotel facilities.

When such damage appears, the exhibitor is liable to the Hotel management, if caused directly by exhibitor.

Receptions/Catered Events/Hospitality

Meetings, receptions or catered functions must not conflict with QM Conference programmed events. Invitations and company literature may only be distributed at designated exhibit space. ALL hospitality suites must be approved by the QM Conference. Room deliveries must be approved by the QM Conference.

Restrictions on Selling

It is agreed that the sole purpose of contracting for exhibit space is to display and/or demonstrate equipment, supplies and/or services. Sales within the confines of the Exhibit Hall are prohibited. Displaying prices is also prohibited.

Fire Regulations and Traffic Management

Fire regulations and traffic management require that exhibit floor aisles be open at all times. Each exhibitor is responsible for keeping the aisles near its table free of congestion caused by demonstrations or other promotions.

Security

The Sheraton Inner Harbor hotel does not provide security in the event and function space and all personal property left in the event or function space is at the sole risk of the owner. The QM Conference advises its attendees that they are responsible for safekeeping of their personal property.

ADA

Both Exhibitors and QM Conference (including show management and facility) acknowledge their responsibilities under the Americans with Disabilities Act to make their tables and conference accessible to handicapped persons. Exhibitor and QM shall also indemnify to hold harmless each other against cost, expense, liability, or damage which may be incident to, arise out of, or be caused by their failure to comply with the act.

Liability

Neither party will be responsible for any injury, loss or damage that may occur to either party's employees, property or business except if caused by acts or omissions as a result of negligence, recklessness or willful misconduct of the party or its affiliates, contractors or agents. In no event will either party be liable to the other party for any indirect, special or consequential damages of any kind.

Neither party shall be liable for failure to perform its obligations under this contract as a result of strikes, riots, war, acts of terrorism, acts of God, or any other cause beyond its control. Both parties assume full responsibility and liability for the actions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agrees to hold harmless the other party from responsibility and liability resulting directly, indirectly or jointly, from other causes that arise because of the actions or omissions of the party's agents, employees or independent contractors, whether acting within or without the scope of their authority.

2011 Exhibitor Regulations *continued*

There is no other agreement or warranty between the exhibitor and the QM Conference except as set forth in this contract. The rights of the either party under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized officer of the party.

Catastrophe

In the event that because of war, fire, strike, government regulation, public catastrophe, act of God, or the public enemy or other cause, the Conference or any part thereof is prevented from being held, or is canceled by QM, the conference shall refund to exhibitor all of the fees paid (minus a \$350 processing fee) under this agreement within 30 days of cancellation. In no case shall the amount of the refund to exhibitor exceed the amount of the exhibit fee paid.

Implied Endorsements

The QM Conference does not endorse the programs, products, or services of the sponsoring organizations/ corporations.

Conference List

List Agreement for Pre and Post Conference attendee list: The Exhibitor/Sponsor agrees that in utilizing the QM Conference attendee list, they will not disclose, transfer, duplicate, reproduce or retain any portion of the list in any form whatsoever nor will they permit any third party, agent, employee, or contractor of their respective agents and employees to do so. The Exhibitor/Sponsor agrees that the conference attendee list provided to them from the conference shall only be used once unless specifically approved in writing by the QM Conference.

Exhibitor Table Requirements

For information regarding The Sheraton Inner Harbor's services including table electricity, phone hook-up or Internet access, please visit: <http://www.qmprogram.org/exhibitors-sponsors/>

Website and Conference Program Requirements

Email company logo & description (50 words or less) to Beth Knapp at events@qualitymatters.org no later than September 30, 2011. Please send EPS or TIF file formats for PRINT and JPEG or GIF file formats for WEB.

PLEASE SIGN VERIFYING THAT YOU HAVE READ, UNDERSTOOD AND AGREE TO ABIDE BY THE ABOVE STATED EXHIBITOR GUIDELINES

This registration is not binding until and unless it is accepted and signed by the Quality Matters Conference, and when so accepted and signed, it shall constitute a binding contract upon the applicant and the applicant's respective heirs, personal representatives, successors, and assigns, subject to the terms, conditions, rules, and regulations cited in Exhibitor Rules and Regulations. A properly signed registration form with payment should be mailed to the QM Conference. If you agree to these conditions, please sign below.

Authorized Signature (Exhibitor/Sponsor) _____ Date _____

Authorized Signature (Quality Matters) _____ Date _____

Fax pages 6-9 of this document to 1-301-576-5717 or email them to events@qualitymatters.org.