



new name new approach
a new experience
The Downtown Toronto Hilton September 22 - 26, 2008

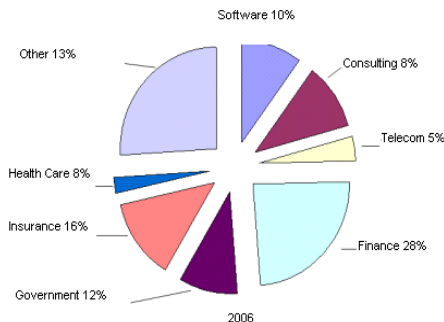
QUEST Toronto 2008 **Quality Engineered Software and Testing Conference** **Exhibitor and Sponsorship Opportunities**

Be a part of this premier conference and have direct contact with software quality and testing professionals from around the world. For the sixth year, QAI Canada Ltd is pleased to announce that Toronto Quality Engineered and Testing Conference will take place this year from September 22-26, 2008 and will be held at the popular Downtown Toronto Hilton Hotel in Toronto, Canada.

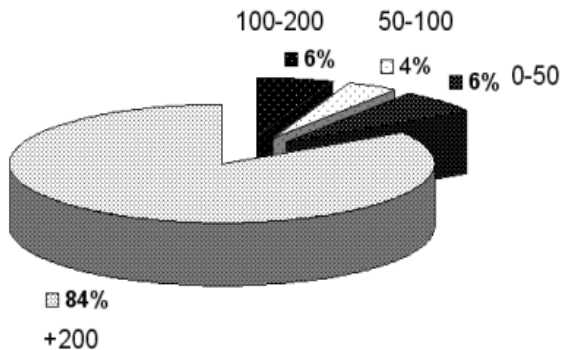
Presentation Opportunities

The QUEST conference features a range of presentations and workshops 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 quality and testing community.

Total attendees by industry



Company size by number of employees



Sponsorship & Promotional Opportunities

Make your presence known at the 2008 Toronto Quality Engineered Software and Testing Conference through our exhibitor and sponsorship opportunities!

Maximize your exposure on the exhibition floor and take advantage of the 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 exhibition floor and a host of other networking opportunities, such as the Exhibitors Wine & Cheese Event specifically designed for you to mix and mingle with prospects in an informal setting.

What people have said about past Toronto conferences:

"We have attended the International Quality Conference for the last 4 years and have found it an excellent venue to reconnect with existing customers and make new contacts. I would recommend the conference to any vendor who is looking to gain exposure within the Canadian SQA marketplace. We are looking forward to the 2008 edition in September."

Roy Poloni – Regional Sales Manager, Compuware - Exhibitor

QUEST Toronto Conference
September 22-26, 2008
Downtown Toronto Hilton Hotel
145 Richmond Street West
Toronto, ON, Canada M5H 2L2
<http://www.qaiquest.org/toronto>

Exhibitor and Sponsorship Opportunities

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

Exhibitor Package

Every EXPO Exhibitor will enjoy all the following benefits:

- ◆ 8' x 10' booth space, drape, signage, one 6 ft skirted table, two chairs, and electrical outlet (110 W)
- ◆ Company description and web-link will be displayed on the QUEST conference web site, in the QUEST Magazine, and on the conference CD provided to all attendee professionals from around the world.
- ◆ Free admission for two staff representatives to attend the "Wednesday Attendees Appreciation Evening Event" (meals included and maximum of two additional tickets may be purchased).
- ◆ Meals (lunch and refreshments) are included each day for two staff representatives.
- ◆ Free admission for two staff representatives to attend the Thursday evening "Exhibitors Wine & Cheese" event.
- ◆ Opportunity to give a conference presentation. Exhibitors and sponsors are given a priority to the presentation sessions available based on the topic and their presentation proposal.
- ◆ As a QUEST exhibitor, advertisement space for the QUEST Magazine and the QAI Journal can be purchased at a 20% discount during the calendar year of the conference.

COST: \$1,175 CAD (+GST) early booking on or before May 15, 2008 and \$1,275 CAD (+GST) after May 15, 2008.

Many activities will drive attendees to your booth

The QUEST conference program provides an "Exhibitors Passport" that serves as a promotional tool to encourage attendees to visit each exhibitor booth to be eligible for a prize drawing. Each exhibitor is listed in the "Exhibitor Passport" and receives stickers to stamp the attendees' passports as they visit the exhibitor's booth.

The Exhibitors Wine and Cheese Event (see sidebar) is an event where the focus is on the exhibitors in a networking setting!

Exhibitors are promoted on the QUEST conference web site, QUEST Magazine, and in all print and electronic marketing for the conference to ensure all International attendees and speakers know you will be their to learn about your products and services.

Exhibitors Wine & Cheese Event

This event takes place on Thursday evening and spotlights the exhibitors while providing a fun and relaxed atmosphere for networking.

This networking opportunity features a fun event and allows exhibitors to present their company's value proposition to attendees in an entertaining manner.

This continues to be one of the most popular conferences networking event!

Silver Sponsor Package – Sponsor a Coffee Break

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

- ◆ All benefits of the Exhibitor Package.
- ◆ Special sponsorship recognition of your company name, logo, and web-link to your company site displayed on the QUEST conference web site and QUEST Magazine. As a sponsor, your company's logo will be displayed on the QUEST conference website home page.
- ◆ Announcement made during the conference general session that your company is the break sponsor.
- ◆ Signage provided at the coffee break area with your company's name.
- ◆ Complimentary quarter-page advertisement in the QUEST Magazine and one issue of the QAI Journal. As a QUEST sponsor, advertisement in additional issues of the QAI Journal can be purchased at a 20% discount during the calendar year of the conference.

COST: \$1,675 CAD (+GST) early booking on or before May 15, 2008 and \$1,775 CAD (+GST) after May 15, 2008.

Coffee Break Sponsor ONLY: \$1,375 CAD (+GST) early booking on or before May 15, 2008 and \$1,475 CAD (+GST) after May 15, 2008.

Exhibitor and Sponsorship Opportunities

Gold Sponsor Package – Sponsor a Continental Breakfast

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

- ◆ All benefits of the Exhibitor Package.
- ◆ Special sponsorship recognition of your company name, logo, and web-link to your company site displayed on the QUEST conference web site and QUEST Magazine. As a sponsor, your company's logo will be displayed on the QUEST conference web site home page.
- ◆ Announcement made during the conference general session that your company is a continental breakfast sponsor.
- ◆ Signage provided at the continental breakfast with your company's name.
- ◆ Complimentary half-page advertisement in the QUEST Magazine and one issue of the QAI Journal. As a QUEST sponsor, advertisement in additional issues of the QAI Journal can be purchased at a 20% discount during the calendar year of the conference.

COST: \$2,500 CAD (+GST) early booking on or before May 15, 2008 and \$2,700 CAD (+GST) after May 15, 2008.

Continental Breakfast Sponsor ONLY: \$1,800 CAD (+GST) early booking on or before May 15, 2008 and \$1,900 CAD (+GST) after May 15, 2008.

Platinum Sponsor 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 Exhibitor Package **PLUS** sole sponsorship of a lunch which includes:

- ◆ All benefits of the Exhibitor Package.
- ◆ Special sponsorship recognition of your company name, logo, and web-link to your company site displayed on the QUEST conference web site and QUEST Magazine. As a sponsor, your company's logo will be displayed on the QUEST conference web site home page.
- ◆ Announcement made during the conference general session that your company is the lunch sponsor.
- ◆ One page advertisement inserted in the conference portfolio materials provided to each attendee and speaker.
- ◆ One page chair drop for all attendees prior to lunch being served.
- ◆ Signage provided in the lunch area with your company's name.
- ◆ Complimentary full-page advertisement in the QUEST conference magazine and one issue of the QAI Journal. As a QUEST sponsor, advertisement in additional issues of the QAI Journal can be purchased at a 20% discount during the calendar year of the conference.

COST: \$4,000 CAD (+GST) early booking on or before May 15, 2008 and \$4,200 CAD (+GST) after May 15, 2008.

Lunch Sponsor ONLY: \$3,200 CAD (+GST) early booking on or before May 15, 2008 and \$3,400 CAD (+GST) after May 15, 2008.

Diamond Sponsor Package – Sponsor Wednesday Evening Event

Your company will be the exclusive sponsor of the prestigious Wednesday Attendees Appreciation Evening Event, to which all conference attendees and speakers are invited.

- ◆ All benefits of the Exhibitor Package.
- ◆ Special sponsorship recognition of your company name, logo, and web-link to your company site displayed on the QUEST conference web site and QUEST Magazine. As a sponsor, your company's logo will be displayed on the QUEST conference web site home page.
- ◆ Sponsor has 2-3 minutes to make a speech during the announcements Wednesday morning regarding their sponsorship of the Wednesday Evening Event.
- ◆ Signage displayed during the event with your company's name (if possible).
- ◆ Two free conference registrations to the three-day conference (excludes tutorials and manager's workshops).
- ◆ One page announcement inserted in conference portfolio provided to each attendee and speaker.
- ◆ Complimentary full-page front inside cover advertisement in the QUEST conference magazine and a full-page prime location advertisement in one issue of the QAI Journal. As a QUEST sponsor, advertisement in additional issues of the QAI Journal can be purchased at a 20% discount during the calendar year of the conference.

COST: \$10,000 CAD (+GST) early booking on or before May 15, 2008; \$10,200 CAD (+GST) after May 15, 2008.

Exhibitor and Sponsorship Opportunities

Pen Sponsor

- ◆ One-color logo sole sponsorship on pens distributed to each attendee and speaker attending the conference.
- ◆ Special sponsorship recognition of your company name, logo, and web-link to your company site displayed on the QUEST conference web site and QUEST Magazine. As a sponsor, your company's logo will be displayed on the QUEST conference web site home page.
- ◆ Announcement made during the conference general session that you are a sponsor.
- ◆ Complimentary quarter-page advertisement in the QUEST conference magazine and one issue of the QAI Journal. As a QUEST sponsor, advertisement in additional issues of the QAI Journal can be purchased at a 20% discount during the calendar year of the conference.

COST: \$1,300 CAD (+GST) early booking on or before May 15, 2008; \$1,400 CAD (+GST) after May 15, 2008.

Lanyard Sponsor

- ◆ One-color logo sole sponsorship on lanyards distributed to each attendee and speaker attending the conference.
- ◆ Special sponsorship recognition of your company name, logo, and web-link to your company site displayed on the QUEST conference web site and QUEST Magazine. As a sponsor, your company's logo will be displayed on the QUEST conference web site home page.
- ◆ Announcement made during the conference general session that you are a sponsor.
- ◆ Complimentary quarter-page advertisement in the QUEST conference magazine and one issue of the QAI Journal. As a QUEST sponsor, advertisement in additional issues of the QAI Journal can be purchased at a 20% discount during the calendar year of the conference.

COST: \$1,500 CAD (+GST) early booking on or before May 15, 2008; \$1,600 CAD (+GST) after May 15, 2008.

Portfolio Sponsor

- ◆ One-color logo displayed jointly with QAI on the cover of the conference portfolio distributed to each conference attendee and speaker attending the conference.
- ◆ Special sponsorship recognition of your company name, logo, and web-link to your company site displayed on the QUEST conference web site and QUEST Magazine. As a sponsor, your company's logo will be displayed on the QUEST conference web site home page.
- ◆ Announcement made during the conference general session that you are a sponsor.
- ◆ Complimentary full-page advertisement in the QUEST conference magazine and one issue of the QAI Journal. As a QUEST sponsor, advertisement in additional issues of the QAI Journal can be purchased at a 20% discount during the calendar year of the conference.

COST: \$3,000 CAD (+GST) early booking on or before May 15, 2008; \$3,200 CAD (+GST) after May 15, 2008.

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

Contact me today!

Al Phomin, QAI Canada
Email: aphomin@qaicanada.org

QAI Canada
202-2460 Lancaster Road
Ottawa, Ontario K1B 4S5
Toll Free: 1-866-899-1724 or 613-667-9692
<http://www.qaiquest.org/toronto/callexhibitor.html>

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