

Join in the success of the International Quality Conference!

For the fourth year, Data Kinetics Ltd. (DKL), in partnership with QAI Canada presents the International Quality Conference in Toronto October 2 to 6, 2006.

Be a part of this premier conference and get in direct contact with over 250 software quality professionals. Don't delay! For the past three years this event has sold out. The Conference is moving to a new larger venue in 2006 to accommodate growth.

Presentation Opportunities

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

Sponsorship & Promotional Opportunities

Make your presence known at the 2006 International Quality Conference **through our exhibitor and sponsorship opportunities!**

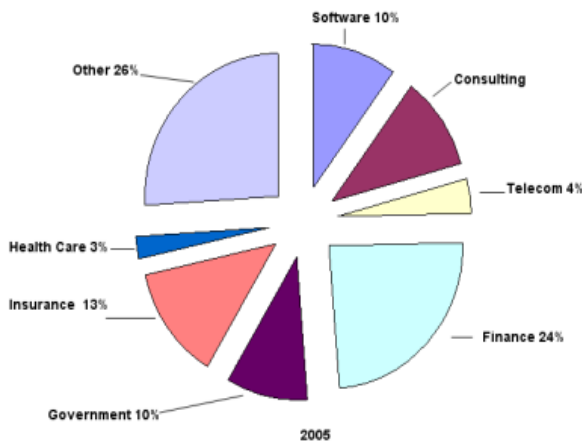
To maximize your exposure on the exhibit floor take advantage of the pre-show and on-site promotional opportunities detailed within. Whether you're trying to reach the entire attendee audience or a specific niche within the Software Quality Assurance space, we offer the perfect selections to match your objectives. Exhibitors and sponsors will benefit from great visibility on the show floor and a host of other networking opportunities - featuring an "Exhibitors Only" event specifically designed for you to mix and mingle with prospects in an informal setting.

What people are saying about the 2005 Conference:

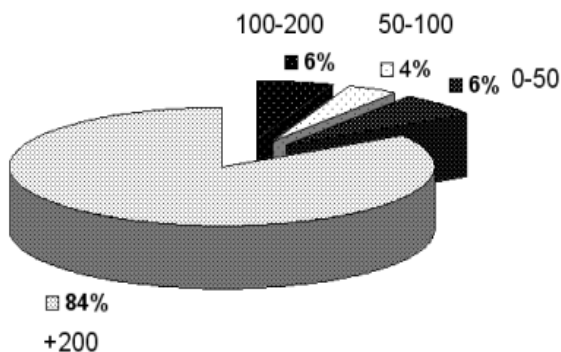
"We have been attending the International Quality Conference for the last 3 years as an exhibitor and have found it an excellent venue to reconnect with existing customers and make new contacts. I would recommend the conference to any vendor who is looking to gain exposure within the Canadian SQA marketplace. We are looking forward to the 2006 edition in October."

Neil Price-Jones -NVP Software Testing - Exhibitor

Total attendees by industry



Company size by number of employees



2006 International Quality Conference
October 2- 6, 2006
Sheraton Centre Hotel, Toronto
Pre-Conference October 2-3,2006
<http://www.qaicanada.org/conferences/index.html>

Exhibitor Packages

Quality Exhibitor

Every Quality Exhibitor enjoys all of the following benefits:

- ✓ 8 x 10 booth space with table and signage
- ✓ Company description listed on Conference Web site and on CD of Conference Proceedings
- ✓ Attendance of two representatives at the Conference social event (additional tickets may be purchased).
- ✓ The opportunity to **make a Conference presentation** as part of this year's new Vendor Track. Exhibitors and sponsors get first right to the presentation slots.

AND there are many activities to drive traffic to your booth:

- ✓ The "**Exhibitor Passport**" is a promotional tool that encourages attendees to visit exhibitors and complete their passports to be included in a draw. This was very successful in 2005! Each exhibitor receives a promotional message and listing in the "Exhibitor Passport" and a stamp at the show.
- ✓ Attendance and participation in the Exhibitor Showcase (see sidebar). This is an event where the focus is on the Exhibitors!
- ✓ The Exhibition is promoted in all print and electronic marketing for the Conference to ensure that attendees know you will be there and what they will learn by visiting your booth.

Special Event for Exhibitors

The Exhibitor Showcase wine and cheese event spotlights the exhibitors and provides a fun and relaxed atmosphere for networking.

The Showcase features a fun event that provides each exhibitor the opportunity to present their company's value proposition to attendees in an entertaining manner. **This was one of the most popular events of 2005!**

Cost: \$1,195 CAD before early bird booking date of May 15, 2006 and \$1,295 CAD after May 15, 2006.

Quality Exhibitor – Executive Class

Receive all of the benefits of the above exhibitor package PLUS sole sponsorship of a coffee break, which includes:

- ✓ Mention on Web site and Conference Program as sponsor of Coffee Break.
- ✓ Ability to post signage in coffee break area.

Cost: Extra \$600 to Quality Exhibitor Package, i.e., \$1,795 CAD before early bird booking date of May 15, 2006 and \$1,895 CAD after May 15, 2006.

Quality Exhibitor – First Class

Receive all of the benefits of the Quality Exhibitor and get sole ownership—at a special cost reserved for exhibitors—of a lunch event. The lunches are one of the key times in which all attendees are assembled together in one location! The additional sponsorship includes:

- ✓ All the benefits of the Quality Exhibitor.
- ✓ Recognition at lunch of sponsorship
- ✓ Chair drop for all attendees or conference bag insert.
- ✓ Ability to post signage at the sponsored lunch.
- ✓ Mention on Web site and Conference Program as sponsor of the lunch.

Cost: \$3,900 CAD before early bird booking date of May 15, 2006 and \$4,000 CAD after May 15, 2006.

Sponsorship Opportunities

Get your targeted QAI 2006 sponsorship and advertising space while the top choices are still available!

Industry Keynote – Top Gun

Get sole sponsorship of a keynote presentation by an industry leading specialist! The benefits include:

- ✓ Sponsor has 2-3 minutes to make an elevator speech and introduce keynote speaker.
- ✓ Signage at the keynote event.
- ✓ 2 Conference passes.
- ✓ Mention in the Conference Program, on the Conference Web site and in all promotion of the keynote to thousands of software quality professionals
- ✓ Your company logo on the Conference bag
- ✓ Ability to do a chair drop at the event
- ✓ Option to make a presentation as part of the Vendor Track during the Conference
- ✓ 2 passes to the opening night reception event

Cost: \$12,000 CAD before May 15, 2006; \$13,000 CAD after May 15, 2006.

Inspiring Keynote

Our attendees have requested more presentations on the soft skills they need to help them manage the quality process. This keynote will provide them with all of the motivation they need! Sole sponsorship of this event provides your company with:

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- ✓ Signage at the keynote event.
- ✓ 2 Conference passes.
- ✓ Mention in the Conference Program, on the Conference Web site and in all promotion of the keynote to thousands of software quality professionals.
- ✓ Your company logo on the Conference bag.
- ✓ Ability to do a chair drop at the event.
- ✓ Option to make a presentation as part of the Vendor Track during the Conference.
- ✓ 2 passes to the opening night reception event.

Cost: \$12,000 CAD before May 15, 2006; \$13,000 CAD after May 15, 2006.

Promotional Items/ Sponsorship

Promote your company to the conference audience with joint placement (QAI) and your company logo on the following promotional items.

Portfolios - **Cost:** \$2,500
Pens – **Cost:** \$1,000
Badge Lanyard – **Cost:** \$500

Learn more about the benefits of becoming an exhibitor or sponsor:

Contact us today!

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