



KEEP QUAL **HUMAN**

2020 Qualitative Research Consultants Association
Annual Conference

**SPONSOR & EXHIBITOR
OPPORTUNITIES**

JANUARY 29-31, 2020

WWW.QRCA.ORG/2020

AT&T EXECUTIVE EDUCATION
AND CONFERENCE CENTER
AUSTIN, TEXAS

*Form also online at www.qrca.org/event/2020ConferenceSponsorship
Questions? Contact Jake at jacobn@qrca.org or 651-379-7304*



QRCA conferences provide immersive opportunities for qualitative professionals to enhance their value through workshops and easy access to support and service providers essential for success. QRCA's 2020 Annual Conference is the ideal venue to reach leading qualitative practitioners who are seeking resources to maximize the full power of their qualitative. Exhibit space is located in the Marketplace, the hub for all conference activities, where attendees discover and discuss partnering opportunities with support services. Elite sponsorships add exceptional value in driving interest, increasing top-of-mind awareness and engagement.

ELECTRICITY AND WI-FI

If your booth requires electricity, Wi-Fi or any other A/V needs, be sure to order those services accordingly from the packet provided by the show decorator.

REGISTRATION

Official registrants are invited to attend all social events, meals, and most educational workshop sessions. The Annual Meeting, Town Hall, and Chapter and SIG meetings are for QRCA members only. All attendees at the conference must have a full registration and badge to enter the Marketplace and workshops. QRCA will request your company representatives' names in November. We will send you a form to submit complimentary representative names and purchase additional representatives. Exhibitor pre-registration will end on December 11, 2019.

EXHIBIT SPACE

Exhibit booths will be located inside the Marketplace. Booths will be 8 by 10 feet and will include: 8-foot high background drape, 3-foot high side drape, one draped 6-foot table and two chairs, and a 44-by-7-inch, one-line sign. Exhibit booths come with ONE full registration and the opportunity to purchase a second. Anyone attending the conference MUST register. We expect exhibit space to sell quickly.

PARTNER SPOTLIGHT: \$1,000

This year there will be four dedicated 15-minute speaking opportunities to educate attendees about your company's must-have product or platform! We are asking our partners to pair up with a practitioner for the presentation to provide our attendees with information about your product/platform and they can hear how it was used by a colleague. These spotlights will be presented in a plenary room during a high-traffic time of the conference, maximizing the visibility for our partners.

Platinum sponsors, gold sponsors, silver sponsors and exhibitors are eligible to submit applications. If you are interested in applying, please check the box on the registration form. Presentations will be reviewed and selected by the QRCA Conference Speaker Committee Chairs based on content for qualitative researcher needs. Applications must be submitted by August 1, 2019 to be considered in the review process.



Excellent access to a lot of influential people in our field.

Attendees were often in the marketplace which was terrific.

There were many fresh new faces with a desire to learn.



| | | |
|-----------------|----------------------------|----------------------------------|
| PLATINUM | By August 5 \$8,000 | August 6 or later \$8,500 |
|-----------------|----------------------------|----------------------------------|

- Company logo and link on conference website
- Company logo in mobile app
- Company logo on conference slideshow and signage
- Mobile app ad
- One Exhibit booth
- Preference on booth location
- Sponsor level distinction on name badge
- Sponsor level distinction on booth
- Participation in Scavenger Hunt
- Eligible for Partner Spotlight
- Attendee list provided two weeks before and two weeks after conference (name, company, title, location)
- Acknowledgement in *QRCA VIEWS*
- Acknowledgement in *QRCA Connections*
- One tote bag insert
- One pre-conference and one post-conference email blast
- Registration for two (\$1,890 value)
- Can purchase up to three (add'l) registrations (\$945 each*)
- Eligible for Member Discount Program
- First right of refusal for 2021

Exclusive Platinum Level Options

Mobile App: Banner ad on the mobile app, including links to the company website.

Tote Bag: Includes company name/logo on conference tote bag.

Wi-Fi: Includes signage placed with Wi-Fi info and your company name as the password.

Lanyard: Includes company name on all conference attendees' name badge lanyards.

Wednesday Opening Reception: Includes signage and optional door prize presentation at the Marketplace cocktail event and drink tickets to hand out to attendees (sponsor provides door prize).

Hotel Guest Room Key: Includes company logo on conference attendee room keys.

Thursday Evening Event: Includes signage and optional door prize presentation at the exciting Thursday night extravaganza and drink tickets to hand out to attendees (sponsor to provide door prize).

Keynote Speaker: Includes opportunity to introduce keynote speaker.

Conference Videos: Includes company logo on all recorded conference videos.

PLATINUM EXCLUSIVE ADD-ON: CONFERENCE TRACK SPONSORSHIP

This year QRCA has added a track sponsorship that is an exclusive add-on for platinum sponsors for an additional \$2,000. This opportunity allows sponsors to choose one of the five conference tracks and for that track the sponsor will receive recognition as the track sponsor in the conference program posted online, in the mobile application and on all related conference signs. The sponsor can also designate an employee to introduce the presenter for sessions that fall within that track. This sponsorship can be selected on the form.

| | | |
|-------------|----------------------------|----------------------------------|
| GOLD | By August 5 \$6,000 | August 6 or later \$6,500 |
|-------------|----------------------------|----------------------------------|

- Company logo on conference website
- Company logo in mobile app
- Company logo on conference slideshow and signage
- One Exhibit booth
- Preference on booth location
- Sponsor level distinction on name badge
- Sponsor level distinction on booth
- Participation in Scavenger Hunt
- Eligible for Partner Spotlight
- Attendee list provided two weeks before and two weeks after conference (name, company, title, location)
- Acknowledgement in *QRCA VIEWS*
- Acknowledgement in *QRCA Connections*
- One pre-conference email blast
- Registration for two (\$1,890 value)
- Can purchase up to two (add'l) registrations (\$945 each*)
- Eligible for Member Discount Program
- First right of refusal for 2021

Exclusive Gold Level Options

First-Timers Event: Includes signage and opportunity to provide welcome at conference First-Timer event (option to provide gift).

Workshop Pens: Sponsor provides company branded pens which will be provided in all workshop sessions.

Registration: Company logo recognition on signage at registration desk.

Workshop Notepads: Sponsor provides company-branded notepads which will be provided in all workshop sessions.

Workspace/Lounge Sponsor: Includes signage in lounge area and branded charging station.

Friday Awards Luncheon: Includes signage at Friday luncheon event

PARTNER SPOTLIGHT REMINDER: Platinum, Gold, Silver and Exhibitors ONLY

Four dedicated 15-minute speaking opportunities (\$1,000 each) will be available to educate attendees about your company’s must-have product or platform! These spotlights will be presented in a plenary room during a high-traffic time of the conference, maximizing the visibility for our partners.

Platinum sponsors, gold sponsors, silver sponsors and exhibitors are eligible to submit applications. Full info on page 2.

| | | |
|---|-----------------------------------|---|
| <p>SILVER</p> | <p>By August 5 \$4,000</p> | <p>August 6 or later \$4,500</p> |
| <ul style="list-style-type: none"> • Company logo on conference website • Company logo in mobile app • Company logo on conference slideshow and signage • One Exhibit booth • Sponsor level distinction on name badge • Sponsor level distinction on booth • Participation in Scavenger Hunt • Attendee list provided two weeks before and two weeks after conference (name, company, title, location) • Acknowledgement in <i>QRCA VIEWS</i> • Acknowledgement in <i>QRCA Connections</i> • Registration for one (\$945* value) • Can purchase up to two (add'l) registrations (\$945 each*) • Eligible for Member Discount Program | | |
| <p>Exclusive Silver Level Options</p> | | |
| <p>Schedule-at-a-Glance: Includes logo and presence on printed conference schedule given to all attendees, and onsite schedule-at-a-glance poster.</p> <p>Wellness Sponsor: Includes recognition and signage for all wellness activities including morning events and planned wellness initiatives throughout conference.</p> <p>Friday Closing Reception: Includes signage during the reception.</p> <p>Wednesday Lunch: Includes signage during lunch.</p> <p>Thursday Lunch: Includes signage during lunch.</p> | | |
| <p>BRONZE</p> | <p>By August 5 \$1,750</p> | <p>August 6 or later \$2,000</p> |
| <ul style="list-style-type: none"> • Company name on conference website • Company name in mobile app • Company name on conference slideshows and signage • Company materials placed in high traffic area (sponsor provides for placement onsite) • Acknowledgement in <i>QRCA VIEWS</i> • Acknowledgement in <i>QRCA Connections</i> • Can purchase one registration (\$945*) • Eligible for Member Discount Program • Attendee list provided two weeks before and two weeks after conference (name, company, title, location) | | |
| <p>Exclusive Bronze Level Options</p> | | |
| <p>Afternoon Snack: Includes signage at afternoon refreshment stations. Wednesday and Thursday available.</p> <p>Coffee: Includes signage at central coffee stations; sponsor can provide branded napkins, cups, sleeves, etc., to place at station. Wednesday, Thursday, and Friday available.</p> <p>Attendee Survival Kit: Includes signage and option to provide company card, granola bars, lip balm, Austin-specific item, etc., that will be provided in registration bag.</p> <p>Comfort Station: Includes signage with option to provide breath mints and other small amenities for conference attendees.</p> | | |

| EXHIBITOR | By August 5 \$2,500 | August 6 or later \$2,750 |
|-----------|--|---------------------------|
| | <ul style="list-style-type: none"> • Exhibit space (\$2,500 value) • Registration for one (\$945* value) • Can purchase one (add'l) registration (\$945*) • Eligible for Member Discount Program • Eligible for Partner Spotlight | |

ABOUT YOUR AUDIENCE

74.5%

are CEO/President/
Owner/Founder
with another 12%
a senior executive.

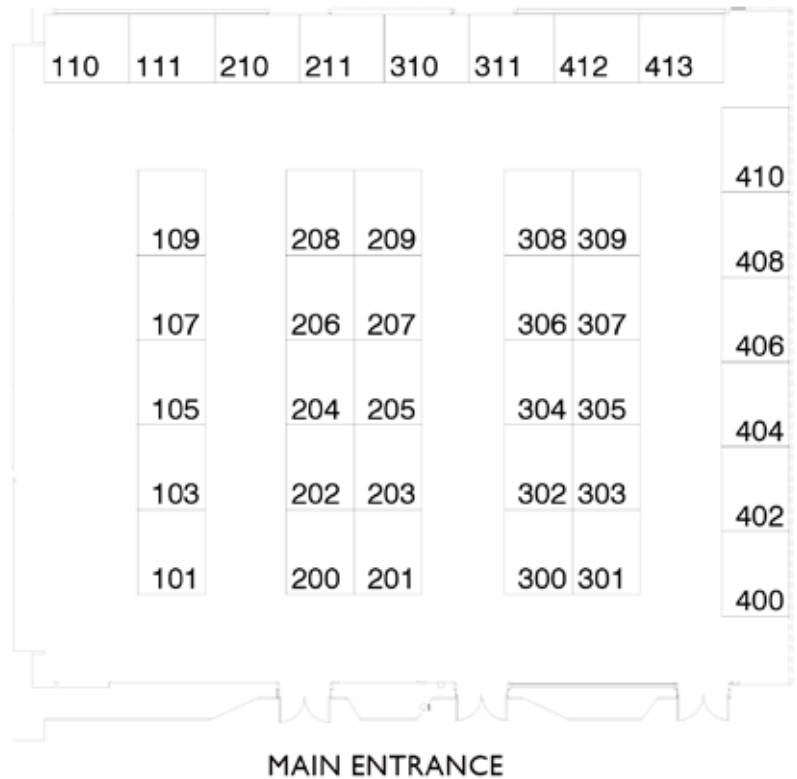


73.6%

of 2019 attendees are the
decision makers for their
company with another 23%
a decision influencer.

QRCA MARKETPLACE HUB

AT&T EXECUTIVE EDUCATION
AND CONFERENCE CENTER
AUSTIN, TEXAS





SPONSORSHIP AUTHORIZATION FORM

QRCA Annual Conference | January 29-31, 2020 | Austin, TX

Company representatives' names will be collected at a later date.

*After December 11, rate goes up to \$1,095 per registrant.

Please make sponsor/exhibitor and attendee/representative selection:

PLATINUM (booth included)

1 **\$8,000** By August 5
 \$8,500 August 6 or later

2 **Mobile App** Hotel Guest Room Key
 Tote Bag Thursday Evening Event
 Wi-Fi Keynote Speaker
 Lanyard **Conference Videos**
 Wednesday Opening Reception

3 1st Rep (included) Additional Rep \$945*
 2nd Rep (included) Additional Rep \$945*
 Additional Rep \$945*

4 **\$2,000** Sponsor a Conference Session Track (optional for Platinum Sponsors only)
 Learn from Others
 Humanizing Deliverables
 Illuminating the Why to the What
 Using Tech Today to Understand Humanity
 Business Development

GOLD (booth included)

1 **\$6,000** By August 5
 \$6,500 August 6 or later

2 First-Timers Event **Workshop Notepads**
 Workshop Pens Workspace/Lounge
 Registration **Friday Awards Lunch**

3 1st Rep (included) Additional \$945*
 2nd Rep (included) Additional \$945*

SILVER (booth included)

1 **\$4,000** By August 5
 \$4,500 August 6 or later

2 Schedule-at-a-Glance Wednesday Lunch
 Wellness Sponsor Thursday Lunch
 Friday Closing Reception

3 1st Rep (included) Additional \$945*
 Additional \$945*

EXHIBITOR ONLY

1 **\$2,500** By August 5
 \$2,750 August 6 or later

2 1st Rep (included) Additional Rep \$945*

PARTNER SPOTLIGHT

(Platinum, Gold, Silver and Exhibitors can apply – see page 2 for details)

I am interested in applying for a Partner Spotlight
 (If accepted, a \$1,000 fee will be charged at a later date)

BRONZE

1 **\$1,750** By August 5
 \$2,000 August 6 or later

2 Afternoon Snack Attendee Survival Kit
 Coffee Comfort Station

3 One Rep \$945*

BOOTH PREFERENCES (Refer to page 6 for booth choice numbers)

1st Choice _____ 2nd Choice _____ 3rd Choice _____

CONTACT INFORMATION

Name _____ Company _____
 Address _____ Country _____
 City _____ State _____ Postal Code _____
 Phone _____ Email _____
 Email of contact coordinating logistics (if different) _____
 All listings should read (fill in company name as desired) _____

- I am interested in providing door prize(s). What item will you provide? _____
- I am interested in providing food/drink at Marketplace Grand Opening
- I have read and agree to the QRCA Conference registration policies listed on the back of this form.

PAYMENT (Payment in full is required for reservation of sponsorship and exhibits, and receipt of benefits)

- Check (payable to QRCA) Visa Mastercard American Express

If paying with credit, all of the following information is required:

Printed Name _____ Phone _____
 Card Number _____ Exp Date _____ Sec. Code _____
 Authorized Signature _____

(For office use only)

| | |
|-----------|------|
| initials | fin. |
| date | |
| CK/CC | |
| amt. paid | |
| bal. due | |

Complete this form and mail/fax to the QRCA office at:

1000 Westgate Drive, Suite 252, St. Paul, MN 55114 USA, Phone: 651-290-7491, Fax: 651-290-2266

Registration Information

The QRCA Annual Conference is open to professionals, or those in training who design, conduct, analyze or support the conduct and analysis of qualitative research. Additionally, individuals who are employed by, or are in graduate studies at, an academic institution and who, themselves, instruct and/or specialize in the conduct and analysis of qualitative research.

Online registration requires credit card payment; QRCA accepts American Express, Visa, Mastercard, and Discover. If you want to pay by check, please download the form from the website. Payment is required prior to the event. To edit your registration, please contact QRCA at info@qrca.org or (651) 290-7491. Both members and nonmembers need to log in to register for events. If you are a member or have previously created an account on the QRCA website, login. If you are a nonmember, please create a guest account in the system; we will require your first and last name, organization, email, username and password.

Join QRCA

If you are not a member and would like to join to receive reduced conference rates, please join. To renew your membership and receive member rates, log into your profile online, renew, and then return to register for the event. These will be two separate transactions. You also have the option to pay for both by downloading forms.

Attendance Policies

Attendee Cancellation

To receive a registration refund, less a \$35 processing fee, all cancellations must be received via a web form by December 2, 2019 11:59 p.m. U.S. Eastern Time. No refunds will be granted thereafter. No-shows will not be refunded. Registrations can be transferred to another person within your organization with the same membership status by contacting info@qrca.org.

Conference Modification or Cancellation

QRCA reserves the right to modify the course's schedule or program as necessary. QRCA also reserves the right to cancel this conference, in which case a full refund of the registration fee will be provided. We are unable to refund any travel costs (flight, hotel, etc.) in the case of QRCA conference cancellation.

Data Privacy/GDPR

We host events throughout the year, including our annual conference, webinars, and trainings (collectively "events"). If you are a member and register for one of our events, we will access the information in your member account to provide you with information and services associated with the event. If you are not a member and you register for one of our events, we will collect your name and contact information, which we will store in our database and use to provide you with information and services associated with the event. If you are a presenter at one of our events, we will collect information about you including your name, employer and contact information, and photograph, and we may also collect information provided by event attendees who evaluated your performance as a presenter. As an attendee, speaker, or sponsor/exhibitor, we will keep a record of your participation to provide you with post-event information including details on upcoming events you may be interested in. Your contact information may be shared via an event mobile app or attendee list as part of your participation in the event. Your hotel reservation information may be shared between QRCA and the hotel.

Guest Fee

Tickets for the Wednesday Welcome Reception or Thursday Night Event will be available separately for guests who will be attending only this event.

PCI Compliance

Please do not email forms with credit card information. To protect your data and to comply with PCI standards, the QRCA office will not accept emailed credit card information.

Photo/Audio/Video Release

Registration for or attendance at this event acknowledges consent to be recorded or photographed. We reserve the right to use any photograph/video taken at our events, without the expressed written permission of those included within the photograph/video. We may use the photograph/video in publications or other media material produced, used or contracted including but not limited to: brochures, invitations, books, newspapers, magazines, television, websites, etc. To ensure the privacy of individuals, images will not be identified using full names or personal identifying information without written approval from the photographed subject.

Code of Conduct

QRCA Event Code of Conduct

The QRCA leadership and staff are committed to providing a vibrant learning environment at all of our events, welcoming people from as many diverse backgrounds as possible. We expect our events to be a respectful, harassment-free environment for people of all races, gender and trans statuses, sexual orientation, ability, nationality, ethnicity, socioeconomic status and beliefs.

We're grateful that our community is positive, friendly and supportive of one another — it's what makes our events such a draw each year. In that spirit, the staff, supporters, volunteers, attendees and speakers at QRCA events are expected to:

- Exercise consideration and respect in your speech and actions.
- Restrict selling to the Marketplace, where our sponsors pay for the opportunity to share information about their company, products, and services.
- Keep conversations professional, respectful and consider other parties' points of view. In short, don't make it personal. Passionate conversations are part of solving problems. Disagreements happen all the time, and are necessary to consider difficult questions.
- Remember that the boundaries of good taste, humor, personal space and physical interaction differ from person to person; if you sense someone feels uncomfortable — whether they explicitly state it or not — be respectful of those boundaries.
- Refrain from demeaning, discriminatory or harassing behavior. Harassment and inappropriate behavior may include, but are not limited to:
- Sexist, racist, homophobic, transphobic or otherwise discriminatory jokes or language, physical intimidation, stalking or following sustained disruption of talks or events.
- Posting or displaying sexually explicit or violent material; if for any reason you may need this material for an educational session, please contact QRCA staff first and we can discuss how to give an appropriate warning to participants.
- Unwelcome sexual attention. This includes sexualized comments or jokes; inappropriate touching, groping and unwelcomed sexual advances.
- Advocating for, or encouraging, any of the above behavior.

Be mindful of your surroundings and of your fellow participants. Alert emergency services if you notice what you assess to be a dangerous situation or someone in distress. Consequences for violations of this Code of Conduct will be considered on a case by case basis by the QRCA Board and the staff of QRCA. You can email exdir@qrca.org or call 612-490-4157 with questions or concerns.

Exhibitor Information

Exhibit Materials and Activity: QRCA reserves the right to prevent any exhibitor from displaying beyond the bounds of the exhibitor's rented exhibit space including but not limited to: noisy electrical devices (ex. loud appliances, machines, games), smells/scents that are offensive or commonly cause allergic or physical reactions (ex. industrial smells, chemical smells, nail polish, cleaners), displays, fire hazards (ex. open flames, highly flammable fumes), costumed mascots, live animals or anything which may prove objectionable. All aisles must be kept clear of displays. Inventory must be discreetly stored within an exhibitor's booth space. The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitors. Exhibitors are allowed to have sponsor prize drawings within their exhibit space. Any limitations on registering for or accepting the prize must be prominently displayed in the exhibit space.

Exhibit Booth Cancellation: Cancellation of space must be submitted in writing to QRCA Exhibits, 1000 Westgate Drive, Ste. 252, St. Paul, MN 55114 or info@QRCA.org. A cancellation fee of \$300 per booth will be charged to an exhibitor who cancels the contract on or before December 2, 2019.

Failure to Occupy Space: Space not occupied by the close of the exhibit installation period as specified in the accompanying material will be forfeited by the exhibitor, and this space may be reassigned or used by the conference management. If the exhibit is on hand, the conference management reserves the right to assign labor to set up a display that is not in the process of being erected by the given deadline and to instruct that the exhibitor be billed for all charges thus incurred. Exhibits must remain in place in exhibit hall during all posted Marketplace hours.