



## REVEALING *our* FUTURE

## REFLECTING *on our* ROOTS

MAY 20-22, 2020

**BRUSSELS** BELGIUM

### ***Sponsorship Opportunities***

#### ***All sponsors receive the following:***

- 1) Acknowledgement in conference social media, email promotions and member communications
- 2) Company logo and hyperlink on conference website
- 3) Recognition in the onsite brochure

#### **PLATINUM - \$4,500**

##### **Includes:**

- 1 comp exhibit booth
- 1 comp representative
- Ability to include an insert with the conference handouts
- Logo recognition in the mobile app and website
- Logo recognition on general signage
- Attendee list provided two weeks before and two weeks after conference (name, company, title, mailing address)
- And one of the following sponsorships:

##### **PLATFORM SOLD OUT**

Use of your platform or forum for a private discussion among attendees, giving them unprecedented access to and understanding of your service or product's features, while discussing conference events and promotion on your social media.

##### **THURSDAY DINNER**

Includes recognition on signage, the opportunity to provide branded napkins, stir sticks, etc. to increase exposure.

#### **GOLD - \$3,500**

##### **Includes:**

- 1 comp exhibit booth
- 1 comp representative
- Ability to include an insert with the conference handouts
- Logo recognition in the mobile app
- Logo recognition on general signage
- Attendee list provided two weeks before and two weeks after conference (name, company, title, mailing address)
- And one of the following sponsorships:

##### **BEST PAPER VOTING**

Use of your platform or forum for voting on the Sabena McLean Best Presentation Award, giving them unprecedented access to and understanding of your product's features.

##### **KEYNOTE SPEAKER**

A high-profile professional will be presenting in a one-hour speaking slot. Sponsorship of this speaker will include recognition on signage, the opportunity to introduce the speaker and company logo displayed prior to the keynote presentation.

##### **MOBILE APP**

Includes a banner ad on the mobile app, including links to the company website.

# WORLDWIDE CONFERENCE ON QUALITATIVE RESEARCH

## Sponsorship Opportunities

### SILVER - \$2,500

**Includes:**

- Name recognition in the mobile app
- Name recognition on general signage
- Attendee list provided two weeks before and two weeks after conference (name, company, title, mailing address)
- And one of the following sponsorships:

**WEDNESDAY OPENING RECEPTION**

Includes recognition on signage and the opportunity to provide branded napkins, stir sticks, etc. to increase exposure.

**CONFERENCE NOTEPADS**

Sponsor provides company-branded notepads which will be provided for conference attendees.

**CONFERENCE PENS**

Sponsor provides company-branded pens which will be provided for conference attendees.

**LANYARDS SOLD OUT**

Sponsor provides company-branded lanyards which will be provided for conference attendees.

**TOTE BAGS**

Includes company name/logo on conference tote bag given to all attendees.

### BRONZE - \$1,500

**Includes:**

- Name recognition in the mobile app
- Name recognition on general signage
- And one of the following sponsorships:

**BREAK/TEA (THURSDAY OR FRIDAY)**

Includes recognition on signage and the option to provide branded napkins.

**LUNCH (THURSDAY OR FRIDAY)**

Includes recognition on signage during the lunch.

**LUGGAGE TAG**

Sponsor provides co-branded luggage tag with QRCA in all conference attendee tote bags

### EXHIBITOR - \$2,000

**Includes:**

- Skirted table & chair
- 1 company representative
- Name recognition on the conference website
- Name recognition in the onsite brochure
- Name recognition in the mobile app
- Attendee list provided two weeks before and two weeks after conference (name, company, title, mailing address)
- Name recognition on general signage

### ADVERTISING OPPORTUNITIES

*Deadline to submit logos and advertisements:  
March 6, 2020*

**Full Page** (8.5 w x 11 h inches): **\$1,000**

**Half Page** (8.5 w x 5.5 h inches): **\$500**

*Sponsor responsible for creation, cost, and shipment of personalized materials.*

*Sponsorship Registration is also available online at  
[www.WWQualConference.com](http://www.WWQualConference.com) under "Get Involved."*

*Questions? Contact [jacobn@qrca.org](mailto:jacobn@qrca.org) or (651) 379-7304*





## Registration Information

The QRCA Worldwide Conference is open to professionals, or those in training who design, conduct, analyze or support the conduct and analysis of qualitative research. The Conference is also open to 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](mailto: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 March 27, 2020, 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](mailto:info@qrca.org).

## Conference Modification or Cancellation

QRCA reserves the right to modify the course 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 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.

## 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 Exhibit Hall, 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](mailto: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](mailto:info@QRCA.org). A cancellation fee of \$300 per booth will be charged to an exhibitor who cancels the contract on or before March 27, 2020.

**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 Exhibit Hall hours.