

2nd Annual Quality Matters Conference

June 11 - 13, 2010

The Hyatt Lodge, at McDonalds Corporate Campus
Oak Brook, Illinois



Sponsorship and Exhibitor Information

The Quality Matters' second national conference, "Improving Outcomes Through Quality Standards," will be held June 11 - June 13, 2010 in Oak Brook, Illinois, near Chicago. Visit the Quality Matters conference website: www.qualitymatters.org/conference.htm

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.

Already, more than 6,000 institutional faculty and staff across the country have participated in QM's training to improve the effectiveness of their distance learning objectives.

Attendees for the 2010 conference include distance learning administrators, instructional designers and leading online faculty from institutions with a commitment to online education. Quality Matters has a subscription base of nearly 400 colleges and universities that use our standards for online and blended course design and our tools for faculty, staff and course development. The majority of conference attendees will be current Quality Matters subscribers. We also expect attendance by representatives of schools new or interested in becoming part of the QM network. We anticipate attendance of approximately 250 individuals representing approximately 150 - 175 schools and consortia.

Sponsors and Exhibitors are leaders in the online education community. 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, and reports on software, platforms and resources that align with the QM approach, as well as special interest group roundtables, a keynote address, and sponsored meals and receptions, providing many opportunities to gain visibility with institutional decision makers and engage with your current and prospective clients.

Your presence at the Quality Matters conference enhances your credibility by supporting an award-winning program committed to providing the tools and training for quality assurance in online education and student learning.

There is an opportunity to participate at all levels for the QM conference. We recognize that there are many options available and we encourage participants to expand their exposure opportunities.

To register as a conference sponsor or exhibitor, email Kay Campbell at Kay.Campbell@ProMeetings.com

Quality Matters' exhibitor and sponsor information on following page.

Our 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/hybrid courses.
- Provision of quality assurance through the recognition of quality in online education.

Your contribution may be unrestricted or applied to one or more of the following conference related costs.

Quality Matters' Sponsorship Levels

Participation Level	Benefits	Contribution
Exhibitor	6' Table in Prominent Location, One Registration Discounted Lodging	\$600
Sponsor	6' Table in Prominent Location, Appropriate Signage, Ribbon, Listed as Sponsor on Conference Website, One Promotional Item Placed in Conference Tote, Attendee List at close of conference, Discounted Lodging, One Conference Registration	\$1000
Silver	<i>All Sponsor Benefits from above, plus:</i> "Click-Through" Logo on Conference Website, Pre-Conference Attendee List, One additional Discounted Conference Registration, Opportunity to Co-Lead Saturday Concurrent Session A second Discounted Conference Registration	\$2000
Gold	<i>All Sponsor and Silver benefits from above, plus:</i> Brief Welcoming Remarks at Friday Reception/Dinner, A Total of Two Conference Registration	\$3000
Platinum	<i>All benefits above, plus:</i> Article in Quality Matters Conference Newsletter Listed as Conference Co-Sponsor Organization mentioned in Conference Press Release Brief Welcoming Remarks at General Session A total of Three Conference Registrations	\$5,000

Please read QM Exhibitor and Sponsorship Agreement for specific requirements, deadlines, restrictions.

All Exhibitors and Sponsors will receive ribbon recognition, signage, and a shared Sponsor Table for collateral/promotional material.

Quality Matters' Mission Support

	Contribution:
Conference Tote	\$1500
Logo on Conference Agenda	\$1500
Sponsorship of Conference Event of Service of your choice	Beginning at \$2,000
Exclusive Sponsorship of Full Color Conference Agenda	\$2500
1 GB USB Conference Lanyard	\$3500
Keynote Speaker Sponsorship	\$1000
Support for Morning and Afternoon Breaks	\$500
Support for Breakfast	\$750
Support for Lunch	\$1000
Support for Opening Reception	\$1500
Support for Dinner	\$2000
Exclusive Sponsorship of Quality Matters Food Event	Beginning at \$4000
In-kind Audio-Visual Support	LCD Projectors
In-kind Audio-Visual Support	Cyber Cafe
Internet Access for One Day	\$900
Cyber Café	\$2500
Audio Visual Support for One Day	\$3000

All Opportunities will be Co-Branded with QM

If you have additional ideas or requests, please contact:

Kay Campbell, Conference Planner
(301) 717-0667
Kay.Campbell@ProMeetings.com