I am proud to announce that after working closely with the leaders in the quality industry, including extensive surveying and research initiatives, Quality Magazine (BNP Media) officially announced The Quality Show in March 2014. This brand new event is dedicated exclusively to connecting manufacturing professionals with quality and process improvement companies with one main focus - improving the manufacturing process.

The Quality Show will take place Tuesday, October 27 through Thursday, October 29, 2015 at the Donald E. Stephens Convention Center in Rosemont, Illinois. This is a NEW Quality Magazine event, and should be not be confused with any other quality themed trade show or event taking place during the same time frame at other Chicago locations. Many of the leading companies within our industry have already signed up and we hope that you too will be exhibiting at our event. To view our show information, please visit us at qualityshow.com. Additionally, we have included four dedicated pages within this media planner with more details.

In addition for 2015, Quality Magazine will be adding two new feature articles that focus on software and standards. Appearing in the May and August issues, these articles will give our marketing partners the opportunity to participate editorially, while taking advantage of the lead generation component in unison with our social media efforts (LinkedIn, Twitter and Facebook). Using Quality’s media neutral approach, these new feature articles in 2015 promise to be compelling in a way that allows our subscribers to communicate with us in the format or medium they are most comfortable with. Whether it’s within the pages of the print magazine, on qualitymag.com, in the digital edition, in the eNewsletter or using LinkedIn, Twitter or Facebook, we are getting the message out.

Quality’s monthly magazine continues to be the backbone of our brand, with a circulation exceeding 50,000 audited* subscribers every month. Additionally, our unique online viewership continues to grow as we stay current with their online needs.

On behalf of Quality, thank you for your continued support.

Cordially,

Darrell O. Dal Pozzo
Group Publisher
dlpozzod@bnpmedia.com

The Only Complete Media Brand in the Quality Marketplace

Quality is the only source of news related to quality, test, inspection and measurement in manufacturing – available in both print and online.

Magazine Circulation:
50,002*
eNews Circulation:
22,772*

Total Audience Circulation:
58,253**

*December 2014 BPA Brand Report. TQ = 50,003; Print = 39,011, Digital = 10,992  **Publisher’s Data, 2014
When It Comes To Quality, We Know Our Subscribers:

- 100% requested circulation*
- Targeted manufacturing audience
- BPA-audited Buying Influence (recommend, specify and/or buy)
- BPA-audited Online Audience

### INDUSTRY REACH*

<table>
<thead>
<tr>
<th>BUSINESS AND INDUSTRY</th>
<th>TOTAL QUALIFIED</th>
<th>PERCENT OF TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fabricated Metal Products</td>
<td>7,900</td>
<td>15.8%</td>
</tr>
<tr>
<td>Aerospace Products/Parts</td>
<td>6,653</td>
<td>13.3%</td>
</tr>
<tr>
<td>Miscellaneous Manufacturing</td>
<td>5,049</td>
<td>10.1%</td>
</tr>
<tr>
<td>Computer &amp; Electronics Products, including Consumer</td>
<td>4,808</td>
<td>9.6%</td>
</tr>
<tr>
<td>Plastics &amp; Rubber</td>
<td>4,135</td>
<td>8.3%</td>
</tr>
<tr>
<td>Machinery</td>
<td>4,151</td>
<td>8.3%</td>
</tr>
<tr>
<td>Motor Vehicle, Body, Trailers, Parts</td>
<td>3,475</td>
<td>7.0%</td>
</tr>
<tr>
<td>Medical Equipment &amp; Supplies</td>
<td>3,551</td>
<td>7.1%</td>
</tr>
<tr>
<td>Electrical Equipment, Appliances &amp; Components</td>
<td>3,157</td>
<td>6.3%</td>
</tr>
<tr>
<td>Energy Industry</td>
<td>2,485</td>
<td>5.0%</td>
</tr>
<tr>
<td>Test &amp; Measurement Equipment</td>
<td>1,669</td>
<td>3.3%</td>
</tr>
<tr>
<td>Transportation Equipment</td>
<td>1,230</td>
<td>2.5%</td>
</tr>
<tr>
<td>Primary Metals</td>
<td>1,222</td>
<td>2.4%</td>
</tr>
<tr>
<td>Furniture &amp; Fixtures</td>
<td>517</td>
<td>1.0%</td>
</tr>
<tr>
<td><strong>TOTAL QUALIFIED CIRCULATION</strong></td>
<td><strong>50,002</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

### PURCHASE AUTHORITY*

<table>
<thead>
<tr>
<th>RECOMMEND &amp; SPECIFY</th>
<th>TOTAL</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coordinate Measuring Machines (CMMs)</td>
<td>18,731</td>
<td>37.5%</td>
</tr>
<tr>
<td>Automatic Gauging Equipment</td>
<td>18,459</td>
<td>36.9%</td>
</tr>
<tr>
<td>Handheld Gauges</td>
<td>27,175</td>
<td>54.3%</td>
</tr>
<tr>
<td>Surface Analysis Equipment</td>
<td>17,435</td>
<td>34.9%</td>
</tr>
<tr>
<td>Form Measurement Equipment</td>
<td>16,047</td>
<td>32.1%</td>
</tr>
<tr>
<td>Linear Measurement Equipment</td>
<td>20,119</td>
<td>40.2%</td>
</tr>
<tr>
<td>Non-Contact Inspection/Measurement</td>
<td>18,143</td>
<td>36.3%</td>
</tr>
<tr>
<td>Materials Test</td>
<td>20,152</td>
<td>40.3%</td>
</tr>
<tr>
<td>Environmental Test</td>
<td>13,580</td>
<td>27.2%</td>
</tr>
<tr>
<td>Non-Destructive Test (NDT)</td>
<td>16,832</td>
<td>33.7%</td>
</tr>
<tr>
<td>Data Collection/Acquisition</td>
<td>20,226</td>
<td>40.5%</td>
</tr>
<tr>
<td>Quality Software</td>
<td>19,977</td>
<td>40.0%</td>
</tr>
<tr>
<td>Registration &amp; Certification Services</td>
<td>15,680</td>
<td>31.4%</td>
</tr>
<tr>
<td>Calibration Equipment &amp; Services</td>
<td>21,935</td>
<td>43.9%</td>
</tr>
<tr>
<td>Color Measurement &amp; Appearance Equipment</td>
<td>10,674</td>
<td>21.3%</td>
</tr>
<tr>
<td>Production Equipment</td>
<td>20,625</td>
<td>41.2%</td>
</tr>
<tr>
<td>Vision Systems/Components</td>
<td>14,206</td>
<td>28.4%</td>
</tr>
</tbody>
</table>

* December 2014 BPA Brand Report; an analysis of 42,505 recipients or 85% who responded they recommend, specify and/or buy the products indicated.
The Best Editorial Coverage In The Industry

For more than 50 years, Quality’s editorial has been the most trusted and definitive source of information, insight and analysis quality engineers, managers and executives need to get the job done!

Quality delivers the most in-depth coverage of metrology with technical articles by leading industry professionals, opinions and analysis from well-known columnists and a top-notch editorial staff bringing you the latest from the automotive, medical, energy and plastics markets, including monthly supplements covering the nondestructive testing and vision and sensors markets as well as our annual aerospace issue.

And that’s just our print magazine! Quality also engages its loyal readership on a daily and weekly basis with:
» electronic newsletters
» social media platforms

» state-of-the-art website featuring:
  » web-exclusive articles
  » blogs and commentary
  » videos
  » and podcasts

Inside Every Issue of Quality
» The latest industry news
» Newly released industry products
» Feature(s) on Measurement
» Feature(s) on Test & Inspection
» Feature(s) on Software
» Feature(s) on Management
» Our Quality 101—which provides information on basic topics for those new to the industry or experienced professionals looking to brush up on the fundamentals
» Supplemental publications covering the Nondestructive Testing or Vision & Sensors markets

Darryl Seland
Editorial Director
(610) 436-4220 ext. 8532
selandd@bnpmedia.com

Michelle Bangert
Managing Editor
(630) 849-0740
bangertm@bnpmedia.com

Leah Pickett
Associate Editor
(248) 885-6523
pickettl@bnpmedia.com

Edward McMenamin
Associate Editor
(773) 931-0772
mcmenamin@bnpmedia.com

Complete editorial guidelines, editorial contacts and additional information available at qualitymag.com.
NDT
Issued seven times in 2015 — February, April, June, July, August, October and November. Focuses on nondestructive testing of parts and assemblies, as well as the closely-related area of materials testing. See the NDT Media Planner for further details.

Vision & Sensors
Issued six times in 2015 — in January, March, May, July, September and December. Focuses on the practical use and implementation of vision and sensor systems, components, software and services. See the Vision & Sensors Media Planner for further details.

Special Articles
Quality will be adding two new feature articles that focus on software and standards. These articles will give our marketing partners the opportunity to participate editorially, while taking advantage of the lead generation component in unison with our social media efforts (LinkedIn, Twitter and Facebook).

May - Standards
This article will discuss the new updates to the world’s leading quality management standard, ISO 9001: 2015.

August - Software
From ERP to SPC, learn more about software used in today’s manufacturing environment.

Special Issues
March – “How-To” Guide
Quality, NDT, Vision & Sensors
2-page, 4-color spread
A great opportunity to author and publish (unedited) an article in Quality – in print and online. Distributed with the March issue and at trade shows and conferences throughout the year. A display ad must be purchased in the March issue to participate.

July – Aerospace Special Section
Special distribution to our NDT subscribers and aerospace manufacturing plants. The section will focus on the leading-edge, as well as the tried-and-true, quality tools and techniques for quality professionals in the aerospace industry. Regular NDT rates apply.

Mid-November – Buyers Guide
Whether your potential customers use print, digital or online to source manufacturing products, Quality’s Buyers Guide is there. By listing your company information, you have quick access to a targeted audience of potential buyers in your industry. The Buyers Guide includes two new improvements that will help drive even more traffic to your directory listing – directories are searchable on qualitymag.com and related directory results will appear on article pages. Brand your company with your logo and drive traffic to your site with clickable links, social media links and QR codes. Or give them easy access to product info with spec sheets, photos and videos. Get listed today!
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD CLOSE</td>
<td>12/03</td>
<td>01/06</td>
<td>02/04</td>
<td>03/04</td>
<td>04/06</td>
<td>05/05</td>
</tr>
<tr>
<td>MATERIALS DUE</td>
<td>12/05</td>
<td>01/08</td>
<td>02/06</td>
<td>03/06</td>
<td>04/08</td>
<td>05/07</td>
</tr>
</tbody>
</table>

**SPECIAL COVERAGE**
- AUTOMOTIVE
- ALTERNATIVE ENERGY
- MEDICAL

**MEASUREMENT**
- Laser Trackers
- Height Gaging
- Coordinate Measuring Machines (CMMs)
- Optical Measurement
- Depth Gaging
- Probes and Styli

**TEST & INSPECTION**
- Multisensor Measurement
- Hardness Testing
- Environment Testing
- Materials Testing
- Digital Inspection
- Medical Devices

**SOFTWARE**
- Simulation Software
- Reverse Engineering
- Gage Repeatability & Reproducibility
- Gage Management Software
- Software Trends
- SPC

**MANAGEMENT**
- Spending Survey
- Leadership 100
- Standards**
- See page 5 for details
- Training

**QUALITY 101**
- Handheld Gaging
- Color Measurement
- Thread Inspection
- In-Process Gaging
- Form Measurement
- Optical Inspection

**CASE STUDIES**
- Coating & Thickness Measurement
- Femas
- 3-D Scanning
- Failure Analysis
- Gaging
- Calibration
- NDT
- Gear Inspection
- Custom Gaging
- Calipers
- CAD Programs
- Noncontact Inspection
- Materials Testing
- Certification
- Machine Vision
- Torque Testing
- Quality Software
- NDT

**E-XTRAS (WEB-EXCLUSIVE)**
- Fuel-Efficiency Standards
- Smart Cameras
- Reshoring
- Green Manufacturing
- Training
- ISO Standards
- Medical Standards
- Flow Charting
- Vibration Testing
- Cost-Saving Quality
- Six Sigma

**SPECIAL CONFIGURATIONS**
- VISION & SENSORS
  - 2015 Source Book
- NDT
  - HOW-TO GUIDE (Quality, NDT and V&S)

**FREE AD BONUSES**
- "Double Exposure" FREE space for all advertisers!
- Medical Access 100
- Quality Case Study (1/2 page advertoial)
- Quality Leadership Access 100
- Quality Case Study (1/2 page advertoial)

**ADD'L MARKETING OPPORTUNITIES**
- UPDATE eNEWSLETTERS
  - TechFocus eNews: Dimensional Measurement
  - SHOWCASE
  - White Paper eBlast

- UPDATE eNEWSLETTERS
  - TechFocus eNews: Surface Measurement
- SHOWCASE
- White Paper eBlast

- UPDATE eNEWSLETTERS
  - TechFocus eNews: Certification
- SHOWCASE
- Postcards Plus

- UPDATE eNEWSLETTERS
  - TechFocus eNews: Hand-held Gaging
- SHOWCASE
- White Paper eBlast

- UPDATE eNEWSLETTERS
  - TechFocus eNews: Managing Quality
- SHOWCASE

**BONUS SHOW DISTRIBUTION**
- A3 Business Forum
  - January 21-23
  - Orlando, FL

- The Automate Show
  - March 23-26
  - Chicago, IL

- ASQ World Conference
  - May 4-6
  - Nashville, TN

- NPE
  - March 23-27
  - Orlando, FL

- RAPID (SME)
  - May 18-21
  - Long Beach, CA

- EASTEC (SME)
  - May 12-14
  - West Springfield, MA
### 2015 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>MID-NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/03</td>
<td>07/03</td>
<td>08/03</td>
<td>09/03</td>
<td>10/05</td>
<td>10/13</td>
<td>11/03</td>
</tr>
<tr>
<td>06/08</td>
<td>07/07</td>
<td>08/05</td>
<td>09/08</td>
<td>10/07</td>
<td>10/15</td>
<td>11/05</td>
</tr>
</tbody>
</table>

**AEROSPACE**

- **METALWORKING**
- **PLASTICS**

**Air Gaging**
- Coordinate Measuring Machines (CMMs)

**Calibration**
- Flaw Detection
- Leak Testing

**Document Control**
- Software**

**State of Profession**
- Management Trends

**Shaft Measurement**
- Microscopes
- 3-D Measurement

**Precision Sorting**
- Shaft Measurement
- ID/OD Measurement
- Portable Measurement

**Aerospace**
- Optical Measurement

**Vision & Sensors**
- Aerospace

**Quality Aerospace**
- Access 100

**Update eNewsletters**
- TechFocus eNews: CMMs
- TechFocus eNews: SPC and Document Control

**NCSLI**
- July 19-23
  - Grapevine, TX

**CMSC**
- July 20-24
  - Hollywood, FL

**WESTEC (SME)**
- September 15-17
  - Los Angeles, CA

**MS&T (ASM)**
- Oct. 4-8
  - Columbus, OH

**ASNT Fall Conference**
- Oct. 28-29
  - Salt Lake City, UT

**FABTECH (SME)**
- November 9-12
  - Chicago, IL

**E-NOTES**

<table>
<thead>
<tr>
<th>Quality</th>
<th>Buyers Guide</th>
</tr>
</thead>
</table>
|        | **GOLD LEADS**
|        | 2016 Source Book |
|        | Includes the Software Selector Guide and Services Guide |
|        | Visit qualitymag.com/buyersguide |

**NDT**
- Aerospace

**Vision & Sensors**
- Quality Automotive
- Access 100

**Update eNewsletters**
- TechFocus eNews:
  - In-Process Gaging
  - Machine Vision
  - Form & Shape Measurement

**Postcards Plus**
- Early Bird Special! November advertisers who also book their 2016 Quality Buyers Guide space get equivalent space FREE in the Buyers Guide

**ASNT Fall Conference**
- October 28-29
- Salt Lake City, UT
An integrated marketing approach is the best way to reach the Quality audience, with multiple media formats such as print, online, eNewsletters and social media sites.

By excluding print ads from your marketing plan you miss 59% of the Quality audience.*

### eNewsletters/eBlasts

**Quality Update eNewsletters**

The Quality Update eNewsletter has a new responsive design that allows for optimal viewing on any device by automatically adapting to the size of the screen that it’s presented on. Editorial content and advertising is presented in a readable and engaging manner for all readers.

As a result, your advertising message will have maximum impact and will look great across any device. Advertising options include: leaderboards (728x90), and medium rectangles (300x250).

Reserve early – opportunities sell out fast.

**White Paper eBlast**

Quarterly eBlasts sent to all eNewsletter subscribers in February, May, August and November. Includes intro and link to your 2-3 page written white paper or case study. Also posted on qualitymag.com for 12 months. Leads provided for those who clicked on your information.

**TechFocus eNewsletters**

Available 16 times in 2015, these technical eNewsletters are devoted to a specific topic each time (see Editorial Calendar). Four sponsors available. Sent to all eNewsletter subscribers; sales leads provided.

**Integrated Showcases**

Feature your product information in a 1/6 page 4-color Showcase print ad available in March, June, September and December. 50 words of text lets you “be the editor” by describing your product in your own controlled message. Sent to all eNewsletters subscribers; sales leads provided.

**Showcases (Print Only)**

Available in January, February, April, May, July, August, October & November.

---

*Publisher’s Data, 2014*
WEBSITE ADS

Website Advertising
Qualitymag.com is the online extension of our monthly print magazine which provides useful and relevant information for professionals in the manufacturing workplace. Extend your reach to the 36,637 average unique browsers visiting our website every month.* By marketing your company’s message on qualitymag.com, you are guaranteed to reach more prospects.

Home Page
1. **Leaderboard** (728 x 90; R.O.S.)
2. **Medium Rectangle** (300 x 250; R.O.S.)
3. **Rectangle** (180 x 150; 2 adjacent positions)
4. **Video**
5. **Rich Media (home page only)**
   - Explore these and other rich media options at portfolio.bnpmedia.com
   - Expandable Leaderboard
   - Floating Ad
   - Page Peel
   - Interstitial

Channels & Markets
Channel and Market page ad options are designed around relevant content for targeted placements that will deliver high click-through rates.

6. **Leaderboard** (728 x 90)
7. **Wide Skyscraper, above the fold** (160 x 600)
8. **Wide Skyscraper, next to article** (160 x 600)
9. **Medium Rectangle, within article** (300 x 250)

**CHANNLES**
- Measurement
- Test & Inspection
- Software

**MARKETS**
- Management
- Quality 101
- NDT
- Medical
- Electronics
- Plastics
- Green Manufacturing

Qualitymag.com Special Sections

**PRODUCT SPOTLIGHT**
Showcase your products online with a product image, company logo, 100 words of descriptive copy and contact information. A hyperlink takes visitors directly to your company’s website.

**SOFTWARE DOWNLOADS**
Visitors can download trial-use software programs in this special section.
Postcards Plus
Three times during 2015 (Apr, July, Nov), Postcards Plus will reach Quality subscribers from inside the magazine and online visitors at qualitymag.com (for 6 months) with an interactive marketing message. A graphic image and link will take online readers to your website while the physical paper postcard gives you additional direct response.

Savings Bonus: Run three or more Postcards Plus and receive a 15% discount!

Q-Tube Videos
Quality will host an original video you submit or you can work with our experienced production team to create new videos. Your video will be posted to qualitymag.com (rotate on home page), YouTube and within Quality, Vision & Sensors and NDT UPDATE eNewsletters. Videos are 2-3 minutes in length and include a short description of your company and video, as well as a link to your website. Videos will also be promoted in our social media channels including LinkedIn, Facebook and Twitter.

Online Content Sharing
Through a subscription service, you can repurpose our editorial content for your own use. Quality will set up your own customized content channel, which will allow you to have content streamed directly from qualitymag.com to your website 24/7.

Q-Cast Podcasts
Podcasts provide educational and promotional information to industry professionals through short audio presentations. Sponsor your own exclusive, custom podcast or gain exposure to a growing audience by sponsoring an editorial podcast. For more information, contact your sales rep or visit: http://portfolio.bnpmedia.com/podcasts.

Digital Editions
Both interactive and engaging, digital editions are a great way to reach customers. Digital editions are exact replicas of the print issue but with added digital interactivity such as clickable web links, ad view tracking and of course user-friendly viewing on a laptop, tablet or PC. Digital editions are distributed via email each month and are also hosted on qualitymag.com for one year.

Webinars
Let Quality’s Webinar program help you stand out from the rest. We’ll increase brand awareness and interest in your products while managing every detail surrounding the event. Multiple promotions are created and deployed to position you as a leader in your industry. Plus, receive an average of 232 qualified registration leads* and add on our NEW continuing education accreditation to generate even higher viewership. Frequency and advertiser discounts available.

2015 Advertiser Bonuses

Gold Leads
Quality does the legwork for you in developing lists of qualified equipment, software and services buyers! This EXCLUSIVE service provides advertisers only with leads that have been personally contacted and have expressed an interest in purchasing your type of product. Available in March, June and December.

Quality Case Studies
Available at no charge to 1/2 page and larger advertisers in February, May and October. You control the message! Submit text and an image and we will guarantee publication of your success story as a 1/2 page Case Study in a special section of the issue.

Access 100 Lists
You’ll have access to an exclusive list of 100 Quality subscribers when you advertise in an issue offering an Access 100 List. Medical in January, Aerospace in July, Automotive in August, and a special list from the Top 100 Companies in April.
Content Marketing Services
Orangetap equips your brand with the editorial and publishing resources of Quality to help market and capture the attention of your customers.

Three High-Impact Strategies to Connect with Readers & Earn Leads
Orangetap and Quality take the work out of generating leads with co-branded deployments. We’ll promote your content to our readership to improve deliverability and open rates. Plus, we’ll automatically supply you with leads.

1. Content Blast – Promote Proprietary Editorial or Educational Content on Your Site
2. High-Value Media Download – Connecting Readers to Download a Content Piece on Your Site
3. Interactive Product Spotlight – Readers Explore Your Product with this Engaging Multimedia Experience

Need Content? We can help.
Orangetap can help you plan and create fresh, unpublished, industry-relevant content every single month:
» Blogs, Articles or Technical Papers
» Case Studies
» Press Releases

To learn more about our services or to quote out a project, please contact your sales representative.

Market Research
Your industry-focused market research partner – providing clear insights to complex business questions focused on:
» Brand positioning
» Marketing effectiveness
» New product development
» Customer experience evaluations

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups, or bulletin boards); we present results that are easily understood, insightful and actionable.

GET STARTED NOW.
Contact Clear Seas Research at (248) 786-1619 or connect@clearseasresearch.com.

Social Media
Collaborate with Quality to create a smart social media strategy that communicates with customers and prospects. Broadcast your company’s message to our entire fan base while driving traffic to your website, reaching potential customers and expanding your audience. Quality offers a number of opportunities for audience engagement through Facebook, Twitter, YouTube and QR Codes. Not yet involved in social media? Let us build, design and organize the accounts for you with Social Startup Plans. Partner with us to build a social presence for your brand today.

List Rental
The most powerful, responsive list of engineering professionals is just a call away. Complement your advertising program and introduce new products by renting Quality’s exclusive subscriber list. Contact your sales representative for more information.

Reprint Services
Contact Jill DeVries at devriesj@bnpmedia.com or (248) 244-1726 for pricing and options available.
QUALITY Magazine
IS PROUD TO ANNOUNCE
A Brand New
Trade Show!

Exhibit at The Quality Show 2015
Position your Company as a Leading Solution Provider.

The Quality Show, produced by Quality Magazine, is where qualified quality and manufacturing professionals will come looking for the latest advancements and techniques in process improvement. They will be seeking ways to increase efficiency and cut costs for their operations — you have the solutions. This event is the perfect venue to demonstrate to influential buyers how your products and services can significantly improve quality both on the shop floor and in manufacturing planning.

Exhibiting at The Quality Show will give your company direct access to new customer leads, new business relationships and enhance your brands image in the quality sector.
Included with your exhibit fees:

• All direct to dock shipment drayage costs
• 8’ high back drape and 3’ side drape
• Company ID sign
• 3 complimentary registrations per 100 nsf with complete access to all show activities and networking functions
• Attendee mailing list pre-event and post event (upon request)
• Company listing in official Show Directory including full contact information, booth #, 100 word company profile and up to 5 product categories (deadlines apply)
• Company listing on The Quality Show website

Marketing opportunities available to Exhibitors
(included with exhibit fees)

• Company press releases posted to “Industry News” on the event website
• Opportunity to provide press kits in The Quality Show Press Office on-site
• Access to registered press list
• Customized event invitations to offer customers and clients free access to the show floor
• Recognition of participation on Quality Magazine social media

Exhibit Space Fees:

<table>
<thead>
<tr>
<th>Before December 15, 2014*</th>
<th>Before June 1, 2015</th>
<th>After June 1, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>$28.00 per nsf</td>
<td>$32.00 per nsf</td>
<td>$34.00 per nsf</td>
</tr>
</tbody>
</table>

*Minimum space requirement: 20’x10’ (200 net square feet)

Open corner charge: $200 per corner
**EVENT OVERVIEW**

*Take advantage of these high value sponsorships. Packages have been created for all budget sizes. Visit qualityshow.com to download the prospectus with more information.*

**PREMIUM LEVELS**
- Gold Sponsor ................................... $12,500
- Silver Sponsor ................................. $10,000
- Bronze Sponsor ............................... $7,500

**SIGNAGE/GRAPHICS**
- Floor Graphics .................................. $1,500
- Aisle Banners ................................... $1,500/aisle
- Ad Walls .......................................... $1,500
- Door Signs ...................................... $300 for 3 signs

**TECHNOLOGY**
- Mobile App Sponsor ............................ $1,000
- Mobile App Alerts ............................... $50 - $100
- Booth Tour Videos .............................. $3,500
- iPad Survey ...................................... $2,500

**EDUCATION/PRESENTATIONS**
- Learning Theater Sponsor .................... $1,200
- Learning Theater Upgrade ...................... $3,000

**NETWORKING**
- Networking Lounge ............................. $6,500

**CONFERENCE SPONSORS**
- Badge Lanyards .................................. $5,000
- Tote Bags ......................................... $5,000
- Tote Bag Insert ................................... $500

**ADVERTISING**
- Show Directory – Premium Company Listing .... $250
- Show Directory - Buy any size ad in the Oct. issue and receive the same size in Show Directory for 25% OFF
- Double Play* (September & October Issues) .... Prices Vary
- Magazine Bin Distribution ........................ $1,000

Contact your sales rep to secure your sponsorship today!

**WHAT:**
*Quality* Magazine and BNP Media heard industry feedback and have stepped up to the plate to provide a brand **NEW** event for the Quality sector exclusively for suppliers and users of quality manufacturing equipment focused solely on improving their manufacturing process.

**WHERE:**
**Donald E. Stephens Convention Center**
*Rosemont is just a 5 minute shuttle bus ride from Chicago O’Hare International Airport making it an exceptionally convenient location for travelers.*

**WHEN:**
**October 27- 29, 2015**

**VALUE:**
The Quality Show is the ONLY trade show that pays for your direct to dock drayage fees. This unique feature could save you thousands of dollars in exhibition costs.

*Buy an ad in September and October and get a FREE ad in the Show Directory*
ATTENDEE OVERVIEW

Direct Access To A Highly Qualified Group of Manufacturing Professionals

At The Quality Show you will have the chance to meet face-to-face with influential buyers and specifiers in manufacturing interested in the latest in process improvement techniques and advances in production equipment, handheld gauges, calibration equipment and services, linear measurement equipment, quality software, data collection, coordinate measuring machines (CMMs) and much more!

Who Will Attend?

- Quality Management
- Quality Engineers
- Manufacturing Engineers
- Manufacturing
- Operations
- Production
- Supply Chain Management
- Corporate Executives ( Owners and C-level)
- Management
- Engineering
- R&D

Key Markets

- Aerospace Products/Parts
- Computer & Electronics Products
- Electrical Equipment, Appliances & Components
- Energy Industry
- Fabricated Metal Products
- Machinery
- Medical Equipment & Supplies
- Motor Vehicle, Body, Trailers, Parts
- Plastics & Rubber
- Primary Metals
- Test & Measurement Equipment
- Transportation Equipment

Attendee Marketing Campaign

BNP Media will leverage its success and massive databases in events, print and digital publications, and online products to reach the most decision-making professionals in the Quality industry.

Additionally, the Quality Show has secured important marketing and educational partnerships with the American Society for Quality (ASQ) and the Coordinate Metrology Society (CMS). These groups represent several of the key buyer demographics who will attend The Quality Show.

The comprehensive attendee marketing campaign for The Quality Show will include:

- Direct Mail
- Email
- Digital Advertising
- Public Relations
- Websites
- eNewsletters
- Print Advertising
- Social Media
- And more...
Darrell Dal Pozzo
Group Publisher
(847) 405-4044
dalpozzod@bnpmedia.com
BNP Media
155 N. Pfingsten Road, Suite 205
Deerfield, IL 60015

Buck Bicek
Regional Sales Manager
AR, CT, IA, IL, IN, KS, LA, MA, ME, MI, MN, MO, ND, NE, NH, NJ, Eastern NY, OK, Eastern PA, RI, SD, TX, VT, Quebec, Europe, Asia
5820 Middaugh Ave.
Downers Grove, IL 60516
(630) 971-0904
Fax: (248) 502-1086
bicekb@bnpmedia.com

Bill DeYoe
Regional Sales Manager
AL, DC, DE, FL, GA, KY, MD, MS, NC, Western NY, OH, Western PA, SC, TN, VA, WV, Eastern Canada
109 Willow Springs Trail
Mt. Holly, NC 28120
(704) 822-6434
Fax: (704) 822-6834
deyoeb@bnpmedia.com

Nadine Graber
Regional Sales Manager
AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY
(847) 405-4025
Fax: (248) 283-6587
grabern@bnpmedia.com

qualitymag.com