

EXHIBITOR & SPONSOR INFORMATION

International Practical Software Quality & Testing Conference

PSQT

Practical Software Quality & Testing
Solving the Software Quality Puzzle



Looking for Qualified Leads?
Look no further.



Las Vegas, Nevada • May 5th - 9th, 2008



Minneapolis, Minnesota • Sept. 8th - 12th, 2008



International Institute for Software Testing
Promoting Disciplined Software Testing Practices

www.psqtconference.com

Conference Features

- We anticipate 200-400 IT managers, quality and testing professionals from across the United States.
- 1 day conference with 24 Track and Feature Presentations.
- Brochure listing: your company name will be seen by over 35,000 qualified prospects.
- Website link: a link from the conference website to yours.
- Free passes: free passes for your potential clients.
- High Visibility: exhibitors will be located in areas that will offer maximum traffic and visibility.
- Post conference attendee mailing list.
- 20 Minute Marketing Presentation: this presentation will not compete with any conference sessions.
- Sponsorship Opportunities: promote your company on our conference bag, CD case and conference pens. Receptions, lunches and breakfasts offer a great opportunity to promote your company's brand to conference attendees.
- PSQT is starting its 12th year and 24th conference. Become a part of a respected and growing tradition.

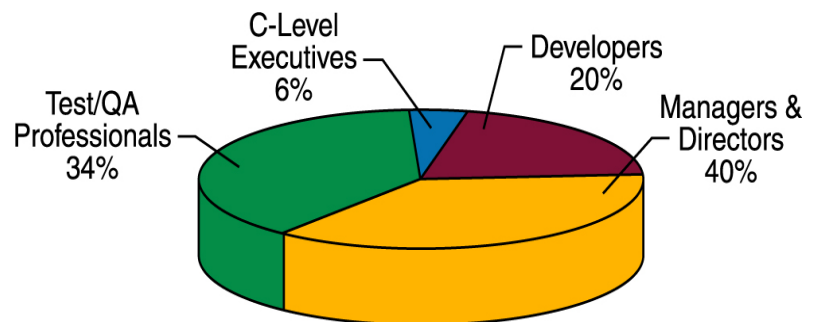
This unique comprehensive conference is your opportunity to reach hundreds of attentive and qualified individuals from software test decision makers.

Sign up to become a PSQT Conference Exhibitor/Sponsor today!

Results from prior PSQT Conferences

Attendee Industry Breakdown

Banking, Financial and Insurance	25%
Computer Hardware & Software	23%
Commercial & Retail Software	11%
Other	10%
Telecommunications and Data Communications	9%
Manufacturing	7%
Consulting and/or Training	5%
Aerospace/Government/Military	5%
Transportation/Utilities	3%
Outsource	2%



PSQT Quick Facts

- PSQT is expected to host 200-400 software quality assurance professionals based on past conference attendance.
- PSQT Features internationally recognized field experts. The conference focuses on software quality from a real world perspective, providing innovative yet practical solutions to software quality challenges.
- PSQT Features concurrent sessions on software product and process quality assurance areas such as testing, inspections, reviews and walk throughs, software process assessment and improvement, quality management, measurements and benchmarking, configuration management and version control, change tracking, requirement management, and automated tools supporting a software quality life cycle.
- PSQT Features 28 one-day tutorials on basics of software testing, requirement engineering, software metrics and measurements, project management, testing internet and web applications, and testing object-oriented systems

Twice each year, hundreds of software quality professionals assemble for the PSQT Conference. Attendees represent a broad spectrum of industry segments, perspectives and geography. Many of the attendees are key decision-makers or influencers within their respective organizations. As a group, attendees each year are dynamic and enthusiastic in their interest toward furthering the advancement and expertise of the field of Software Testing and Quality Assurance.

Attendee comments

"If you have hesitated to attend PQST because you believed that it would focus too narrowly on testing issues, you've been missing out on a lot of great information. PQST has a wide focus. For example, Tom Gilb's tutorial on Evo (Evolutionary Project Management) also covered requirements and project management, in depth. Even if you're a developer and not a QA professional, you are likely to learn a lot of career-enhancing information that is likely to reduce your stress level and move you up the productivity scale, at a cost that's likely to be far less than the resultant benefits in morale and productivity."

*Andre Gous, Manager
Precision Quality Software*

"Usually I hate going to conferences on the topic of testing and quality assurance (they can be so boring when under-qualified, over-hyped, or overly-academic people get up to speak). However, I recently returned from the Practical Software Quality Techniques (PSQT) conference in Bloomington, Minnesota. And, I am even more happy to say, the P=Practical word in the title was particularly well chosen. Presentations were by "been there, done that" kind of People."

*Robert Glass, President
Computing Trends*

If you or your company is seeking to improve software quality, this conference is one you shouldn't miss. Rather than the typical "text book academic theories", they offer a program with real world practical guidance and experience from people who are actually doing testing and improving quality techniques. A good investment in your time and money to attend."

*Larry Hyde
Enterprise Strategies Group, LLC*

Exhibitor Packages

Successful partnerships depend on personal relationships. Be an Exhibitor to attract them!

**Save 20% when you sign up
and pay for both conferences**

As an exhibitor, you have an excellent opportunity to attract and engage new prospects and interact with current clients. High visibility to virtually all attendees is assured because of the placement and layout of exhibit spaces.

Primary Exhibitor Package (Single Booth & Attendee List \$800)

- Your company name will be listed in the conference brochure, which will be mailed out to more than 35,000 software professionals around the country.
- Your company's name and logo will appear on the PSQT website at www.psqtconference.com with a link to your company's website. The link will remain active for at least two years, providing you with unlimited advertising for your products and services.
- One full page in the conference schedule to profile your company's products and services. The conference schedule will be distributed to all conference attendees and will be made available to companies after the conference.
- A list of the attendees that have attended the conference.
- One 6-foot skirted table, two chairs and a wastebasket.
- Free breakfast, lunch and breaks for two booth representatives.
- Opportunity to give a 20-minute marketing presentation about your company's products and services. Presentations will be scheduled and advertised in the conference schedule and announced in the general session. The presentation will not compete with any conference sessions.

Sponsorship Package Details

We are pleased to offer the following sponsorship opportunities. Select the package that most closely aligns with your objectives. Your participation is an excellent opportunity to receive increased visibility and recognition among those with impressive influence and buying power.

The following sponsorship packages can be purchased independently or in conjunction with any of the exhibitor packages to enhance your visibility and maximize your presence with an integrated approach for full show coverage.

All exhibitors who purchase any of the sponsorship packages will have their logo prominently displayed on the front cover of the conference brochure that is mailed to more than 35,000 software professionals.

- Gold Sponsor Lunch (\$2000)
- Gold Sponsor Continental Breakfast (\$2000)
- Gold Sponsor Vendor Expo Reception (\$2000)
- Gold Sponsor Coffee Break (\$2000)
- Gold Sponsor Conference Pen (\$2000)
- Platinum Sponsor Conference Carry Bag (\$2500)
- Platinum Sponsor Conference Notepad Holder (\$2500)
- Platinum Sponsor Conference Badge Holder (\$2500)
- Platinum Sponsor/Advertise on Back Cover of Proceedings (\$2500)
- Platinum Sponsor CD Case (\$2500)

To see more details about the above Sponsorship packages, please visit the following web page: http://www.psqtconference.com/2008west/exhibit_pack.php

Exhibitor Set Up Details



PSQT West 2008 — Las Vegas, Nevada

Set up: May 7th, 2008, 6 A.M

Conference Hours: 7:30 a.m. — 5:00 p.m.

Exhibit take-down: 5:00 p.m.



PSQT North 2008 — Minneapolis, Minnesota

Set up: September 10th, 2008, 6 A.M

Conference Hours: 7:30 a.m. — 5:00 p.m.

Exhibit take-down: 5:00 p.m.

Exhibitors and Sponsors Registration Form

Company Name: _____
(Indicate exactly how you want your company name to appear on all conference materials)
Address: _____
Address 2: _____
City: _____ State: _____ Zip: _____
Telephone: _____ Fax: _____
E-Mail Address: _____

Contact Details (We will send all future PSQT information/communication to this contact)

Name: _____
Address: _____
Address 2: _____
City: _____ State: _____ Zip: _____
Telephone: _____ Fax: _____
E-Mail Address: _____
Website URL to be listed on the conference website: _____

Conference contracted for: _____ **PSQT West** _____ **PSQT North**
(20% discount if you sign up for both conferences)

Exhibitor Package:

_____ Primary Exhibitor Package #1 \$800.00

Sponsorship Packages:

_____ Gold Sponsor Lunch	\$2000.00	_____ Gold Sponsor Continental Breakfast	\$2000.00
_____ Gold Sponsor Vendor Expo Reception	\$2000.00	_____ Gold Sponsor Coffee Break	\$2000.00
_____ Gold Sponsor Conference Pen	\$2000.00		
_____ Platinum Sponsor Conference Carry Bag	\$2500.00	_____ Platinum Sponsor Conference Notepad Holder	\$2500.00
_____ Platinum Sponsor Conference Badge Holder	\$2500.00	_____ Platinum Sponsor/Advertise on Back Cover of Proceedings	\$2500.00
_____ Platinum Sponsor CD Case	\$2500.00		

Total: _____

Method of Payment:

Visa/MasterCard/Discover/American Express (circle one): Card # _____

Expiration Date: _____ Authorized Signature: _____

Print cardholder name: _____

Check enclosed for \$ _____ P.O. # _____ (please attach a copy)

Mail registration form to: **IIST, 636 Mendelssohn Avenue North, Golden Valley, MN 55427-4306** or Fax the form to: **763-536-0075**
For question please call: John – 888-763-4478 x103 or email him directly: jkallernp@iist.org

Exhibitors and Sponsorship Guidelines

- All exhibitor activities must be kept within the contracted area. No persons, signs, distribution materials or other attention getting devices will be permitted outside the area. No excessively loud audio or mechanical equipment will be permitted. The decision of the expo manager is final in determining excessive noise levels.
- This signed registration form accepts the hotel's "hold harmless clause". The participating company assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to vendor company's displays, equipment and other property brought to the premises of the hotel and shall indemnify and hold harmless the hotel, agents, servants and employees from any and all such losses, damages and claims.
- Cancellation policy: Exhibitor packages and sponsorships will be guaranteed and booth locations assigned only after full payment has been received. Any cancellation received within four months of the conference start date will result in forfeiture of 50% of the total cost. Any cancellation after this time obligates the exhibitor/sponsor for 100% of the total cost of the exhibit/sponsorship.
- We request that the post-conference mailing list be treated respectfully as privileged information — not intended for solicitation or distribution.

Authorized Signature _____

Name _____

Title _____

Date _____