

## Quality Live 2025 – event partnership

The theme for this year's conference is "Dreamers and Disruptors: driving innovative, sustainable, competitive quality"

### Event partnership

We have a number of opportunities for you to align your brand with this event and have a range of partnership packages to suit all budgets.

#### Headline partner: £18,000 +VAT (1 available)

As a leading advocate for quality management, becoming the headline partner for Quality Live 2025 will provide a showcase to the profession. It will open doors to key stakeholders, enhance your profile with quality professionals, and position you at the forefront of the development of our profession.

Your brand will be prominently featured in all event materials, including promotional campaigns, signage, and digital platforms, as well as the recordings of conference sessions. You will have a chance to address the attendees en masse at the opening of the conference, and one-on-one at your premium marketplace stand throughout the day. In return for your support we will ensure that you achieve maximum visibility before, during and after the event.

#### Platinum partners: £8,500 +VAT (6 available)

##### Platinum - Conference

As a valued conference partner, your brand will be promoted to our audience of 500 quality professionals and the wider profession, enhancing your reputation as leaders within the quality profession. You will have the opportunity to create valuable relationships with industry-leaders, decision-makers and quality professionals throughout the day.

##### Platinum - Awards

This is your chance to align your brand with excellence and innovation, showcasing your commitment to celebrating outstanding achievements across the quality profession. As our awards sponsor, you'll enjoy prominent visibility throughout the entire awards campaign, from the point of application right through to our live awards ceremony.

## Gold partner: £4,500 - £6000 +VAT

As Gold partners, we also have opportunities for you to support specific key aspects of the event, including:

### Content themes (£6,000 +VAT)

There will be three content streams at the conference, delivering insights and cutting edge practice to the attendees, and post-event viewers of the recordings. As a content theme sponsor, you will demonstrate your commitment to the content theme, knowledge sharing and professional development.

### Lunch and networking or drinks reception (£4,500 +VAT)

Opportunities for face-to-face networking with quality professionals from across the globe are rare. Our networking partner opportunities will allow your brand to be seen as a facilitator of relationship building, collaboration and community-building. This is a chance to help in the formation of new relationships that will shape the future of the profession.

## Bursary partner: from £1000 +VAT

Whilst our ticket prices are competitive, we acknowledge that not every business or individual has budget available to support CPD. We are inviting businesses who wish to support the future of the profession to join us as a bursary partner which will allow us to offer:

### Next Generation bursary

Subsidised tickets to students or those enrolled in a graduate or apprenticeship scheme

### Inclusion bursary

Subsidised tickets to those looking to return to work after an employment gap or those working for a non-profit organisation

We are able to offer a range of bursary values and the number of available subsidies will be dependent on the final partnership figure.

	Package benefits	Headline	Platinum conference	Platinum awards	Gold	Bursary
Pre-event	A sponsored feature (two pages) in the CQI's leading print publication, Quality World	x				
	One premium advert in Quality World <sup>i</sup>	x				
	One standard page advert in Quality World <sup>ii</sup>		x	x		
	A news item about the partnership published on the CQI website	x				
	A blog post or thought-piece on the CQI website	x	x			
	Promotional spot for an upcoming event on the CQI events calendar	x				
	Partnership announced on social media across CQI and IRCA social media accounts	x	x	x	x	x
	Short profile of up to 150 words and branding featured on our dedicated event microsite	x	x	x	x	x
	Branding on all Quality Live email communications	x	x	x	x	x
Event day	Branding on staging backdrop	x				
	Branding on Quality Live attendance certificates	x	x			
	Branding on media wall	x	x	x	x	
	Branding on screens around the venue	x	x	x	x	x
	Verbal acknowledgement in opening/closing speeches	x	x		x	x
	Welcome speech opportunity at Quality Live (5 mins)	x				
	Exhibition stand in the marketplace	Premium	Premium	Premium	Standard	Standard <sup>iii</sup>
	Complimentary tickets to the event	6	3	3	2	-
	Discount on additional tickets	50%	25%	20%	20%	-
	Welcome speech opportunity at the Awards ceremony (5 mins)			x		
	Branding on award trophies and certificates	x		x		
	Presentation of an award			x		
Post-	Branding displayed in post-event write-up for Quality World	x	x	x		
	Branding featured on end cards in post-event video content	x	x		x	
	Acknowledgment in the post-event news items promoted on the CQI website and across CQI/IRCA social media accounts	x	x	x	x	x

A copy of the delegates list (names, email, company names – subject to opt-in)	X	X	X	X	X
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## Marketplace

In addition to event partnership, we also have an opportunity for event day exposure by exhibiting in our marketplace. The marketplace will give your brand unrivalled exposure to 500 quality professionals from across the globe and networking opportunities with decision-makers, budget-holders and quality professionals across all stages of their career.

	<b>Premium marketplace package £2,500 +VAT</b>	<b>Standard marketplace package £1,850 +VAT</b>
<b>Pre-event</b>	<ul style="list-style-type: none"> <li>- Branding on Quality Live webpage acknowledging event partners and marketplace holders</li> <li>- Short profile of up to 75 words on dedicated event microsite</li> <li>- Mention on social media pre-event</li> </ul>	<ul style="list-style-type: none"> <li>- Branding on Quality Live webpage acknowledging event partners and marketplace holders</li> <li>- Short profile of up to 75 words on dedicated event microsite</li> </ul>
<b>Event day</b>	<ul style="list-style-type: none"> <li>- A large exhibition table (12ft)</li> <li>- Premium positioning for foot traffic</li> <li>- Profile on the event microsite</li> <li>- Branding on slides around the venue</li> <li>- Two complimentary tickets for stallholders</li> </ul>	<ul style="list-style-type: none"> <li>- A standard sized exhibition table (6ft)</li> <li>- Profile on the event microsite</li> <li>- Two complimentary tickets for stallholders</li> </ul>
<b>Post-event</b>	<ul style="list-style-type: none"> <li>- A copy of the delegates list (names, email, company names – subject to opt-in)</li> </ul>	<ul style="list-style-type: none"> <li>- A copy of the delegates list (names, email, company names – subject to opt-in)</li> </ul>

<sup>1</sup> subject to Quality World advertising terms

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<sup>ii</sup> Branding on screens around the venue alongside your specified partnership link. For example, if you sponsor a specific content stream, your brand will be associated with any conference sessions which link to that theme – including post-event circulation of that content. If you choose to sponsor our networking space then your brand will be prominently displayed during those periods. The specific details can be discussed prior to signing your sponsorship agreement.

<sup>iii</sup> Standard marketplace stands will be offered to Bursary partners who contribute in excess of £3,000.