



2024 World Conference on Quality & Improvement Exhibitor & Sponsor Toolkit

Thank you for joining ASQ as an exhibitor/sponsor at the 2024 World Conference on Quality & Improvement in San Diego, California! Participation from companies and organizations like yours elevate WCQI as the leading event in quality. Use the tips below to inform your colleagues, clients, and contacts about the event and help generate excitement for #WCQI2024!

1. **Create your post.** Use the following prompt or craft your own message on LinkedIn, Facebook, or via email. If you've participated in a previous WCQI, share a networking memory, experience, or ROI.
 - a. As the quality community's leading event for more than 70 years, the ASQ World Conference on Quality & Improvement connects quality professionals to the case studies, tools, technologies, and expertise that help any professional in any industry achieve operational excellence. **[[ORGANIZATION NAME]]** is proud to be part of this year's event, which will "Create Lasting Solutions" and is coming up on May 12-15th in San Diego, California. **[[ORGANIZATION NAME]]** will be **[[Sponsoring or participating in the Exhibit Hall]]** **[[add relevant booth numbers, dates, or additional details]]** Learn more and register online at: <https://asq.org/conferences/wcqi>
2. **Add an image!** People are more likely to engage with a social media post that has a picture. You can use one of the images provided below or another relevant image. If you've participated in WCQI in the past, this is a great opportunity to share any photographs you've taken!



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MAY 12 - 15, 2024 | SAN DIEGO, CA

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CREATE LASTING SOLUTIONS **REGISTER TODAY**

3. **Share your post.** Each time you post on social media, only a small amount of your total connections see your post. Share your post on all your favorite social platforms—and a few different times—before WCQI on May 12th. Encourage your peers to do the same!



Excellence Through Quality™

4. **Stay involved during WCQI!** ASQ staff and attendees sharing their experience will want to hear from you. Share updates during the show with the hashtag #WCQI2024
5. **Follow and tag ASQ!** Wherever you want to post, be sure to tag ASQ (@ASQ on Facebook, LinkedIn, and Instagram) so we can share your message with ASQ members and customers around the world.