



Dear

The Quality Conferences take place March 22-25, 2010 in Orlando, FL, and our organization could benefit from my attendance. By investing in this top-level educational event, we are investing in our company and positioning ourselves as leaders in the marketplace. This is the one conference we shouldn't miss in 2010, as it is 100% focused on helping amplify skills and effectiveness during the toughest marketing climate in history.

Here are 10 reasons why I can't miss this event:

1. INVESTMENT

Attending this event is a smart investment of our company's time and money. I'll put what I see and learn at the 2010 *Quality Measurement Conference* to work the minute I return.

2. EXPERTS

With the top-notch presentations I will amplify my skills in test, measurement and inspection. Education is being provided by companies such as Smith & Wesson, NIST, Caterpillar, Inc., GE and Carestream Health, Inc. Plus, the 2009 Malcolm Baldrige National Quality Award Winner is scheduled to speak. You and I both know we could learn a thing or two from these leading companies.

3. VISIBILITY

It is important that our organization stays visible. By attending this event, we are showing that our company cares to connect with people in the community. The more visible we are, the easier it can be to build a long-term relationship that will continue to benefit us once the event is complete.

4. CONNECT

You never know who you will meet at an event. At the *Quality Conference* I have the chance to meet other quality and manufacturing professionals outside of our existing network. These people are potential clients or business partners that will help our business grow.

5. IDEAS

Just a few short days away from the office is worth the knowledge and skills both the company and I will gain. I'll be sure to come back with ideas that I'll want to implement right away.

6. PRODUCTS

While at the *Quality Measurement Conference* I will meet suppliers with new products and services that could help improve our productivity, save costs and increase our business.

7. HANDS-ON

By attending an exclusive facility tour at Lockheed Martin I will get to see quality in action at a world-class manufacturer. Included in the tour are visits to the optics and diamond turning lab, precision metrology, inspection and machining and much more. I can bring these lessons back to our plant and help us better our processes.

8. TRAVEL

Travel expenses will be minimal. The rooms are discounted, and the Conference has partnership agreements with major airlines and car rental companies. Plus, meals are included in the conference registration fee.

9. TAKE-AWAY

In addition to the knowledge and my notes with which I will walk away from this event, the *Quality Measurement Conference* provides us with the conference proceedings so that I can share the knowledge with my colleagues at our plant. We can educate many for the cost of one or two.

10. TRAINING

The 3 half-day workshops on the first day of the event will provide hands on, in-depth training for which would normally cost thousands of dollars. Detailed coaching on topics that relate directly to our company's needs, as well as the opportunity for one-on-one consultation with experts will further benefit us.

At the 2010 Quality Conferences I will be immersed in must-have education, networking and training. I'll come back to the office energized with actionable new ideas and techniques to put to work right away. By sending me to the Conference you will be investing in the company. To learn more about this event visit www.qualitymagconference.com.

Best Regards,