

The Global Gathering for the Contact Center Community



acce

conference & expo

10th Anniversary

Seattle, WA
May 13-16, 2013

2013 Media Kit

New

All-Encompassing
Awards Program
Sponsorships

Learn More on Page 12

For more information, contact: Jody Kudless | jkudless@icmi.com | 732.252.9740



THE LARGEST GLOBAL GATHERING FOR *the Contact Center Industry*

Featuring an exciting exhibit hall designed to provide the most productive environment for call center marketers seeking ***Qualified Buyers***.

As a solutions provider with the need to reach call center decision-makers, you cannot afford to miss ICMI's ACCE 2013. This annual global event has a proven track record of consistently delivering the highest quality community of contact center professionals - the majority of whom are charged with the mission of evaluating, implementing and purchasing customer care products and solutions.

Cast the broadest net:

ACCE 2013 is the largest industry global gathering in all of North America – giving you an ideal place to reach the most call center professionals while they search for the type of solutions you offer. PLUS, there is virtually 0% attendee duplication with other ICMI events.

Participate at an event with a ***proven track record*** - become a part of the longest-standing Call Center Community:

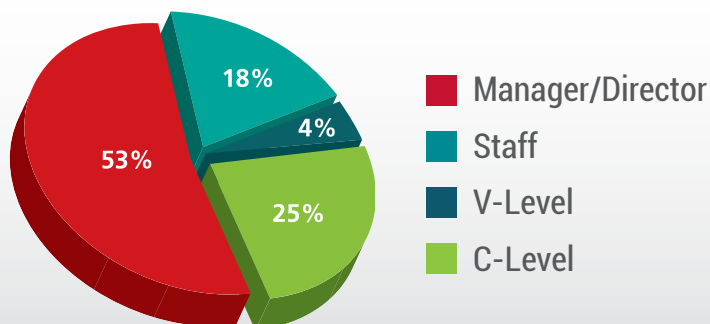
This year, ACCE celebrates a decade of providing essential call center education and networking to the contact center community. Produced by ICMI, the leading provider of comprehensive resources for customer management professionals for over 25 years, ACCE is known worldwide - by the most qualified and serious industry professionals - as an essential forum for educational growth, top networking, and the sharing of significant and proven best practices – as well as the go-to source for the contact center industry's most relevant, critical, and timely information.

Focus your marketing dollars on reaching decision-makers:

82% of ICMI Community Members are at the manager level and above within their organizations. They are the decision-makers with authority to purchase your products and services.

82%

of ICMI community members are management level and above.



PAST ICMI EVENT ATTENDEES INCLUDE:

American Cancer Society, Inc.	Liberty Mutual
American Eagle Outfitters	Magazines.com
American Express	McGraw-Hill Companies
American Water	Medifast, Inc.
Ameriprise Financial	Navy Federal Credit Union
Apple, Inc	New Balance Athletic Shoe Corporation
Audi	Northwestern Bank
AutoTrader	Olympus America Inc.
Bass Pro Shops	Owens Corning
Bausch & Lomb	Papa Johns Intl
Blue Cross Blue Shield of NE	PECO
Booz Allen Hamilton	Pfizer
Canon ITS	Progressive Insurance
Capital One	Quest Diagnostics Incorporated
Charles Schwab	Safe Auto Insurance Company
Coca - Cola Enterprises	Sirius XM Radio
Columbia Sportswear	Social Security Administration
Delta Dental	Southern California Edison
Department of Defense	Staples
Dow Jones	Starbucks
FBI	State Farm
FDA	Teleflora
First National Bank	The Home Depot
FLLC Global Bilgi	The J.M. Smucker Company
Fruit of the Loom	Thomson Reuters
Gannett	Tiffany & Co.
GE	Toyota
GoDaddy.com	University of Phoenix
Goodwill Industries	US Navy
GTA North America	USAA
Habitat for Humanity International	VeriSign
Hallmark Services Corporation	Verizon Wireless
Harley Davidson Motor Company	Veterinary Pet Insurance
Hot Topic	Visa, Inc.
IEEE	Walgreens
J.D. Power and Associates	Walmart Stores, Inc.
Jack in the Box, Inc.	Wolters Kluwer Financial Services
JD Power and Associates	Xerox
JetBlue Airways	Yellowbook
Kaiser Permanente	

WHAT ATTENDEES ARE SAYING ABOUT ICMI EVENTS:

“ACCE provides a great opportunity to understand emerging issues and trends, technical possibilities, and real-life examples of centers and issues.

Marc Hassen, Claims Services Director, Auto Club Group

“I really enjoy seeing what other organizations are doing to meet customer expectations. Through the experiences of others, I learn how our business can best adopt new technology and methods of servicing customers to remain competitive.

Kevin Walker, Customer Care Section Manager, Volkswagen Credit



ICMI EVENT SPEAKERS HAVE INCLUDED:



CAL ALMAGUER

Director, Sales and Service
Disney Reservation Center



STEPHANIE CLAYCOMB

Business Project Manager
Allstate



JEREMY ELLIS

Customer Care Director
Veterinary Pet Insurance



KATHRYN FISH

Contact Resolution and Quality Manager
Navy Federal Credit Union



BOB FURNISS

Director, Customer Care/Service Cloud,
Bluewolf



BRANDI HOBBS

Customer Service Manager
Blue Cross Blue Shield of Nebraska



MARK MILLER

Sr. Manager, Market Development
JD Power and Associates



SCOTT MURPHY

Assistant Director for Customer Benefits
The Employees Retirement System of Texas
(ERS)



BLAIR REHILL

Director- Workforce Strategies,
Reporting and Operational Excellence
GoDaddy.com



MARK SMITH

Ventana Research, CEO & Chief
Research Officer



AMAS TENUMAH

VP, Operations
Teleflora



LORIANNE FELTZ-UPPERMAN

Senior Vice President
Erie Insurance

EXHIBITOR TESTIMONIALS

“ *This is a must attend event. It's the right audience for us, and the right people.*

Greg B., Territory Sales Manager, Customer Contact Solutions Provider

“ *We exhibit at very few events. We've invested in ACCE because we believe it's the right place for meeting our target audience.*

Azita M., VP of Marketing, Communications Solutions Provider

“ *What we find at ACCE is high quality customers and leads. It's definitely the target group for us.*

Kay K., VP of Business Development, Communications Solutions Provider

“ *A lot of good leads, a lot of activity – ACCE is a very productive conference for our organization.*

Mary S., Major Accounts Manager, Customer Communications Solutions Provider

“ *ACCE is our big contact center conference that we focus on. At ACCE, we're able to talk directly to those folks who are in charge of contact center purchasing decisions, so it provides us with very qualified leads.*

Kay P., Senior Manager, Communications Solutions Provider

“ *ACCE has always been a very good show for us. A lot of very well-qualified people who are directly responsible for their contact centers.*

Julie H., Marketing Manager, Customer Contact Solutions Provider



ICMI EVENT EXHIBITORS HAVE INCLUDED:

ORACLE®

AVAYA

MEDALLIA

HARDMETRICS INC.

VANGENT
Inspired Thinking. Powerful Results.

knowlagent®

iqservices

MarketTools.

CosmoCom™

promero

Fused Solutions®

VERINT
POWERING ACTIONABLE INTELLIGENCE™

Interior Concepts®
solutions that fit.

IntelIWise

inContact.

LioNBRIDGE

ENVISION

MicroAutomation
CUSTOMER CONTACT SOLUTIONS

Aspect

NICE®

enkata

SYNTELLECT

Cincom.

OnviSource

VOCALABS
Voice Search. Artificial Intelligence.

KEYNOMICS

ACC AMERICAN CUSTOMER CARE
Outsourced Contact Center Services
www.americancustomer.com

Inova Solutions

VoltDelta
OnDEMAND SOLUTIONS

Consona™

USAN

Satori Software®
Simply Powerful Data Quality Solutions

nexidia

BBN TECHNOLOGIES

CICERO

T-METRICS

PIPKINS

calabrio™
There's no end to better.

simplyCT
Contact Made Simple

INVEST BARBADOS

Symon

accedo technologies

HigherGround

PEARSON

salesforce

J.D. POWER AND ASSOCIATES

echopass

Openspan

EngHOUSE

Teleformix

SoundBite communications

five 9

VAROLII CORPORATION

INTERACTIVE INTELLIGENCE
Deliberately Innovative

VOISTORE

RightNow

Merced SYSTEM

MATRIX MATRIX

Knoa SOFTWARE

Prosodie INTERACTIVE

conexus

Callfinity®

unicor
we're life changing

EMPIRIX
When Quality Matters™

Contact Solutions

InnoSource
BUSINESS SOLUTIONS

Aslan

KUNNECT

HyperQuality

CallCopy

DeGarmo Group

softtech

Autonomy etalk

envox

NUANCE

Voxify

ALTIGEN COMMUNICATION

NVSC
with voice solutions

RWD

As a professional services organization, which includes events, training, and consulting (and offers the ONLY recognized certification program in the industry), ICMI is 100% focused on – and has a robust, hands-on understanding of – the needs of the customer care community. No other organization or event can boast our commitment to quality delivery and independence.

ACCE is produced by ICMI, the organization that creates and defines the industry standard for call center education.

It's an event developed BY the industry, FOR the industry, through an independent Conference Advisory Board – guaranteeing a multi-faceted, impartial educational program, featuring timely and topical issues facing the industry today. The ICMI Conference Advisory Board consists of contact center executives and experts representing a cross-section of the customer management community. The Board's responsibilities include advising the management team on the latest industry trends, challenges, and evaluating call for papers abstracts.

CONFERENCE BOARD MEMBERS:

**JOE BANNON**

Strategic Planning and Business Intelligence,
Autotrader Group

**GERRY BARBER**

Call Center Leader
Deloitte Services, LP

**LORI BOCKLUND**

President
Strategic Contact

**MELINDA BUTTERFIELD**

VP of Operations
The Beryl Companies

**BRAD CLEVELAND**

Senior Advisor, Former President and CEO
ICMI

**LARRY EISER**

President
Contact Center Insights

**JOHN FITZPATRICK**

Executive Director of Financial Foundations
USAA

**VICKIE FRIECE**

Vice President
Zions Bancorporation

**JOHN GOODMAN**

Vice Chairman, Customer Care Measurement &
Consulting
TARP Worldwide

**DAN HAMMELMAN**

Vice President
National Account Service Centers, ADP

**TODD HIXSON**

Care Operations Resource Planning Manager
Intuit

**MARILYN SAULNIER**

Principal Consultant
Interactive Intelligence

**JOAN SCAZZARO**

Director of Customer Service / Inside Sales
Bright House Networks

**SARAH STEALEY**

Content Director
ICMI

**MISSY ZACKS**

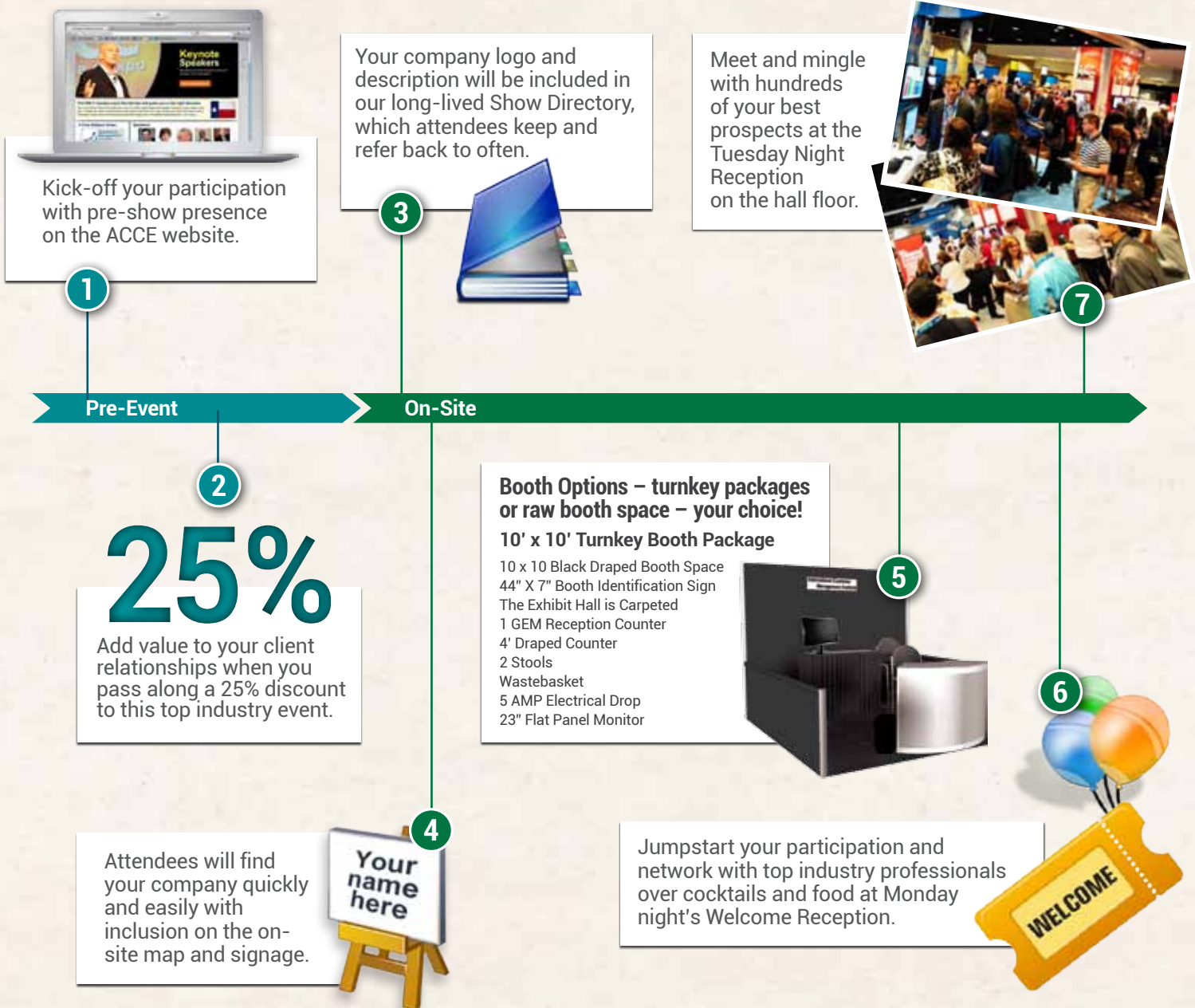
Head of Operations, Americas
GTA Travel

“ *Quality was a great take away and social networking too. I have come back with a lot of new quality documentation procedures that I want to start in my center.*

Cynthia Brittain, Customer Contact Center Manager, Virginia Workers' Compensation Commission

EXHIBITOR PACKAGE

At ACCE, exhibiting companies receive an integrated package which provides a number of touch points and ample visibility, both pre-event and on-site.



RATES:

10x10 turnkey booth.....	\$7,800
10x10 raw space	\$7,300
10x20 raw space	\$14,600
20x20 raw space	\$29,200

Premium Sponsorships

PLATINUM SPONSORSHIP

Limited to 3 – booth minimum 20x20 – space not included in sponsorship rate

Customized to meet client needs. Includes best exclusive branding, lead generation and speaking opportunities! Call for details.

Rate:\$50,000-\$100,000 (plus 20x20-20x30 booth space)

GOLD SPONSORSHIP (SOLD OUT!)

Limited to 5 – booth minimum 10x20, space not included in sponsorship rate

- Logo on Aisle Sign
- Insert in conference tote bag
- Inclusion in an ICMI/ACCE pre-show email blast (with link and 35 word blurb)
- 1-time use of post-show Direct Mail list
- Speaking slot in Conference's vendor track
- Includes 45-minute presentation slot, designated room, basic AV, promotion in Show Directory, promotion on signs, contact information for all session attendees, \$100 American Express gift certificate for end of session drawing
- 2 free All-Access conference registrations (for employees or to give to customers, partners, etc.)
- Discount code for ACCE conference – to give to customers, partners, etc. – compliments of your organization
- Passport to Prizes Inclusion
- Company Name and Logo promoting Gold Sponsor status in all ACCE 2013 promotional materials and on ACCE 2013 website
- Enhanced listing in Show Directory
- Full page ad in the Show Directory (call-to-action recommended)
- Logo on "Sponsors" sign in registration area, and on full page ad in Show Directory
- 5% discount on any additional sponsorships at ACCE 2013

Total Value\$25,000+

Total Investment\$21,250 (plus booth space)

STERLING SPONSORSHIP (SOLD OUT!)

Limited to 5 – booth minimum 10x10, space not included in sponsorship rate

- Inclusion in an ICMI/ACCE pre-show email blast (with link and 35 word blurb)
- Insert in conference tote bag
- 1-time use of post-show Direct Mail list
- Passport to Prizes Inclusion
- Full page ad in the Show Directory (call-to-action recommended)
- Logo on "Sponsors" sign in registration area, and on full page ad in Show Directory
- Recognition as Sterling Sponsor status in ACCE 2013 promotional materials and on ACCE 2013 website
- Enhanced listing in Show Directory
- Discount code for ACCE conference – to give to customers, partners, etc. – compliments of your organization
- 5% discount on any additional promotions at ACCE 2013

Total Value\$10,500+

Total Investment\$8,500

EXCLUSIVE SPONSORSHIPS – BIG BRANDING OPPORTUNITIES

CONFERENCE TOTE BAG SPONSORSHIP \$7,500 (INCLUDES PRODUCTION COSTS OF BAG AND ONE TOTE BAG INSERT)

Get the attention of conference attendees from the moment they step on-site. Your logo will appear prominently on the conference tote bags, distributed to all conference delegates. Not only will you generate awareness throughout the event, but your value will continue when delegates return home and re-use their bags – on the beach, on the subway – you never know! (insert to be vendor-supplied. Estimated insert quantity required = 900)

LANYARD SPONSORSHIP (SOLD) \$6,000 (INCLUDES PRODUCTION COSTS)

No one can miss your presence when your corporate identity literally circles every neck at the show! Each attendee, speaker and exhibitor will receive a lanyard with their badge at registration. Badges are required for admission at all conference events, so your awareness is a constant throughout the e. A great attention-getter!

WIRELESS LOUNGE SPONSORSHIP \$8,000

The Wireless Lounge is a special area that allows participants to get connected while attending the show. Visitors use this area to check their email and search the Internet. As a sponsor of the Wireless Lounge, your logo will be prominently displayed on all Wireless Lounge signage, and in the Show Directory. A great way to stay in the minds of attendees – and they'll thank you for the service!

EXHIBIT HALL BAG SPONSORSHIP \$5,000 (INCLUDES PRODUCTION COSTS)

Your logo will be seen throughout the show when you sponsor these plastic bags available to all exhibit hall attendees. A great awareness builder!

TUESDAY COCKTAIL RECEPTION SPONSORSHIP (SOLD) \$25,000+

You'll be a big winner with attendees when you sponsor the primary networking reception at ACCE! We'll help you create a theme that will keep conference delegates, speakers and exhibitors talking about your company long after the event. Pricing includes basic theme and food and beverage, but customizable opportunities abound to help achieve your corporate goals.

ICE CREAM CART SPONSORSHIP \$2,000

Be "cool" by sponsoring ice cream carts on the show floor after Tuesday's lunch! Your corporate logo will appear prominently on the cart signage, leaving attendees no question whom to thank for the sugar boost! (A minimum of 500 ice creams will be distributed from the carts.)

JUMBO SOFT PRETZELS KART \$5,000

This kart can be positioned in your booth or near your booth where attendees will be directed to your booth for a ticket to obtain a pretzel. Side items include yellow mustard & cheese. Minimum of 3 hours during a predetermined time by show management. For availability and possible location please contact your sales representative. Includes one (1) double sided 22"x28" signs at the cart including company logo and sponsor branded napkins (show management to produce).

COOKIE KART \$5,000

This kart can be positioned in your booth or near your booth where attendees will be directed to your booth for a ticket to obtain a cookie. Minimum of 3 hours during a predetermined time by show management. For availability and possible location please contact your sales representative. Includes one (1) double sided 22"x28" signs at the cart including company logo and sponsor branded napkins (show management to produce).

POPCORN KART \$3,000

This kart can be positioned in your booth or near your booth where attendees will be directed to your booth for a ticket to obtain popcorn. Minimum of 3 hours during a predetermined time by show management. For availability and possible location please contact your sales representative. Includes one (1) double sided 22"x28" signs at the cart including company logo and sponsor branded napkins (show management to produce).

Lead Generation Sponsorships

LEAD GENERATION PACKAGE – limited to 7 **(SOLD OUT!)**

- Passport to Prizes Inclusion
- Inclusion in an ICMI/ACCE pre-show email blast (with link and 35 word blurb)
- Inclusion in an ICMI/ACCE Post-show email blast
- Full page ad in the Show Directory (call-to-action recommended)

Total Value **\$8,000**

Total Investment **\$5,000**

"PASSPORT TO PRIZES" INCLUSION – limited to 25 **(SOLD OUT!)** **\$2000 + GIVEAWAY**

A great way to drive traffic to your booth! Your participation in the Passport to Prizes program will generate hundreds of opportunities to get your message across to attendees.

Here's how it works: Attendees will receive the "passport" when they register. After having their card stamped by all participating exhibitors, they return the card to be eligible for a large number of great prizes.

- Requires donation of a \$100 minimum value generic prize or \$200 value company product
- Your logo, booth number and the prize you are giving are listed on the passport
- Your logo, booth number and prize will appear in the Show Directory

LCD TV GIVEAWAY **(SOLD)** **\$7,000**

Get exceptional visibility AND massive lead generation with this high-profile sponsorship! Your company sponsors an LCD TV giveaway. In addition to a mention in the Show Directory and signage throughout the event, a flat panel TV in the registration area runs with a sponsor-supplied commercial loop to encourage traffic to your booth. Attendees are instructed to stop by your booth to pick up their entry ticket. Sponsorship includes scanner to capture the leads.

Limited Sponsorships

First-come, first-served opportunities for great branding and lead generation – ***get them while they last!***

SIGNAGE IN MAIN FOYER/REGISTRATION **\$3,500**

Make your presence known! With your company banner, 8'x4' hung and prominently displayed in the main registration area, attendees will identify you as an industry leader before they even set foot in the hall. Banner must be vendor-supplied.

BANNERS **\$3,500**

For exact locations available please contact your sales representative. Artwork must be vendor-supplied.

4'W x 8' H Double Sided.

5 Hanging Locations (pricing is per banner not for all 5).

BILLBOARDS – limited to 4 **\$4,000**

All billboards are single sided and located on the fourth level of the convention center in the Sky Bridge, in direct path to the exhibit hall and keynote entrances. For exact locations and rendering available please contact your sales representative. Artwork must be vendor-supplied.

8'W x 12'H.

continued on next page ►

FOOTPRINTS OR SHOEPRINTS TO YOUR BOOTH FROM EXPO HALL ENTRANCE - *Only 1 left!*\$4,500

Costs include production and application during show. This rate includes approximately 35 pairs of shoeprints, footprints, or custom graphics from 41-55 square inches in size and up to 4 colors.

Artwork must be vendor-supplied.

FLOOR GRAPHICS – limited to 3\$5,500

All floor graphics are single sided and located outside of the exhibit hall.

For exact locations available please contact your sales representative.

Artwork must be vendor-supplied.

10'W x 5'H

FLYER INSERT IN CONFERENCE TOTE BAG\$1,500/PREMIUM \$2,000

Deliver your message directly to every conference delegate by including an insert into the conference tote bag.

Sponsor provides insert.

SHOW DIRECTORY ADVERTISING

Bring yourself to attendees' attention by advertising in the Show Directory. Distributed to all conference and expo attendees, speakers, exhibitors and press on-site, the show directory is an essential and constant resource for attendees throughout the show.

What better place to communicate your email directly to qualified buyers – and drive traffic to your booth?

Outside Back Cover Of Show Directory\$3,000

Inside Back Cover Of Show Directory\$2,000

Inside Front Cover Of Show Directory\$2,500

Full-Page Ad\$1,000

*Sponsorships available only for exhibiting companies only.



Venue: Washington State Convention Center, Seattle, WA

Time: 6:30pm – 11pm

Estimated Attendance: 250+

Audience Make-up: Top level call center executives, industry luminaries, and suppliers

ICMI's Global Call Center Awards *Sponsorship Opportunities.*

ICMI's longtime prestigious awards program honors the 'best and the brightest' call centers on both an organizational and individual level. This year, ICMI is elevating the awards platform with a first ever formal dinner gala. Taking place Tuesday, May 14th, 2013 at ACCE 2013, this dinner and celebration will be attended by 250+ senior level call center professionals. By sponsoring this exclusive ACCE 2013 opportunity, you'll have the opportunity to align your brand with a program that supports the market you serve, while gaining intimate networking opportunities with key decision-makers from award-worthy centers.

These sponsorships provides integrated exposure that includes print, online and in-person branding opportunities that are certain to raise your profile across the call center sector. Plus, lead generation is guaranteed!

Just a few of the organizations slated to attend include: ADP, American Water, Godaddy.com, Harley Davidson, iContact, Intuit, Sitel, State Farm, UPMC, Zions Bancorporation

TITLE SPONSORSHIP *(SOLD)*



PRE-EVENT COVERAGE

- Logo and link on Global Call Center Awards website, emails, print and mail
- Company description (300 words) on sponsorship page of Global Call Center Awards website
- Press release with sponsor plugs blasted through PR Newswire to thousands of publications worldwide

ON-SITE EVENT COVERAGE

Pre-Awards Cocktail Reception

- Co-host (with Presenting Sponsors) the cocktail reception featuring finalists, judges and guests
- Logo on beverage napkins at cocktail reception
- Logo on 'red carpet' photo backdrop leading into the Awards Dinner

Awards Dinner/Ceremony

- 6 Awards Dinner tickets. 3 finalists will be seated at each of the two hosted tables.
- Themed gift in guest gift bags (vendor-supplied)
- 5-minute welcome speech at the beginning of the Awards Ceremony
- Opportunity to present award to Global Call Center of the Year – Large Call Center
- Logo on all relevant signage
- Logo broadcast on screen on a rolling loop during the Awards dinner
- Logo broadcast on screen when announcing your sponsored category
- Introduction and photo with Global Call Center of the Year – Large Call Center winner
- Full contact information of awards dinner guests

POST-EVENT COVERAGE

Awards Webinar Sponsor

- 10-minute speaking opportunity during webinar
- 300 minimum lead guarantee + all overage
- Logo and link on all webinar promotions
- Credit in post-event press release blasted through PR Newswire to thousands of publications worldwide

Total Investment **\$40,000**

PRESENTING SPONSORSHIP – (LIMITED TO 3)

PRE-EVENT COVERAGE

- Logo and link on Global Call Center Awards website, emails, print and mail
- Company description (200 words) on sponsorship page of Global Call Center Awards website
- Press release with sponsor plugs blasted through PR Newswire to thousands of publications worldwide

ON-SITE EVENT COVERAGE

Pre-Awards Cocktail Reception

- Co-host (with Presenting Sponsors) the cocktail reception featuring finalists, judges and guests
- Logo on beverage napkins at cocktail reception
- Logo on 'red carpet' photo backdrop leading into the Awards Dinner

Awards Dinner/Ceremony

- 3 Awards Dinner tickets. 3 finalists will be seated at the hosted table.
- Opportunity to present award to the category of your choice (other than GCCOY Large Call Center)
- Themed gift in guest gift bags (vendor-supplied)
- Logo on all relevant signage
- Logo broadcast on screen on a rolling loop during the Awards dinner
- Logo broadcast on screen when announcing your sponsored category
- Introduction and photo with award winner

POST-EVENT COVERAGE

Awards Webinar Sponsor

- 5-minute speaking opportunity during webinar
- 150 minimum lead guarantee + 50% overage
- Logo and link on all webinar promotions
- Credit in post-event press release blasted through PR Newswire to thousands of publications worldwide

Total Investment **\$20,000**

SUPPORTING SPONSORSHIP – (LIMITED TO 6)

PRE-EVENT COVERAGE

- Logo and link on Global Call Center Awards website, emails, print and mail
- Company description (200 words) on sponsorship page of Global Call Center Awards website
- Press release with sponsor plugs blasted through PR Newswire to thousands of publications worldwide

ON-SITE EVENT COVERAGE

- 2 Awards Dinner tickets
- Opportunity to present award to the category of your choice (other than GCCOY Large Call Center)
- Themed gift in guest gift bags (vendor-supplied)
- Logo on all relevant signage
- Logo broadcast on screen when announcing your sponsored category
- Introduction and photo with award winner

POST-EVENT COVERAGE

Awards Webinar Sponsor

- 50 Webinar leads (registration information)
- Logo and link on all webinar promotions
- Credit in post–event press release blasted through PR Newswire to thousands of publications worldwide

Total Investment \$9,500