



contact center expo & conference

MAY 4-7, 2015 • ORLANDO, FL

Walt Disney World Dolphin Resort

*The Largest Global Gathering
for the Contact Center Community*

2015

Media Kit & Prospectus

ICMI.COM/CCEXPO

The Largest Global Gathering for the Contact Center Community



Featuring a solutions-packed expo hall designed to provide the most productive environment for contact center marketers seeking **Qualified Buyers**.

As a solutions provider with the need to reach contact center decision-makers, you cannot afford to miss ICMI's Contact Center Expo & Conference 2014 (formerly ACCE). 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.

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.

Cast the broadest net:

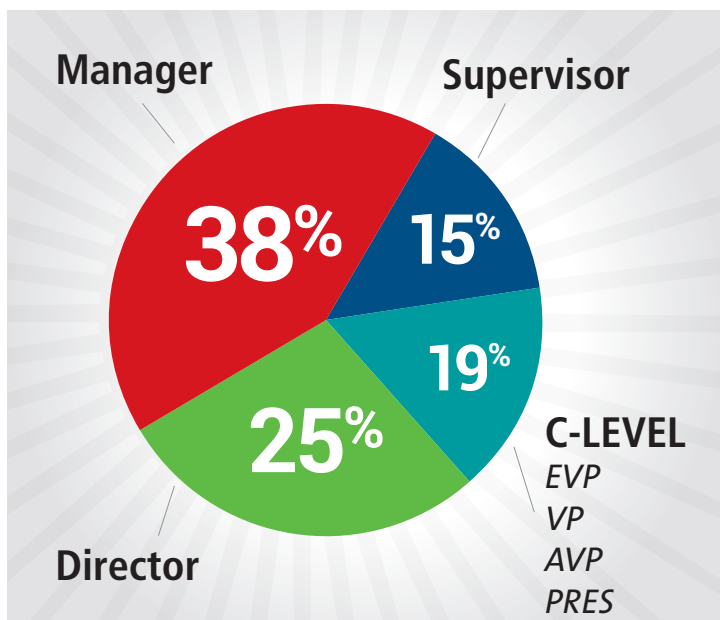
Contact Center Expo & Conference is the largest global industry gathering – giving you an ideal place to reach the most contact center professionals while they search for the type of solutions you offer. PLUS, there is virtually 0% attendee duplication with other ICMI events.

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

This year, Contact Center Expo & Conference celebrates a decade of providing essential contact 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, Contact Center Expo & Conference 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.

82%

of ICMI community members are management level and above.



WHAT EXHIBITORS ARE SAYING ABOUT ICMI'S CONTACT CENTER EXPO & CONFERENCE:

- “** *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
- “** *Contact Center Expo & Conference is our big contact center conference that we focus on. Here, 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

Companies that *attended* ICMI events in 2013

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

Premium Sponsorships

DIAMOND SPONSORSHIPS

Limited to 2 \$150,000

20x30 Raw Exhibit Space

INFLUENCE	ENGAGE	BRANDING	CONNECT
Exclusive Lunch Keynote	4 Main Conference Passes	Logo on Event Apparel Gift	Logo/Link/35 word Inclusion in Pre-event Email
Private Meeting Room	12 Staff Passes	Logo on Conference Bag	Logo/Link in Post-event Email
Choose 1: Lanyard Sponsor Welcome Reception	Conference Bag Insert	Foot Prints to Booth	Post-event Postal Mail List Access
	Passport to Prizes	Floor Graphics	Automatic Buyer's Guide Listing
		2-sided Meter Board	Invitation to Official Exhibitor Briefing
		Logo on Billboard	Co-Marketing Tool Kit
		Logo on Aisle Sign	25% Discount on Conference Passes for Clients
		Logo in and on the Cover of Show Guide	
		Ad in Keynote Walk-in Slides	
		Logo in Keynote Walk-in Slides	
		Enhanced Show Guide Listing	
		Company Name and Listing on Website	
		Full Page Ad (Inside Cover) in Show Directory	

PLATINUM SPONSORSHIPS

Limited to 4 \$100,000

20x20 Raw Exhibit Space

INFLUENCE	ENGAGE	BRANDING	CONNECT
Choose 1: Keynote Panel (limited to 2 sponsors) Executive Dinner (limited to 1 sponsor) Morning Focus Group (limited to 1 sponsor) Expo Hall Networking Reception (limited to 1 sponsor)	2 Main Conference Passes	Floor Graphics	Logo/Link/35 word Inclusion in Pre-event Email
	10 Staff Passes	Logo on Billboard	Logo/Link in Post-event Email
	Conference Bag Insert	Logo on Aisle Sign	Post-event Postal Mail List Access
	Passport to Prizes	Logo in Show Guide	Automatic Buyer's Guide Listing
		Logo in Keynote Walk-in Slides	Invitation to Official Exhibitor Briefing
		Enhanced Show Guide Listing	Co-Marketing Tool Kit
		Company Name and Listing on Website	25% Discount on Conference Passes for Clients
		Full Page Ad in Show Directory	

GLOBAL VISION SPONSORSHIP

Limited to 1 \$50,000

10x20 Raw Exhibit Space

GUARANTEED LEADS			
Contacts from Award Dinner (approx. 300)		Contacts from Award Webinar (approx. 300)	
INFLUENCE	ENGAGEMENT & INTERACT	HIGH IMPACT BRANDING	CONNECT
10-Minute Visionary Speaking Opportunity during Awards Dinner	2 Main Conference Passes	Awards Dinner Gift (sponsor supplied)	Logo/Link/35 Word Inclusion in Pre-event Email
Present Best Large Contact Center Award	8 Staff Passes	Logo on Napkins during Awards Reception	Logo/Link in Post-event Email
Co-Host Award Cocktail Reception	6 Awards Dinner Passes/ 2 Reserved Tables	Logo on Red Carpet Backdrop	Post-event Postal Mail List Access
	Conference Bag Insert	Logo on Billboard	Automatic Buyer's Guide Listing
		Logo in Show Guide	Invitation to Official Exhibitor Briefing
		Logo in Keynote Walk-in Slides	Co-Marketing Tool Kit
		Enhanced Show Guide Listing	25% Discount on Conference Passes for Clients
		Full Page Ad in Show Directory	

GOLD SPONSORSHIP

Limited to 6 \$46,000

10x20 Raw Exhibit Space

INFLUENCE	ENGAGE	HIGH IMPACT BRANDING	CONNECT
45-Minute Speaking Opportunity within Conference Agenda	2 Main Conference Pass	Logo on Billboard	Logo/Link/35 Word Inclusion in Pre-event Email
	8 Staff Passes	Logo in Show Guide	Logo/Link in Post-event Email
	Conference Bag Insert	Logo in Keynote Walk-in Slides	Post-event Postal Mail List Access
	Passport to Prizes	Enhanced Show Guide Listing	Automatic Buyer's Guide Listing
		Company Name and Listing on Website	Invitation to Official Exhibitor Briefing
		Full Page Ad in Show Directory	Co-Marketing Tool Kit
			25% Discount on Conference Passes for Clients

SILVER SPONSORSHIP

Limited to 8 \$19,800

10x10 Raw Exhibit Space

ENGAGE	HIGH IMPACT BRANDING	CONNECT
1 Main Conference Pass	Logo on Billboard	Logo/Link/35 Word Inclusion in Pre-event Email
6 Staff Passes	Logo in Show Guide	Logo/Link in Post-event Email
Conference Bag Insert	Logo in Keynote Walk-in Slides	Post-event Postal Mail List Access
Passport to Prizes	Enhanced Show Guide Listing	Automatic Buyer's Guide Listing
	Company Name and Listing on Website	Invitation to Official Exhibitor Briefing
	Half Page Ad in Show Directory	Co-Marketing Tool Kit
		25% Discount on Conference Passes for Clients

MOBILE APP SPONSORSHIPS

Download the Mobile App and see it for yourself at ICMI.COM/APP

SPONSORSHIP	APP PREMIUM (LIMITED TO 1)	APP SUPPORTING (UNLIMITED)
Branded Cell Phone Screen Cleaner Sticker	Logo	
Push Notification	1	
Splash Screen	Logo	
Custom Badges	3	2
Promoted Posts	3	2
Branding in App Marketing	1	1
	\$8,000	\$4,000



OUTSOURCING PROVIDER BRANDING PACKAGE


Unlimited..... \$4,000

SPONSORSHIP
Thought Leadership Panel – 15-minute, panelist speaking opportunity (limited to the first 4 sponsors)
“Outsourcer” Sign in Booth
Logo included in Outsourcing Provider specific Keynote Walk-In/Walk-Out Slides
Logo/Link in an Outsourcing Specific Pre-Event Email

Exhibitor Packages

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

Exhibit Options – turnkey packages or raw exhibit space – your choice!

EXHIBIT SPACE	10' X 10' TURNKEY EXHIBIT PACKAGE	EXHIBIT SPACE
10' X 10'		10' X 20'
\$7,800	\$9,000	\$15,600
44" X 7" Exhibit Identification Sign	44" X 7" Exhibit Identification Sign	44" X 7" Exhibit Identification Sign
3 Staff Passes	8' ft pipe & drape back drop	3 Staff Passes
Invitation to Official Exhibitor Briefing	3 Staff Passes	Invitation to Official Exhibitor Briefing
Co-Marketing Tool Kit	Invitation to Official Exhibitor Briefing	Co-Marketing Tool Kit
25% Discount on Conference Passes for Clients	Co-Marketing Tool Kit	25% Discount on Conference Passes for Clients
	25% Discount on Conference Passes for Clients	
	10x10 Carpet in Exhibit	
	1 GEM Reception Counter	
	4' Draped Counter	
	2 Stools	
	Wastebasket	
	5 AMP Electrical Drop	
	23" Flat Panel Monitor	

Exclusive Sponsorships

Impactful Opportunities

REGISTRATION SPONSORSHIP \$25,000

Receive premier branding at the first place all attendees go, Registration. This sponsorship features your logo on registration stands, back of badge, self-registration laptop screens, registration directional signage and web registration page.

NETWORKING COCKTAIL RECEPTION SPONSORSHIP \$25,000

You'll be a big winner with attendees when you sponsor the primary networking reception! 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.

AWARD PRESENTING SPONSORSHIP \$20,000

You'll help host the well-attended Awards Dinner! Limited to three sponsors, this sponsorship includes: presenting at the awards ceremony, co-hosting the cocktail reception, 5-minute speaking opportunity on the Awards Webinar along with full contact information of at least 150 webinar attendees and +50% overage and 3 Awards Dinner passes. Plus, you can provide a branded gift to attendees! Lastly, you will experience tons of branding through logo on website, beverage napkins, red carpet backdrop and all marketing and PR.

BUZZ LOUNGE \$12,000

The Buzz Lounge is a unique dedicated 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 Buzz Lounge, your logo will be prominently displayed on all Buzz Lounge signage, and in the Show Directory. BuzzBoards – LCD Twitter screens stationed throughout the exhibit hall and conference area and logo attribution on the monitor. A great way to stay in the minds of attendees – and they'll thank you for the service!

CONFERENCE BAG SPONSORSHIP \$10,000 (INCLUDES PRODUCTION COSTS & ONE 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!

LANYARD SPONSORSHIP \$8,000 (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 event. A great attention-getter!

HOTEL KEY CARD SPONSORSHIP \$8,000

Greet your prospects immediately when they check in by having your logo or artwork appear on the hotel key card. This is a great opportunity for your company to have immediate impact with branding and messaging just as attendees are checking in. Your company logo will also appear in the official ICMI welcome letter distributed at hotel registration.

FLAIR BUTTON SPONSORSHIP (Limited to 6 - 1 per vendor) \$3,000

Take part in our attendee's most popular trend – Showing Their Flair! These unique and wearable buttons are a big hit with our audience as they love to pin these to their lanyards. Here is your chance to connect with the audience and offer buttons in your exhibit. Select the topic you want to represent and we'll do the rest! Your exhibit will be very popular as attendees love to collect the buttons!



Lead Generation Sponsorships

AWARD CATEGORY SPONSORSHIP *(Limited to 8)*.....\$9,500

- Present award at Ceremony
- 2 Awards Dinner Passes
- Full contact information of 50 Awards Webinar attendees

Pick from one of the following branding opportunities:

- Table Centerpieces/Flowers
- Seating Plan
- Entertainment
- After Dinner Bar
- Menu & Program
- Photo Booth
- Wine Bottle Hangers
- Dessert
- Logo/link sponsorship page
- Logo and link on Awards and event marketing and PR
- Logo on “Sponsors” sign in registration area



LCD TV GIVEAWAY.....\$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 exhibit. Attendees are instructed to stop by your exhibit to pick up their entry ticket. Sponsorship includes scanner to capture the leads.

LEAD GEN PACKAGE *(Limited to 8)*.....\$6,000

Generate traffic to your exhibit through Passport to Prizes, ½ Page Ad in Show Directory, Logo/Link in Pre-event Email and Logo/Link in Post-event Email.

“PASSPORT TO PRIZES” INCLUSION *(Limited to 25)*..... \$3,500 + GIVEAWAY

A great way to drive traffic to your exhibit! 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, exhibit number and the prize you are giving are listed on the passport
- Your logo, exhibit number and prize will appear in the Show Directory.



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 hanging banner 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 as per show management specifications.

BANNERS\$3,500

For exact locations available please contact your sales representative.

Banner must be vendor-supplied as per show management specifications.

4'W x 8' H Double Sided

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

BILLBOARDS (limited to 4)\$4,000

For exact locations and rendering available please contact your sales representative.

Banner must be vendor-supplied as per show management specifications.

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

Deliver your message directly to every conference delegate by including a flyer 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 exhibit?

Outside Back Cover Of Show Directory\$3,000

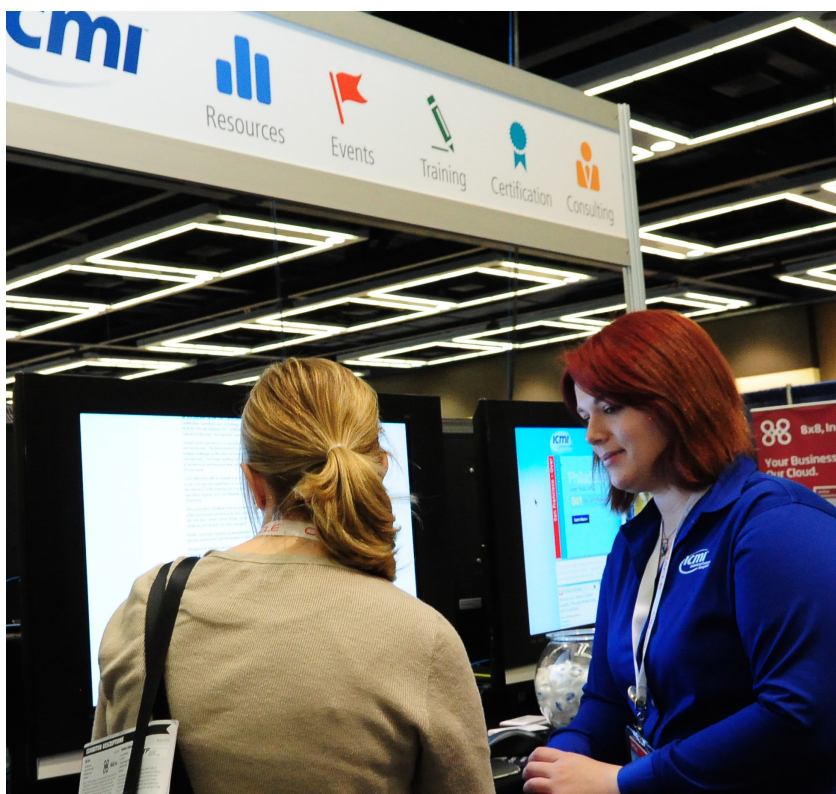
Inside Back Cover Of Show Directory\$2,000

Full-Page Ad\$1,000

**Sponsorships available for exhibiting companies only.*

The Contact Center Expo & Conference is *produced by ICMI*, the organization that creates and defines the industry standard for contact center education.

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.



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 ADVISORY BOARD MEMBERS



JACKIE ANDERSON
JD Power & Associates



LORI BOCKLUND
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Forrester



SARAH STEALEY
ICMI



AMAS TENUMAH
Teleflora



JEFF TOISTER
Toister Performance Solutions

ICMI EVENT EXHIBITORS HAVE INCLUDED:



icmi® global contact center awards

DATE: May 5, 2015

TIME: 7:00pm – 11:00pm

ESTIMATED ATTENDANCE: 300

AUDIENCE MAKE-UP: Top level contact center executives, industry luminaries, and suppliers

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

ICMI's longtime prestigious awards program honors the 'best and the brightest' contact centers on both an organizational and individual level. Taking place Tuesday, May 7th, 2014 at Contact Center Expo & Conference 2014, this dinner and celebration will be attended by 250+ senior level contact center professionals. By sponsoring this exclusive Contact Center Expo & Conference 2014 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 provide integrated exposure that includes print, online and in-person branding opportunities that are certain to raise your profile across the contact center sector. Plus, lead generation is guaranteed!

GLOBAL VISION SPONSORSHIP

Limited to 1 \$50,000

PRE-EVENT COVERAGE	ON-SITE EVENT COVERAGE	POST-EVENT COVERAGE
Logo and link on Global Contact Center Awards Website, Emails, Print and Mail	<i>Pre-Awards Cocktail Reception</i>	<i>Awards Webinar Sponsor</i>
Company Description (300 words) on Sponsorship Page of Global Contact Center Awards Website	Logo on Beverage Napkins at Cocktail Reception	10-Minute Speaking Opportunity During Webinar
Press Release with Sponsor Plugs Blasted Through PR Newswire to Thousands of Publications Worldwide	Logo on 'Red Carpet' Photo Backdrop Leading into the Awards Dinner	300 Minimum Lead Guarantee + All Overage
	<i>Awards Dinner/Ceremony</i>	Logo and Link on All Webinar Promotions
	10-Minute Visionary Speaking Opportunity	Credit in post-event press release blasted through PR Newswire to thousands of publications worldwide
	6 Awards Dinner Tickets. 3 Finalists will be Seated at Each of the Two Hosted Tables.	
	Themed Gift in Guest Gift Bags (vendor-supplied)	
	Opportunity to Present Award to Global Contact Center of the Year – Large Contact 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 Contact Center of the Year – Large Contact Center Winner	
	Full Contact Information of Awards Dinner Guests	

PRESENTING SPONSORSHIP

Limited to 3 \$20,000

PRE-EVENT COVERAGE	ON-SITE EVENT COVERAGE	POST-EVENT COVERAGE
Logo and link on Global Contact Center Awards website, emails, print and mail	<i>Pre-Awards Cocktail Reception</i>	<i>Awards Webinar Sponsor</i>
Company Description (200 words) on Sponsorship Page of Global Contact Center Awards Website	Co-host (with Presenting Sponsors) the Cocktail Reception Featuring Finalists, Judges and Guests	5-Minute Speaking Opportunity During Webinar
Press Release with Sponsor Plugs Blasted Through PR Newswire to Thousands of Publications Worldwide	Logo on Beverage Napkins at Cocktail Reception	150 Minimum Lead Guarantee + 50% Overage
	Logo on 'Red Carpet' Photo Backdrop Leading into the Awards Dinner	Logo and Link on All Webinar Promotions
	<i>Awards Dinner/Ceremony</i>	Credit in Post-event Press Release Blasted Through PR Newswire to Thousands of Publications Worldwide
	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 Contact 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	

SUPPORTING SPONSORSHIP

Limited to 6 \$9,500

PRE-EVENT COVERAGE	ON-SITE EVENT COVERAGE	POST-EVENT COVERAGE
Logo and Link on Global Contact Center Awards Website, Emails, Print and Mail	2 Awards Dinner Tickets	<i>Awards Webinar Sponsor</i>
Company Description (200 words) on Sponsorship Page of Global Contact Center Awards Website	Opportunity to Present Award to the Category of Your Choice (other than GCCOY Large Contact Center)	50 Webinar Leads (registration information)
Press Release with Sponsor Plugs Blasted Through PR Newswire to Thousands of Publications Worldwide	Themed Gift in Guest Gift Bags (vendor-supplied)	Logo and Link on All Webinar Promotions
	Logo on All Relevant Signage	Credit in Post-Event Press Release Blasted Through PR Newswire to Thousands of Publications Worldwide
	Logo Broadcast on Screen When Announcing Your Sponsored Category	
	Introduction and Photo with Award Winner	