

Join us as an exhibitor at ICMI's Call Center Demo & Conference taking place October 11-13, 2011, in Dallas, Texas. At this event, contact center professionals from across a vast number of industries will gather for exceptional learning, peer-to-peer sharing, and to discover the latest technologies available to run their contact centers as efficiently and effectively as possible. **Over 50% of our audience consistently tells us that they attend only one industry event a year, which is reflected in an extremely minimal attendee overlap with ACCE, our June global event.** Exhibiting at the Call Center Demo is a great way to reach a fresh group on engaged decision-makers, many of whom are actively seeking the solutions you provide.

Purchase Involvement*

*Based on 2009 Call Center Demo Attendee Responses

83% of attendees indicated an involvement in the purchase of contact center products and services.

An Exclusive, Engaged Audience*

*Based on responses from 2009 Call Center Demo Post-Event Survey

78% of attendees indicated an involvement in the purchase of contact center products and services.

82% of 2010 attendees are likely to recommend this event to others.

52% of attendees do not plan to attend any other trade show within the next 12 months.

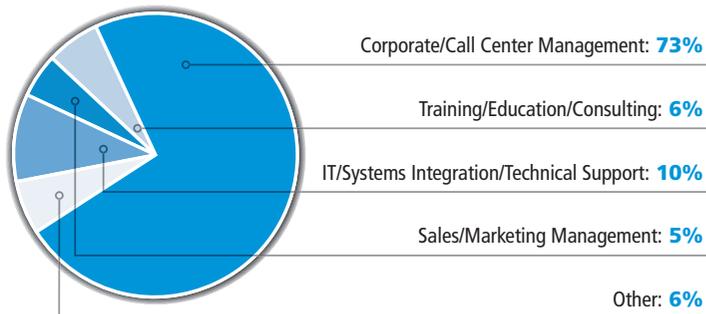


About Dallas

The ninth-largest city and part of the fourth-largest metropolitan area in the nation, Dallas, Texas is a call center hub, making it the ideal location for this event. Additionally, Dallas is centrally located, and within a four-hour flight from most North American destinations. Once there, visitors can ride one of the fastest-growing light rail systems in the nation or the historic, free McKinney Avenue Trolley from the Dallas Arts District throughout the Uptown area with its restaurants, pubs, boutique hotels and shops.

2010 Attendee Job Function*

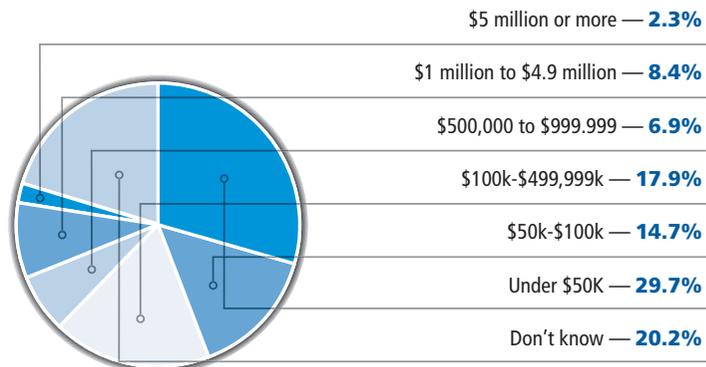
*Based on 2009 Call Center Demo Attendee Responses



Call Center Purchases – Amount Spent

*Based upon ICMI 2010 Community Interest Survey

What is the dollar amount of the call center, help desk/customer support or other related products that you buy, specify, recommend, approve, resell, distribute or influence within the next year?



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ATTENDEE COMPANIES AND TITLES

Here is a small sample of some of the 2009 event attendees. A more complete list of titles and companies is available upon request.

Quality/Training Manager
Bausch & Lomb

WFM Manager
Blue Cross Blue Shield MI

Manager of Operations Analyst
Capital One

Call Center Manager
Citizens National Bank

Vice President
Contact Centers of America

Call Center Manager
Experian

Management and Program Analyst
FBI

Director; Sales and Guest Experience
Golfsmith International

Customer Services Team Leader
Goodwill Industries

Director; Partner Service Center
Habitat for Humanity International

VP of Patient Services
Healthcare Partners

Director
HealthMarkets; Inc.

Call Center Operations Manager
Highlights For Children

Manager of WFM and QA
Homesite Insurance

Director of Customer Care
magazines.com

Call Center Manager
Manhattan's Physician Group

Director; Call Center
McGraw-Hill Companies

Vice President/General Manager
Medco Health Solutions

Director of Call Center Operations
Medifast, Inc.

Senior Manager Customer Care
Novo Nordisk Inc.

Sr. Dir; Operations & Customer Satisfaction
Thomson Reuters

Contact Center Specialist
Verizon Business

Customer Care Manager
Veterinary Pet Insurance

Turnkey Pedestal Package

Our unique demo floor pedestal package makes exhibiting easy and efficient. We take care of everything, including:

- Pedestal rental
- Set-up and dismantle
- ID sign with company name and five bullet points
- 500 watts of power
- 17" flat-screen monitor
- Drayage of pedestal only



Just bring your laptop, marketing collateral and business cards, and you're ready to meet your next big customer!

Cost: \$6500: Single pedestal

A limited number of traditional booth space (10 x 10, 10 x 20, 20 x 20) will be available only to event sponsors at a cost of \$70 per sq. ft.

Sponsorship Opportunities

Please contact Jody Kudless at jkudless@icmi.com or 732-252-9740.

For pricing and options on customizing sponsorship and reception possibilities.

- Inclusive Diamond, Platinum, Gold and Sterling Sponsorships
- Conference Tote Bag Sponsorship
- Lanyard Sponsorship
- Water Bottle Sponsorship
- Cyber Cafe Sponsorship
- Hotel Key Card Sponsorship
- Conference Notepad Sponsorship
- Conference Pen Sponsorship
- Massage Station Sponsorship
- And many more!

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