



CUSTOMER SERVICE *experience*

deliver exceptional customer care across all channels

APRIL 24-26, 2017

Washington Marriot
Wardman Park
Washington, DC

**Invitation
to Exhibit
& Sponsor**

Attend Customer Service Experience 2017 to:

- MEET top decision makers with buying authority.
- BUILD and enhance brand awareness.
- INTERACT with attendees from three events.
- COLLECT high-quality leads.
- STRENGTHEN relationships with existing and prospective customers.

TO LEARN MORE ABOUT EVENT SPONSORSHIP OPPORTUNITIES PLEASE CONTACT:

East & Midwest accounts
Adrienne Snyder
201-327-2773
adrienne@infotoday.com

**Speech Technology
Exhibit Sales**
La Shawn Fugate
859-278-2223, ext. 104
lashawn@infotoday.com

Mountain & Pacific accounts
Dennis Sullivan
203-445-9178
dennis@infotoday.com

Publisher, CRM magazine
Bob Fernekees
212-251-0608, ext. 106
bfernekees@infotoday.com

Co-located with:


CRM 2017
evolution conference & exhibition
From the editors of CRM magazine

SpeechTEK | 2017
THE SMART CUSTOMER INTERACTIONS EVENT

Featuring

**customer
solutions expo**

Organized and
Produced By

 **Information Today, Inc.**

Connect:  #CustSe

WWW.CUSTSERVEXPERIENCE.COM



CUSTOMER SERVICE *experience*

deliver exceptional customer care across all channels

**APRIL
24-26, 2017**

Washington Marriott
Wardman Park
Washington, DC



Why Customer Service Experience 2017?

Your best opportunity to reach technology buyers and industry influencers is at Customer Service Experience 2017. This 3-day event brings you face-to-face with an impressive collection of attendees from across the globe. Secure your sponsorship today and take advantage of a great opportunity to build brand awareness and strengthen relationships with existing and potential customers.

- Speak with attendees and demo your product/service in the Customer Solutions Expo.
- Meet face-to-face with highly influential analysts and consultants.
- Deliver a presentation to attendees at a Solution Session. (SPACE IS LIMITED.)
- Host a networking breakfast, lunch, or cocktail reception.
- Benefit from an extensive marketing plan that includes direct mail, print, email, social media, and web advertising.
- The Customer Solutions Expo provides you with a unique opportunity to connect with a large group of customer strategists from two popular co-located events—CRM Evolution and SpeechTEK. Sponsors for each event share the Customer Solutions Expo.

Our attendees are searching for solutions and services that will help them deliver positive experiences across all customer channels. As a sponsor of Customer Service Experience 2017, you can bring solutions to these potential customers.



Chuck Aikman
@cwaikman

Came 2 [#CRMEvolution](#) [#SpeechTEK](#) [#CustSE](#) to immerse myself and learn how KM can power it. [#missionaccomplished](#)



Anna Sabryan
@AnnaSabryan

Fantastic time at [#CRMEvolution](#) [#Custse](#)! Looking forward to the next one!



Reserve your sponsorship today!

■ **EAST & MIDWEST ACCOUNTS**
Adrienne Snyder • 201-327-2773
adrienne@infotoday.com

■ **SPEECH TECHNOLOGY EXHIBIT SALES**
La Shawn Fugate • 859-278-2223, ext. 104
lashawn@infotoday.com

■ **MOUNTAIN & PACIFIC ACCOUNTS**
Dennis Sullivan • 203-445-9178
dennis@infotoday.com

■ **Bob Fernekees**
Publisher, CRM magazine
212-251-0608, ext. 106
bfernekees@infotoday.com



CUSTOMER SERVICE *experience*

deliver exceptional customer care across all channels

**APRIL
24-26, 2017**

Washington Marriot
Wardman Park
Washington, DC



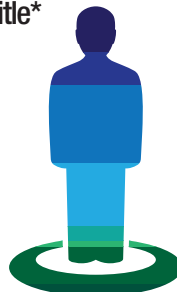
Attendee Profile

Attendees by Industry*



14%	Banking/Finance
6%	Call Center
3%	Consulting/Integrator/VAR
6%	Education/Training
3%	Insurance
7%	Manufacturing
7%	Government—Federal, State, Local
4%	Marketing/Advertising/Public Relations
17%	Technology
10%	Professional Services
4%	Utility/Energy
19%	Other—Consumer Product Goods, Media/Publishing, Medical, Nonprofit, Pharmaceutical, Retail/Etail, Telecommunication, Travel/Hospitality

Attendees by Job Title*



16%	C-Level
11%	Vice President
26%	Director
21%	Manager
7%	Supervisor
2%	Technical
13%	Staff
4%	Other

74% of Customer Service Experience attendees have a decision-making title.



Attendees by Revenue*

7%	\$5 billion +
12%	\$1 billion – \$4.99 billion
3%	\$500 million – \$999 million
2%	\$250 million – \$499 million
4%	\$100 million – \$249 million
7%	\$50 million – \$99 million
16%	\$10 million – \$49 million
49%	Under \$10 million

Attendees by Number of Employees*



9%	More than 20,000
1%	10,000 – 20,000
14%	1,000 – 9,999
8%	500 – 999
8%	250 – 499
12%	100 – 249
13%	50 – 99
34%	Less than 50

Attendees by Job Function*



47%	Customer Service
12%	Corporate/General Management
7%	Consultant/Integrator
4%	Marketing
11%	Sales
10%	IT/Web/Technical Development
8%	Other

* Data based on registrants' reporting demographics.

Past Attending Companies Include:

AAA Insurance

ABF Logistics

ADP

AirAsia Berhad

Ameren Services

American Platform &
Scaffolding Co.

American Society of Clinical
Oncology

America's Test Kitchen

Ameritas

Armstrong World Industries

Assoc. of Finnish Local & Reg.
Authorities

Atlanta Life Financial Group, Inc.

Bank of Nova Scotia

BankMobile, a Division of
Customers Bank

Bemis Associates

Berkeley College

Bois Capital

The Boston Globe

Brotherhood Mutual Insurance

Caplugs

Charles Schwab

City of Helsinki

Comcast Ventures

Deloitte

DoctorDirectory

Eaton Steel Bar Company

eBay Enterprise

Ernst & Young

Experient

FCC

FCG Training Ltd.

Federal Home Loan Bank of
New York

Ferrellgas

Food Safety Net Services

Grupo Posadas

GSI (an eBay company)

Hardie's Fresh Foods

The Hilliard Corporation

IGS Energy

Illinois National Bank

Indiana University

Interaxa do Brasil

JetBlue Airways

JPMorgan Chase

LDS Church

Liberty Mutual Insurance

Mayo Clinic

McKee Foods Corporation

NatureBox

Nidec Sankyo America
Corporation

NJM Insurance Group

North American Bancard

Novomatic Lottery Solutions

NW Natural Gas

Promontory Interfinancial
Network

Saudi Industrial Development
Fund (SIDF)

Seco Tools Benelux

Shaw Industries

SkyLine Membership Corp.

Smithsonian Institution

Social & Health Insurances

SONOVA AG

St. George's University

Sundance Vacations

Sunovion Pharmaceuticals

Sylvan Learning

Talking Rain Beverage

Telnorm SA de CV

Unitec

U.S. Pharmacopeia

The University of British
Columbia

University of South Carolina

U-Pack Moving

Vanguard

Williamson-Dickie Mfg., Co.

WISE Academy



CUSTOMER SERVICE *experience*

deliver exceptional customer care across all channels

**APRIL
24-26, 2017**

Washington Marriot
Wardman Park
Washington, DC



Major Event Sponsorships

DIAMOND SPONSORSHIP = \$27,995

- 20-minute speaking opportunity at each conference—SpeechTEK, CRM Evolution, and Customer Service Experience—if contract is signed before December 9 (*Must conform to ITI policy.*)
- 8'x16' endcap or 8'x20' inline booth in the Customer Solutions Expo
- Recognition from the podium and logos on the video screens
- Banner advertising on each conference's website
- Premier logo placement and positioning on promotional materials of all three conferences, including website under all event pages, print and electronic media promotions listing sponsors, front cover of the Final Program, and general exhibition signage
- One full-page/4-color ad in each conference's Final Program
- Insertion of one promotional item in portfolio bag (*Insertion items to be produced by sponsoring company.*)
- Participates in Take 5 Program for attendee meeting generation prior to conference
- Six All Access Passes to attend Customer Service Experience, SpeechTEK, and CRM Evolution (*for internal use*)
- Special discount VIP registration for all of your customers and prospects
- One-time direct-mail usage of preconference and postconference registration lists (*postal addresses only*)
- Inclusion in a preconference email broadcast highlighting your presence at each conference
- 50-word company description and logo online and in the Final Program

PLATINUM SPONSORSHIP = \$14,995 (*Limited to 4*)

- 20-minute speaking opportunity if contract is signed before December 9 (*Must conform to ITI policy.*)
- 8'x16' endcap or 8'x20' inline booth in the Customer Solutions Expo
- Recognition from the podium and logos on the video screens
- Banner advertising on the Customer Service Experience conference website
- Premier logo placement and positioning on promotional materials including website under all event pages, print and electronic media promotions listing sponsors, front cover of the Final Program, and general exhibition signage
- One full-page/4-color ad in the Final Program
- Insertion of one promotional item in portfolio bag (*Insertion item to be produced by sponsoring company.*)
- Participates in Take 5 Program for attendee meeting generation prior to conference
- Six full-conference Customer Service Experience registrations (*for internal use*)
- Special discount VIP registration for all of your customers and prospects
- One-time direct-mail usage of preconference and postconference registration lists (*postal addresses only*)
- Inclusion in a preconference email broadcast highlighting your presence in the Customer Solutions Expo
- 50-word company description and logo online and in the Final Program

GOLD SPONSORSHIP = \$6,995

- 8'x10' booth in the Customer Solutions Expo
- Logo placement and positioning on promotional materials including website under all event pages, print and electronic media promotions listing sponsors, front cover of the Final Program, and general exhibition signage
- Participates in Take 5 Program for attendee meeting generation prior to conference
- Four full-conference Customer Service Experience registrations (*for internal use*)
- Special discount VIP registration for all of your customers and prospects
- One-time direct-mail usage of preconference and postconference registration lists (*postal addresses only*)
- Inclusion in a preconference email broadcast highlighting your presence in the Customer Solutions Expo
- 50-word company description and logo online and in the Final Program

CORPORATE SPONSORSHIP = \$4,995

- Two full-conference Customer Service Experience registrations (*for internal use*)
- Logo placement and positioning on promotional materials including website under all event pages, print and electronic media promotions listing sponsors, front cover of the Final Program, and general exhibition signage
- One-time direct-mail usage of preconference and postconference registration lists (*postal addresses only*)
- One half-page/4-color ad in the Final Program
- 50-word company description and logo online and in the Final Program

BOOTH SPACE \$4,500 per 8'x10'

INCLUDES :

- One complimentary full-conference pass
- Unlimited booth personnel (*includes access to exhibits, morning keynotes, and receptions*)
- Back drape and side rail
- 50-word description online and in the Final Program
- ID Sign
- Discount VIP registration for your customers and prospects

customer solutions expo **HOURS**

- MONDAY, APRIL 24 5:00 p.m. – 7:00 p.m.
Grand Opening Reception
- TUESDAY, APRIL 25. 10:00 a.m. – 5:30 p.m.
- WEDNESDAY, APRIL 26. . . 10:00 a.m. – 1:00 p.m.

WWW.CUSTSERVEXPERIENCE.COM



CUSTOMER SERVICE *experience*

deliver exceptional customer care across all channels

**APRIL
24-26, 2017**

Washington Marriot
Wardman Park
Washington, DC



Additional Sponsorships & Promotional Opportunities

*All sponsorships are
exclusive unless
otherwise noted.*

ONSITE HIGH-TRAFFIC OPPORTUNITIES

Pick your sponsorship—\$2,495 each

Branded Meter Boards

Limited availability. Place a large, branded meter board in the registration area of Customer Service Experience. Includes production.

Customer Solutions Expo Entry Greeter

Entitles sponsor to place one person in front of the Exhibit Hall main entrance or other high-traffic areas to hand out materials and drive booth traffic and brand awareness. Cost of greeter is in addition to the sponsorship price.

Video Monitor

Play your looping video on a monitor/stand positioned in the registration area for all attendees to see while checking in.

Floor Tiles

Custom floor stickers directing traffic to your booth. Includes production.

Wireless Internet

Provide wireless internet to attendees. Includes logo placement online and in the final program and signage onsite.

Conference Pads

Placed on the tables in the keynote and each track room.

Conference Pens

Placed on the tables in the keynote and each track room.

Hotel Key Cards*

Get your custom graphics/logo and message printed on every key of attendees staying at the official conference hotel (*A per-room fee will also be charged by the hosting hotel.)

Hotel Room Drop*

Limited availability. Your company's brochure or promotional item will be placed inside each Customer Service Experience attendee's hotel room (*A per-room drop fee will also be charged by the hosting hotel.)

REGISTRATION MARKETING OPPORTUNITIES

Badge Holder Insert. \$4,000

Production of sponsored item covered by Information Today, Inc.

Conference Attendee Bags \$2,995

Production of sponsored item covered by Information Today, Inc.

Lanyards \$2,495

Production of sponsored item covered by Information Today, Inc.

Press Room Sponsorship \$995

Attendee Bag Insertion (Exhibitors/Sponsors Only) \$350

If you have an idea for a sponsorship not mentioned, let us know!

IMPORTANT NOTE: Unless otherwise specified, costs listed are for sponsorship fee only. Production, related costs, and elective marketing materials are the responsibility of the sponsor.

PRINT MARKETING OPPORTUNITIES

Logo Upgrade

Get your logo printed next to your company description and stand out from other exhibitors in the Customer Service Experience Final Program. **\$350**

Full-Page 4-Color Ad

Your company's ad will be printed in the Customer Service Experience Final Program. **\$1,500**

HOSPITALITY MARKETING OPPORTUNITIES

Customer Solutions Expo Grand Opening Reception

(Includes attendees from all three events.) **\$7,495**

Tuesday Evening Networking Reception

(Includes attendees from all three events.) **\$10,000**

Continental Breakfast (Includes attendees from all three events.) \$2,995

Morning Breaks (Includes attendees from all three events.) . . . \$2,995

Afternoon Breaks (Includes attendees from all three events.) . . . \$2,195

Private Breakfast Sponsorship Call for Pricing

Private Meeting Rooms (Exhibitors/Sponsors only) . . \$1,500 per day

Exhibit Hall Meeting Room (duration of the conference) . . . \$3,500

ELECTRONIC MARKETING OPPORTUNITIES

Event News Video Interviews \$950

Customer Service Experience interviews key speakers, attendees, and vendors. Much of what breaks at a Customer Service Experience show is first announced here. In addition to onsite exposure, the videos are placed on the Customer Service Experience site and marketed via newsletters after the event.

Session or Keynote Video \$1,500

Information Today, Inc. will video record any session or lunch keynote, then edit and insert appropriate graphics for distribution postconference.

Email Blasts

Limited availability. Dedicated email blast to the Conference News list(s) of your choice.

SpeechTEK. \$1,500

CRM Evolution \$1,500

Customer Service Experience \$1,500

Confirmation Email \$350

Get extra coverage by displaying your logo and booth number under the "Don't Miss" heading at the bottom of the registration confirmation emails. Space is limited to two sponsors.

CUSTOM SPONSORSHIPS

Social Media Sponsorship. Call for Pricing

Brand your company as this year's social media sponsor of all three events.

Custom Off-Site Event. Call for Pricing

Take your clients and prospects on a cruise on the Potomac River, or watch a Washington Nationals game in a private suite.



CUSTOMER SERVICE *experience*

deliver exceptional customer care across all channels

**APRIL
24-26, 2017**

Washington Marriot
Wardman Park
Washington, DC



Floor Plan

customer
solutions **expo**

*Reserve your booth
space and/or sponsorship today!*

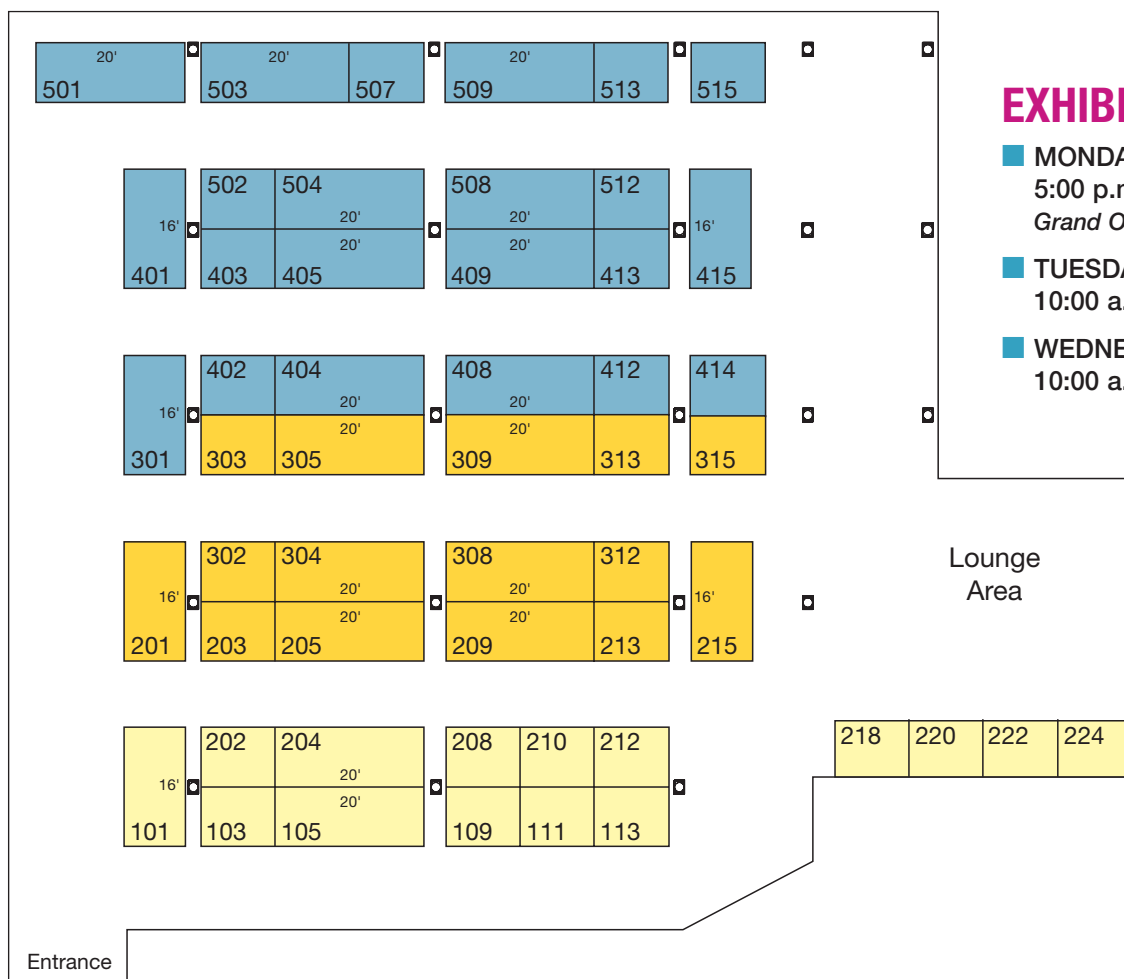


EXHIBIT HOURS

- MONDAY, APRIL 24**
5:00 p.m. – 7:00 p.m.
Grand Opening Reception
- TUESDAY, APRIL 25**
10:00 a.m. – 5:30 p.m.
- WEDNESDAY, APRIL 26**
10:00 a.m. – 1:00 p.m.

For more information or to book, contact:

EAST & MIDWEST ACCOUNTS
Adrienne Snyder • 201-327-2773
adrienne@infotoday.com

MOUNTAIN & PACIFIC ACCOUNTS
Dennis Sullivan • 203-445-9178
dennis@infotoday.com

SpeechTEK EXHIBIT SALES
La Shawn Fugate
859-278-2223, ext. 104
lashawn@infotoday.com

Bob Fernekees
Publisher, *CRM* magazine
212-251-0608, ext. 106
bfernekees@infotoday.com

- CRM Evolution
- Customer Service Experience
- SpeechTEK

NOTES:

Exhibit Hall is carpeted.
All booths are 8'x10'
unless otherwise noted.

□ = 2'3"Wx3'Lx11'H column