

SpeechTEK | 2017

THE SMART CUSTOMER INTERACTIONS EVENT

Washington, D.C.

April 24-26

Washington Marriott Wardman Park

Sell & Save. Trade shows are a cost-effective way to gain exposure for your company.

Meet New Prospects. Exhibiting puts you in front of fresh faces without all of the extra sales work.

Network. It's the best place to get quality time with current and prospective customers.

Seal the Deal. Studies show that deals are easier to seal when face-to-face at a trade show.

Check out the Competition. This is the perfect place to see what your competition is up to.

Market Research. You've got a captive audience, use it to your advantage by polling your booth visitors.

Featuring


customer
solutions expo

The combined showcases
for SpeechTEK, CRM
Evolution, and Customer
Service Experience

Co-located with

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

CUSTOMER
SERVICE experience
deliver exceptional customer care across all channels

Organized and produced by
 Information Today, Inc.

Publishers of **Speech**
TECHNOLOGY

CONNECT:

    #SpeechTEK

www.speechtek.com

Why Exhibit or Sponsor at SpeechTEK 2017?

Sponsorship offers the possibility of achieving several goals at once. According to Schmader and Jackson in their book, *Special Events: Inside and Out*, a company can benefit from sponsorship in many ways, such as:

- Enhancing image/shaping consumer attitudes
- Driving sales
- Creating positive publicity/heighting visibility
- Limiting cost of travel to see clients in one trip

Trade show industry statistics show that exhibitors who invest in pre-show and at-show advertising and sponsorship opportunities can triple booth attendance, increase lead generation, and improve overall satisfaction.

FOCUSED SOLUTIONS

The Customer Solutions Expo, the combined showcase for SpeechTEK, CRM Evolution, and Customer Service Experience, is a must for anyone selling speech technology products or services. Here, exhibitors have an unmatched opportunity to brand and communicate their company's image and message, make major industry announcements, release new products and initiatives, and support partnering and business development efforts.

COST-EFFECTIVE AND TARGETED

SpeechTEK offers an affordable way to reach decision makers looking for information and to purchase solutions for their businesses: Don't miss the opportunity to share your knowledge and expertise and get your products and services in their hands!

INTERNATIONAL REACH

SpeechTEK is backed by an extensive marketing plan that includes focused promotion through direct mail, print, email, social media, and web advertising; association partnerships; and a compelling PR campaign. With this level of promotion and the combination of a world-class conference and exhibition, SpeechTEK offers an unparalleled environment for key industry players to meet face-to-face with international customers and integrators of speech technologies.

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

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

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



"It was a great conference. A good opportunity to validate our position and to know what else is going on in the industry."

—Daryl Thomas
Cisco

81% of trade show attendees have buying authority. This means more than four out of five people walking the aisles are potential customers for exhibitors.

Source: "CEIR: The Spend Decision: Analyzing How Exhibits Fit Into The Overall Marketing Budget"

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Attendee Profile

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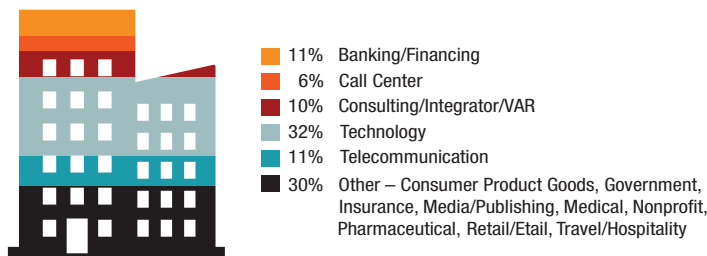
Washington Marriott Wardman Park

More than 90% of trade show attendees say they are looking for new products. It has been the No. 1 reason to attend for 25 years!
Source: CEIR: The Role and Value of Face to Face

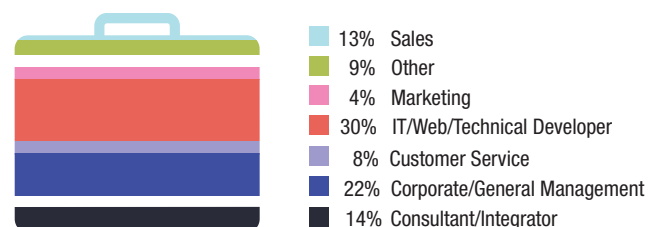
PAST ATTENDING COMPANIES INCLUDE:

AARP	Cablevision	Farmers Insurance	Keiser Permanente	Sirius XM
ADP	Capital One Financial	FedEx	LG Electronics	TomTom International
Aer Lingus	Cardtronics	First American	Library of Congress	Toyota Financial Services
Aetna	Charter Communications	Ford Motor Company	Lloyds Banking Group	University of Florida
Alliant Energy	Citi	Fujitsu America Inc.	L'Oreal USA	US Bank
Amazon Echo	Comcast	GEICO	Merrill Lynch	USAA
Amazon.com	Credit Suisse	General Dynamics	The MITRE Corporation	U.S. Citizenship and Immigration Service
American Express	CSAA Insurance Group	Georgetown University	Pitney Bowes	USPS
Amtrak	Deloitte	Google	Progressive Insurance	Volkswagen AG
Anthem	Delta Community Credit Union	Guardian Life Insurance	QVC	Volvo Car Corporation
AT&T	Deutsche Bank	Honda R&D Americas, Inc.	RBC Royal Bank	Walgreens
BarclaycardUS	Discover Financial Services	Honeywell	Rosetta Stone	Wells Fargo
Barnes and Noble	ebay, Inc.	Intel Corporation	Rutgers University	Xerox
Booz Allen Hamilton	Equifax	JP Morgan Chase & Co.	Samsung Electronics	

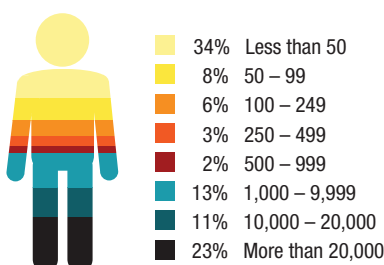
ATTENDEES BY INDUSTRY*



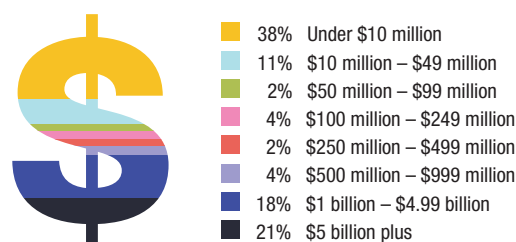
ATTENDEES BY PRIMARY BUSINESS*



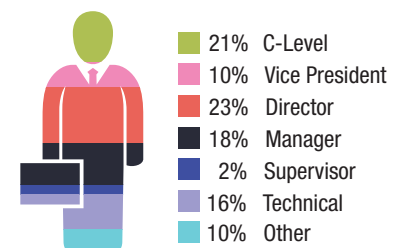
ATTENDEES BY NUMBER OF EMPLOYEES*



ATTENDEES BY REVENUE*



ATTENDEES BY JOB TITLE*



* Data based on registrants reporting demographics

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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 by December 9. *(Must conform to ITI policy.)* Sessions may be videotaped for future promotional programs for an additional fee.
- 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 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 SpeechTEK, CRM Evolution, and Customer Service Experience *(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 Final Program

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

- 40-minute speaking opportunity if contract is signed before December 9 *(Must conform to ITI policy.)* Sessions may be videotaped for future promotional programs for an additional fee.
- 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 SpeechTEK 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 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 SpeechTEK 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 SpeechTEK Showcase in the Customer Solutions Expo
- 50-word company description and logo online and in 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 Final Program, and general exhibition signage
- Four full-conference SpeechTEK registrations *(for internal use)*
- Participates in Take 5 Program for attendee meeting generation prior to conference
- 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 SpeechTEK Showcase in the Customer Solutions Expo
- 50-word company description and logo online and in Final Program

CORPORATE SPONSORSHIP = \$4,995

- Two full-conference SpeechTEK 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 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 Final Program

BOOTH SPACE \$4,500 per 8' x 10'

INCLUDES :

- One complimentary full-conference pass
- Unlimited booth personnel *(includes access to exhibits, morning keynotes, and receptions)*
- Back drape & 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.

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 SpeechTEK. Includes production.

Customer Solutions Expo Entry Greeter

Entitles sponsor to place one person in front of the Customer Solutions Expo 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 SpeechTek 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 \$2,995

Production of sponsored item covered by Information Today, Inc.

Press Room Sponsorship \$995

Attendee Bag Insertion (Exhibitors/Sponsors Only) \$950

PRINT MARKETING OPPORTUNITIES

Logo Upgrade \$350

Get your logo printed next to your company description and stand out from other exhibitors in the SpeechTEK Final Program.

Full-Page 4-Color Ad \$1,500

Your company's ad will be printed in SpeechTEK's final program

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HOSPITALITY MARKETING OPPORTUNITIES

Sponsored Keynote Lunch (Monday or Tuesday) \$10,000

Wednesday Sponsored Keynote Lunch \$5,000

Customer Solutions Expo Grand Opening Reception
(Includes attendees from all 3 events.) \$7,495

Tuesday Evening Networking Reception
(Includes attendees from all 3 events.) \$10,000

Continental Breakfast (Includes attendees from all 3 events.) \$2,995

Morning Breaks (Includes attendees from all 3 events.) \$2,995

Afternoon Breaks (Includes attendees from all 3 events.) \$2,195

Private Breakfast Sponsorship Call for Pricing

Private Meeting Room (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

SpeechTEK interviews key speakers, attendees, and vendors. Much of what breaks at a SpeechTEK show is first announced here. In addition to onsite exposure, the videos are placed on the SpeechTEK 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 \$950

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 Offsite 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.

If you have an idea for a sponsorship not mentioned, let LaShawn Fugate 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.

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customer solutions expo

Floor Plan

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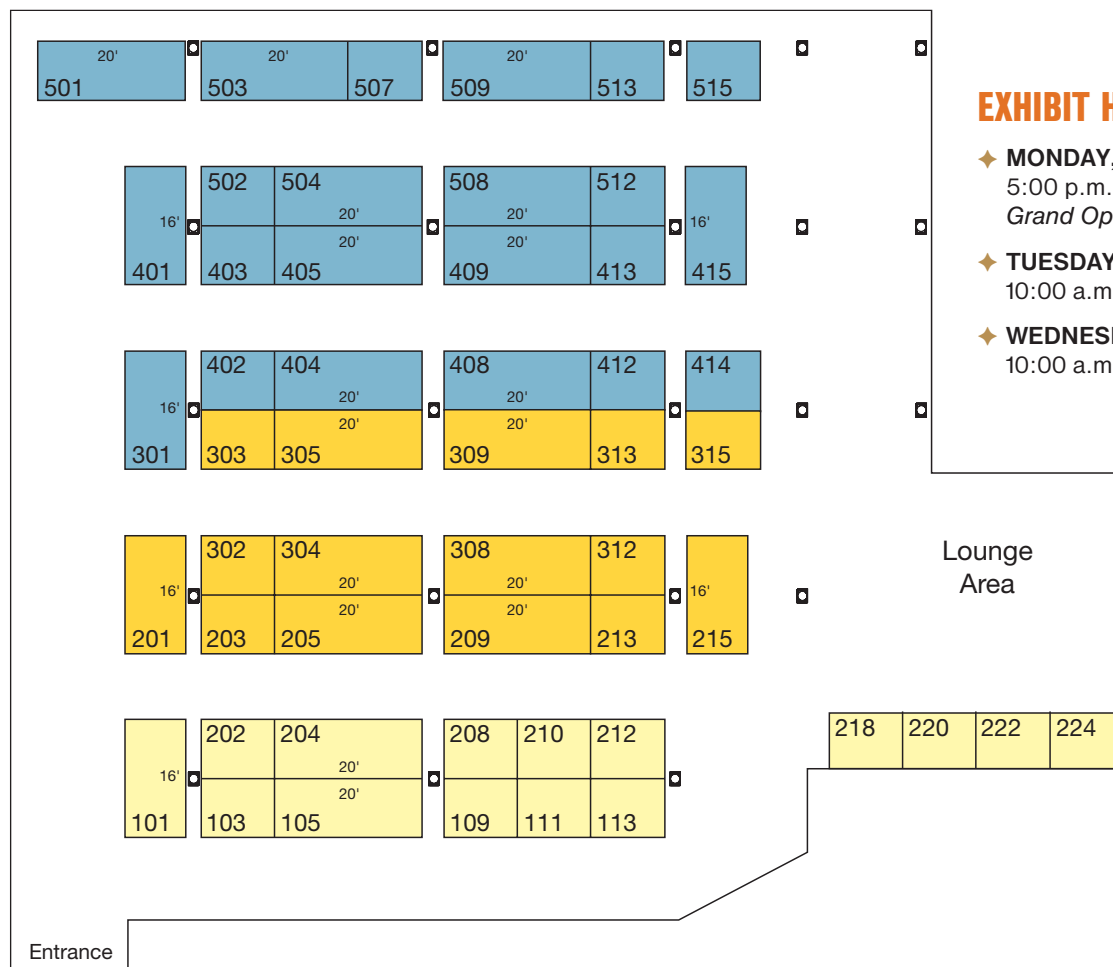


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FOR MORE INFORMATION OR TO BOOK, CONTACT:

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- 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