



CCW CALL CENTER WEEK *winter*

January 26-29, 2016 • The Rosen Centre, Orlando, FL

Leading Customer Experience Transformation.
The world's largest event for customer care professionals.

SPONSORSHIP PROSPECTUS

www.callcenterweekwinter.com



CORPORATE PRACTITIONERS AND SOLUTION PROVIDERS CONSIDER CCW THE MUST-ATTEND EVENT

WHY?

- **Neutral Voice** - We are vendor agnostic & holistic - serving everyone from start-ups to large scale solution providers and decision-makers that are simply looking for the best ideas to optimize and expand their operations.
- **Dedicated Content Focus** - Continual research throughout the year to uncover the best stories, told by the top leaders. This is our day job.
- **ROI Centric** - We are a business and recognize that everyone who invests in CCW whether you are an attendee or a sponsor must see an ROI.
- **The Trusted Place Where Business Gets Done** - Our end-users come to shop for vendors. Our vendors are prepared to scale and personalize.

“

I've attended at least 12 events and have exhibited 7 years in a row. CCW is a home run for us. I'm married to the event. Everyone expects me to be there and my clients and friends all go.

- Sam DiLiberto, VP Contact Solutions, American Customer Care



“

Very satisfied. Learned a lot about new technologies. I was exposed to cutting edge technologies and it prompted me to think about how I can use them,

- Lou Ninios, Director, Monitronics



OUR EXPO HALL IS WHERE IT HAPPENS

CCW is the one-stop shop for customer care leaders around the world. Whether it's finding a solution for their current operation or discovering new technologies, our attendees know it can be found at CCW. 2015 featured 50+ new technology solutions including CRM systems, gamification, knowledge management, customer analytics, customer experience measurement and more. **What will 2016 bring?**



The most call center information I have ever seen in one place - and I'm 15+ years in the profession! A lot of information and opportunities to learn

-Jacqueline Addison, Vice President Customer Operations, **Blue Cross Blue Shield of LA**





WHEN WE ASKED OUR ATTENDEES WHAT THEY'RE LOOKING FORWARD TO MOST AT CCW...

83%

WANT TO WALK THE EXPO FLOOR AND DISCOVER NEW SOLUTIONS

55%

WANT TO PARTICIPATE IN FACILITATED ROUNDTABLE DISCUSSIONS

64%

WANT TO ATTEND TECH DEMOS

CUSTOMER CARE LEADERS ARE LOOKING FOR THESE SOLUTIONS

- Agent Analytics and Monitoring
- BPO
- Call Monitoring
- Call Recording
- Benchmarking
- Call/Skills-based Routing
- Cloud Solutions
- Cultural Change
- Customer Analytics/Insight
- Customer Communications Management
- Customer Complaints Management
- Customer Experience Management
- Customer Feedback (VOC/NPS/Surveys)
- Customer Interaction Management
- Customer Journey Mapping
- Customer Loyalty

- Customer Satisfaction Management
- CRM Solutions
- Digital Signage
- Employee Loyalty, Rewards and Incentive Programs
- Gamification
- Hosted/Virtual Contact Center
- IVR/Speech Recognition
- Knowledge Management
- Language Services
- Live Chat
- Mobile Solutions/Services
- Multi-channel Integration
- Near Shoring
- Office Furniture
- Offshoring
- Outsourcing/Managed Services
- Performance Measurement and Monitoring

- Process Improvement/Lean/Six Sigma
- Quality & Customer Satisfaction Management
- Recruitment
- Self-Service
- Social Media Management
- Speech Analytics
- Talent Management
- Text Analytics
- Training
- Unified Communications
- Virtual Agents
- Voice Call Back
- Voice of the Customer
- Voice Recognition
- VoIP (Voice over Internet Protocol)
- WebRTC
- Workforce Management



NEW TO CCW? NOT A PROBLEM.

As the industry's meeting place, we constantly look for providers to introduce new solutions to the industry. The CCW team brainstorms with you to make sure you find the involvement-level that makes sense.

A word from Hector
who was new to
CCW in 2015.

“

Like all new attendees to CCW, we were optimistic about forging new relationships and learning as much as we could about what's important to customers and businesses alike. Those expectations were definitely exceeded. Our visit helped shed light on where we might one day be more useful to our customer and of course, our customers audience. From a business perspective, it was refreshing to see complimentary technologies living under one roof— even if only a few days. Next year, we'll be a little wiser and definitely more helpful.

”

-Hector Leal, Director of Business Development, **Help Social, Inc.**

EVERY DETAIL COUNTS.

A More Personalized Experience Every Step of the Way

A successful event recipe doesn't just include good attendance. It's much more than that. Strategic behind-the-scenes work is what really makes CCW different and more personalized. We pay attention to details. Here are some features we deliver to ensure our sponsors get the best return on your investment.



Attendee Profiling

We build our program based on what we learn about our customers. Through a rigorous profiling process, we learn what challenges attendees are experiencing and what type of solutions they are looking for. Focus groups can be arranged for you to meet with folks who are specifically looking for the solution you provide!



Pre/Post Event Sponsor Survey

Meeting client's expectations is very important to us. Each sponsor receives a pre-event survey so we can understand your priorities and deliver an experience that meets your needs. And a post-event survey to learn what we can do better in the future.



Cocktail Party

Attending a conference can take a lot out of you! Raise a glass with your fellow exhibitors, attendees, and the CCW team at our annual cocktail party on the evening of the first main conference day.



Photo Scavenger Hunt

Why not have a little fun in the process? Introduced in 2014, our photo hunt has become a fan favorite. Strategically developed to ensure our attendees interact with sponsors, our event brand and have a little fun too.



Strategic F&B Placement

That cup of tea or morning joe is definitely important for everyone. We identify specific areas within the expo hall for F&B placement to facilitate movement throughout the hall.



Wi-Fi Lounge

A central place for attendees to take a break from exploring the expo hall and review their learning materials. This is a great place to spark casual conversations which can become meaningful relationships!



Challenge Board

Can you help? Upon checking in at the registration desk, our attendees are asked to list their top challenge. It's a way for us to facilitate a more personal experience to attendees as they walk into the expo hall to find solutions that can help solve their challenge.



Mobile App

Networking never stops! Utilizing the mobile app allows for connections to be made and meetings to be set up before, during and after the event. Plus it's a central place for fun photos and status updates to be placed! Are you giving away a prize? You might want to post it on the app.



IQXchange

The attendee profiling initiative opened up a new opportunity! Known as the IQXchange, we facilitate focus groups amongst attendees who are looking for your technology solution.

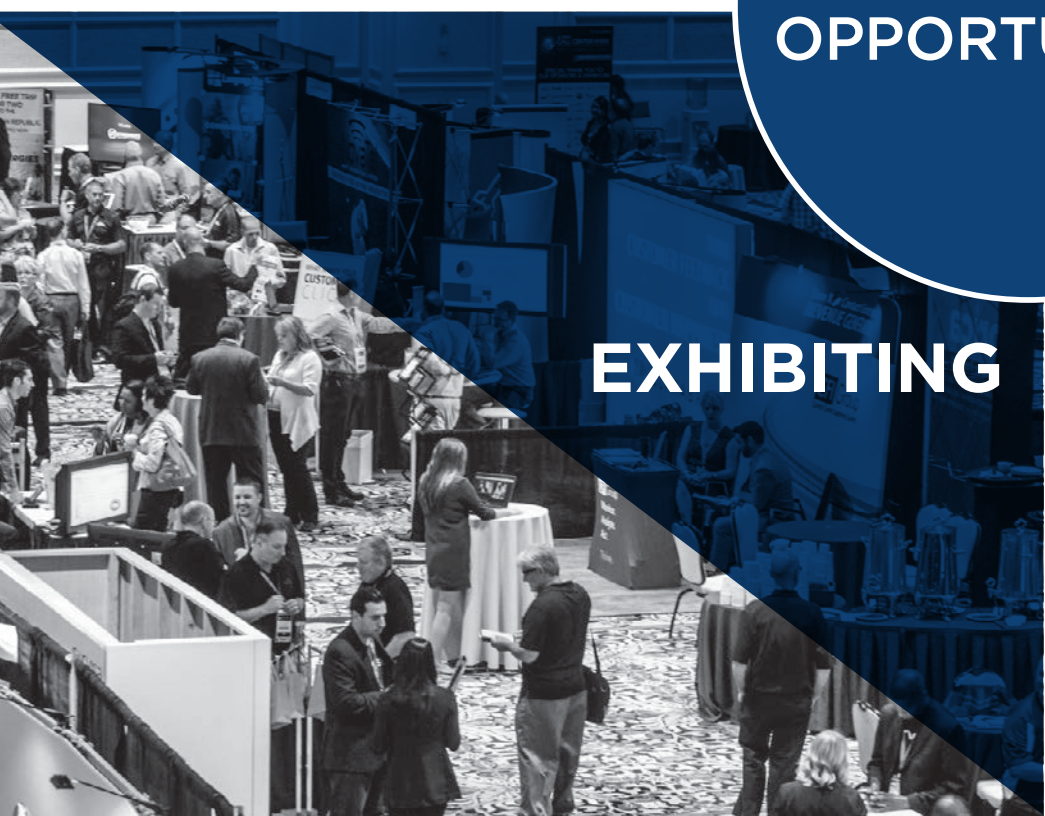


**THOUGHT
LEADERSHIP**



NETWORKING

**SPONSORSHIP
OPPORTUNITIES**



EXHIBITING



BRANDING

EXHIBITING

- 10 x 10 Booth Space
- 10 x 20 Booth Space





THOUGHT LEADERSHIP

- Conference Chairperson
- Track Chairperson
- Client Track Presentation
- Roundtable Discussion Leadership
- Workshop Leadership



BRANDING

- Wi-Fi Lounge
- Registration Sponsor
- Welcome Bag
- Welcome Bag Drop
- Content Card
- CCW Passport
- Lanyards
- Show Guide
- Name Badge
- Workbook
- Mobile App



NETWORKING

- Breakfast
- Luncheon
- Evening Cocktail Reception
- Refreshment Break
- Welcome Reception

A LITTLE BIT ABOUT CCW ATTENDEES

DECISION-MAKING ABILITY

- 30% report into the C-suite
- 30% their boss reports into the C-suite
- 30% head a function with global responsibilities
- 37% directly control their P&L

MATURITY

- 80% are optimizing their centers
- 19% are launching & planning
- 32% are exploring alternative options such as virtual, home-based and outsourcing

WHO CAN I EXPECT TO MEET?



ATTENDEE INDUSTRY



- 23% Finance & Insurance
- 14% Retail & Manufacturing
- 12% Healthcare & Pharmaceuticals
- 11% Business Services
- 8% Information Technology
- 7% Public Sector
- 6% Media & Publishing
- 5% Hospitality & Entertainment
- 4% Travel & Transportation
- 3% Telecommunications
- 3% Energy & Utilities
- 2% Consumer Services
- 2% Construction

ATTENDEE SENIORITY



- 17% C-Level
- 45% VPs/Heads/Directors
- 29% Managers/Sr. Managers
- 9% Others (Analysts, Engineers, Consul)



SAMPLE LIST OF PAST ATTENDING ORGANIZATIONS

1st United Services Credit Union

211 LA County

211 San Diego

ABB Inc

Alesig Consulting LLC

Allegacy Federal Credit Union

Allen-Edmonds Shoe Corporation

American Family Insurance

American Greetings

American Red Cross

American Water Services

Aon Affinity

Ascension Health

Assistance Fund

Assurant Solutions

Asurion

Barclaycard US

Barneys New York

Blackhawk Network

Blinds.com

Cable Bahamas

Capital One Bank

Careerbuilder

Carter's Inc.

CEFCU

Ceridian

CertainTeed Corporation

Chalken Inc.

Christopher Charles Group

Cisco Systems Inc

Citicorp Credit Services

CMI

Consumers Energy

CoverMyMeds

Crisis Response Network, Inc.

Customer Service Review

Discover Financial Services

Edificio Unitel Talatona

Engaging Solutions, LLC

Falcon Group Consulting

Ford Direct

Frontier Secure

Genworth

GolfNow

Great Lakes Educational Loan Services Inc

Greater Cincinnati Water Works

Hair Club

Hallmark Business Connections

HBCS

Heartland Dental

HP

Humana

Indeed Inc

iRobot

ITyX

Jockey International

JPMorgan Chase Bank

Kaplan Test Prep

Kohl's Department Store

Laureate Education, Inc.

Legalzoom

Lenovo Inc.

Liberty Utilities

LinkedIn Corporation

Lockheed Martin

Machias Savings Bank

Macys Inc

Manheim

Mannington Mills

Metropolitan Community College

Montefiore Contact Center

NBBJ

Newfoundland Power

Next Generation Catalyst

Oakley

Ontario College of Teachers

Ontario Teachers Insurance Plan

Open English

ORNL Federal Credit Union

Parkview Physicians Group

Partners Financial Services

PerkinElmer, Inc.

Prime Therapeutics

Quest Diagnostics

Quick International Courier

Radio-IP

RBC Royal Bank

Rooms To Go

SeaWorld

SECO Energy

Sercom

Spoken

St. Joseph Health

Stansberry Research

Stryker Corp

Sunlife Financial

Sutter Physician Services

Tangerine Bank

Texas State Technical College

The Boston Globe

The Travelers Companies Inc

Transamerica

TSYS

United TranzActions

United Way of America

United Way Worldwide

Universal Orlando Reports

University of Pittsburgh

UPMC IMITs Center

Vcare Technology Inc

Vonage

Walgreens

Walt Disney Resort

WellPoint

Windsor Leadership Group LLC

Wings Financial

World Travel Holdings



THE CCW TEAM!

Your CCW team works to bring you an unforgettable event experience. With many sponsors & exhibitors returning to CCW, we have the pleasure of connecting with them each year. We're looking forward to working with you and having you at CCW in the near future.

Let's discuss how to get you involved!



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Lisa Schulman
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Marly Derisma
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Assistant



Jeff Gandolfo
Sponsorship
Manager