



# CCW

CONFERENCE + EXPO

❄️ WINTER ❄️

January 17-20, 2017  
The Sheraton, New Orleans, LA  
[www.callcenterweekwinter.com](http://www.callcenterweekwinter.com)

# SPONSORSHIP PROSPECTUS





# WHY CCW

Corporate practitioners and solution providers consider CCW the must-attend event. The magic of CCW is the combination of Conference + Expo. The robust conference agenda inspires attendees next steps and the expo moves ideas from inspirations to actualization. Do you have a solution that can help their challenges?



## INSPIRATIONAL

CCW is where the customer care community comes together for all things customer service. Be inspired by guest speakers, keynote sessions, new technologies and a variety of learning formats to imagine a new future. You'll be jazzed, inspired, and refreshed to take on what's next.

## EDUCATIONAL

Workshops, keynote sessions, site tours, lunch n learns, meet-ups provide you with the tools and insight needed to super-charge your CX operation. You'll leave New Orleans with what you need and ready to implement on Monday. Now that's a conference worth the value!

## COMMUNITY-ORIENTED

CCW FOMO is real. Not just about the conference sessions but connecting with the rest of your community. Each year, the CCW event series welcomes customer care leaders to spend an entire week to network, learn, and have some fun.

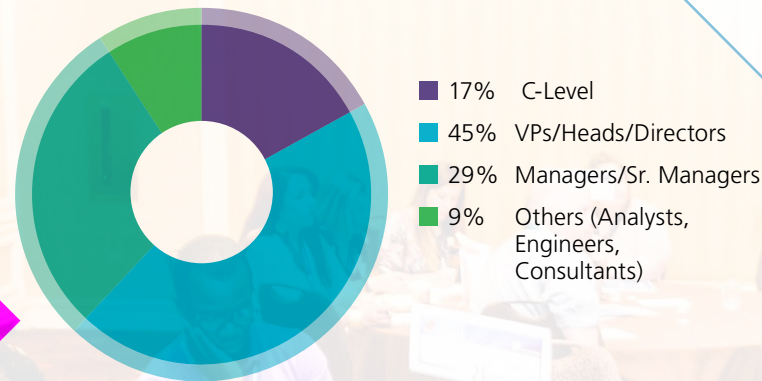
# WHO CAN I EXPECT TO MEET



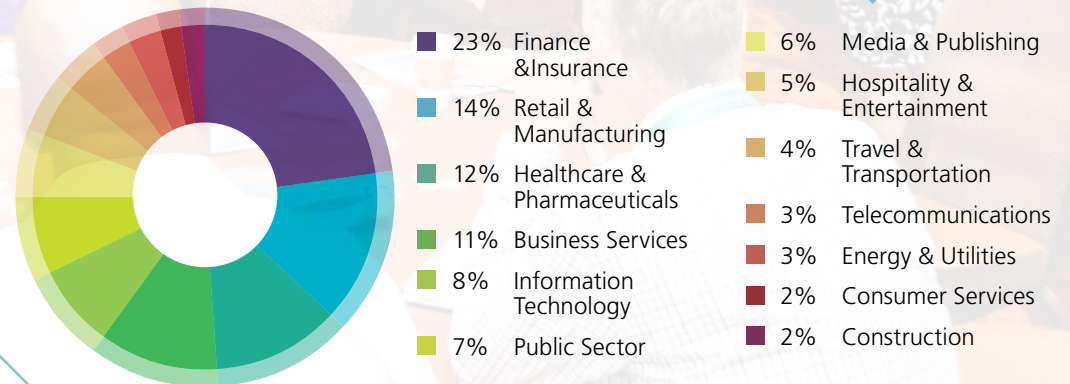
## Top 3 Attendee Priorities @ CCW

1. **DISCOVER** New technologies in the expo hall
2. **ATTEND** Tech demos
3. **NETWORK** With and benchmark against other attendees

### ATTENDEE SENIORITY



### ATTENDEE INDUSTRY



## Top 5 Contact Center/CX Performance Initiatives

1. Increase Revenue
2. Improve First Contact Resolution
3. Reduce Operational Costs
4. Reduce Wait Time & Cost Per Call
5. Improve Agent Retention



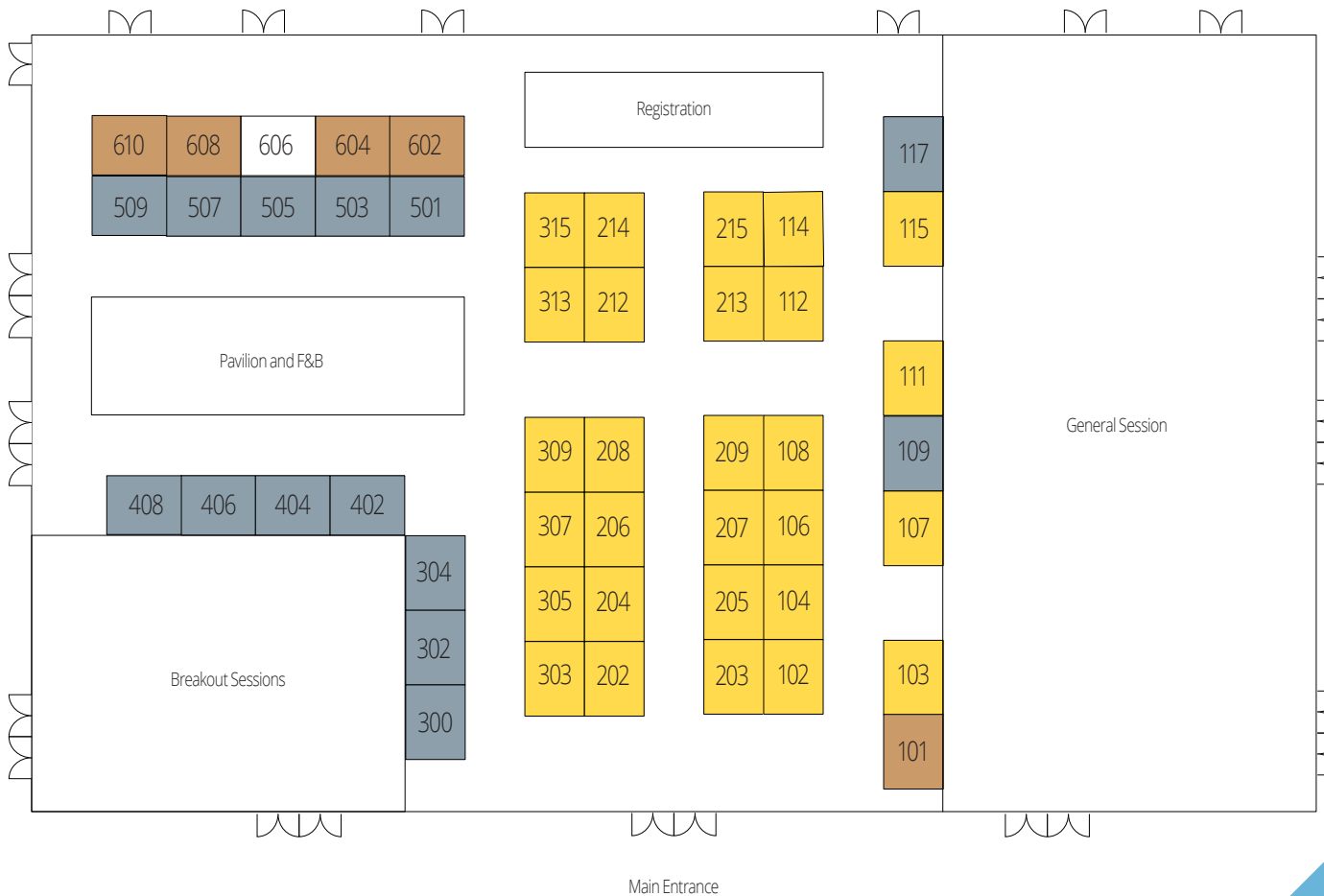
# SAMPLE LIST OF PAST ATTENDING COMPANIES

JUST TO NAME A FEW...

3M	CenturyLink, Inc.	Hewlett Packard	MetLife	Sabre
AbbVie Inc.	Charles Schwab Corporation	Home Depot	Michigan Public Health Institute	Samsung Telecommunications America
Acco Brands	Chesapeake Utilities Corporation	Homesite Insurance	Mitsubishi	Scana Energy
Aetna	Cigna	Hot Topic, Inc	Money Map Press	Scottrade
Aflac	Coca-Cola	Hunt Brothers Pizza	Monsanto	Shell & Wilmer
Airgas, Inc.	Comerica Bank	Intel	Motorola Solutions	Spectrum Health
Alexandria Moulding	CPI Card Group	Iron Mountain Incorporated	MPAC	St. Jude Medical, Inc.
Algonquin College	Cracker Barrel Old Country Store, Inc.	IT Cosmetics	Murphy USA	Star Gas Partners LP
Allen Edmonds	Crisis Response Network, Inc.	J. Crew	Nationwide Insurance	Starwood
Allergan	Deckers Brands	JetBlue Airways	NetSpend Corporation	State Farm Insurance Cos.
Ally Bank	Delta Airlines	Jockey International	New England Biolabs Inc	Sundance Vacations
Altra Federal Credit Union	Discover Financial Services	Jordan Health	New York Life	The Pond Guy
Ameren Corporation	Disney	JPMorgan Chase Bank	North Shore LIJ Hospital	TherapeuticsMD
American Express	Economical Insurance	Kaplan Test Pret	Oakley	Thomson Reuters
American Family Insurance Group	Electronic Arts Inc.	Keurig Green Mountain, Inc.	Office Depot Corporate	TJX Companies, Inc.
Amgen Inc.	Enterprise	Kohl's Corporation	Panasonic	Travelers
Amica Insurance	ERC	KPI Group, LLC	Patterson Companies, Inc.	TriNet
ArcBest Corporation	Express Scripts	Lam Research Corporation	Paychex, Inc.	TSYS
Assurant Inc.	Facebook, Inc.	Laser Spine Institute	Pepco Holdings	TUI
AT&T	Fidelity Communications Co.	Lennox International	PepsiCo	U.S. Bancorp
ATRIO Health Plans	Fifth Third Bank	Leonisa	PGI	University of Pittsburgh
Audible.Com	Fresenius Medical Care	Liberty Utilities MidStates	Phillips 66	UPMC Health Plan
Bank of the West	Frost Bank	LifeLabs Medical Laboratory Services	Physicians Regional Medical Group	Vale
BankUnited, N.A	Gainesville Regional Utilities	LifeVantage Corporation	Pinnacle Foods Inc.	Vanguard
Barclaycard US	Geisinger Health Plan	Lincoln Investment Planning	Plexus Corp.	Volvo
Barnes & Noble, Inc.	General Dynamics Corporation	Lowe's	POMCO	W.W. Grainger, Inc.
BCU	GetAbby	LPL Financial	Progressive Insurance	Wells Fargo Dealer Services
Berkshire Hathaway	Golden Gate University	LTD Financial Services, L.P.	Prudential	Whirlpool Corporation
Bristol-Myers Squibb Company	Golf Channel	Machias Savings Bank	Quest Diagnostics	YMCA Retirement Fund
CafePress Inc	GolfNow	MAX Credit Union	Ricoh Americas Corporation	Zions Bancorp
Cambridge Sound Management	Google	Mayo Clinic	Royal Bank of Canada	Zumba Fitness
Cape May Lewes Ferry	Greystone & Co.	McColly Bennett Commercial	Royal Dutch Shell	
CareOregon	Groupon, Inc.	McKesson Corporation		
CEFCU	Heathrow	Medical Mutual of Ohio		

# 2017 CCW WINTER CONFERENCE & EXPO FLOOR PLAN

Legend:  Gold  Silver  Bronze





# EXHIBITING

- 10 x 10 Booth Space
- 10 x 20 Booth Space
- Pavilion Sponsor



# 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



# CCW COFERENCE & EXPO SERIES SPONSORS INCLUDES

