



**Atlanta**  
October 21, 2019

**Dallas**  
June 10, 2019

**Chicago**  
August 12, 2019

## The Customer Experience Summit

# Opportunity Awaits – But Not for Long!

### What is CX Talks?

CX Talks is a unique conference designed to promote shared learnings among the various disciplines that contribute in creating a great Customer Experience (CX). The conference is supported by leading CX related associations who are actually involved in planning and promoting this event.

Attendees, including business leaders, industry experts and CX practitioners, will walk away with unique perspectives from the various strategies, tactics and innovations presented from multiple CX disciplines.

### Why Sponsor CX Talks 2019?

Join leading CX related associations representing CX professionals in the Consumer Affairs, Customer Engagement, Customer Experience, Customer Service, eCommerce, Marketing, Mobile, Research, Retail, Social Media, Technology and UX areas. Together these associations represent and serve an audience of over 200,000 thousand strong and also influence non-members through their events and thought leadership.

Enjoy this unique opportunity to grow your brand's exposure to multi-discipline CX-related audience of leaders, experts and practitioners. Network, showcase your brand and develop relationships with all participating associations and attendees. Enjoy preferred rates as inaugural sponsors when we host CX Talks in other local markets.

### Reserving Your Sponsorship

Sponsorship of CX Talks is limited. First-come first-served. If you're interested in sponsoring please contact Mark Michelson at [sponsors@CXTalks.org](mailto:sponsors@CXTalks.org), or call 404-308-7173 to secure your preferred sponsorship.

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**"The speakers were from a variety of backgrounds and industries, each sharing their unique perspective and approach to CX in their market"**

– Brian Powers, Product and Client Experience Leader, Nice

**"Absolutely awesome event! The presenters each had interesting topics and kept us all engaged. Thanks to the host and speakers for making this a success!!"**

– Derida Bradley, Consulting Principal, AMDOCs

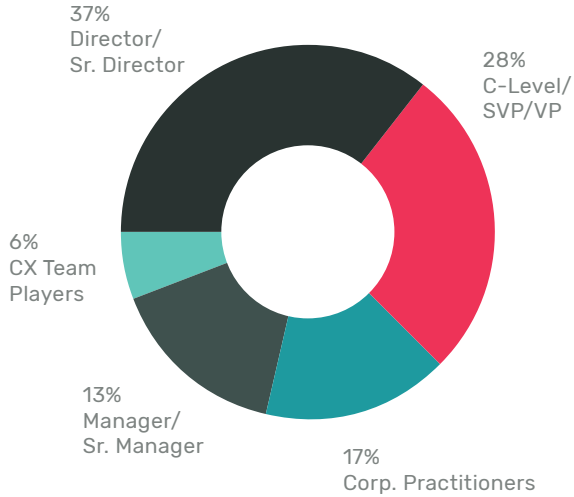
**"CX Talks leverages an engaging, 10-minute format which makes it easy for many people to share success stories, challenges and new ideas without overwhelming the audience."**

– Jim Bass, Director Client Advocacy, ADP

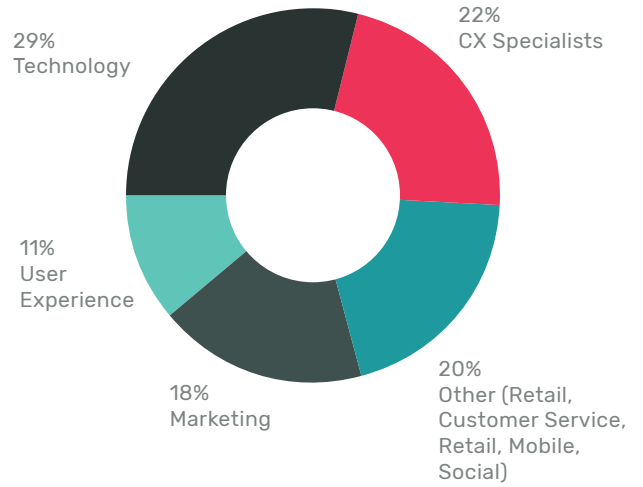
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# Audience and Attendee Profile

## ATTENDEE ROLE



## INDUSTRY DISCIPLINES



## AUDIENCE REACH

**15+** associations members and mailing lists

**200k+** audience reach via partner association mailings, websites, social media groups

## ASSOCIATION PARTNERS



# Sponsor Packages and Exhibit Opportunities

|   | TITLE    | PLATINUM | GOLD    | SILVER  | BRONZE |
|---|----------|----------|---------|---------|--------|
| Sponsorship Cost                                    | \$15,000 | \$7,500  | \$5,000 | \$2,500 | \$500  |
| Exhibit Space (Includes table, chairs, electricity) | 12'x12'  | 12'x12'  | 6'x6'   | 3'x6'   | —      |
| Total Available                                     | 1        | 2        | 4       | 6       | 8      |

## ON SITE MARKETING

|                                   |     |     |     |           |     |
|-----------------------------------|-----|-----|-----|-----------|-----|
| Company name on conference title  | Yes | —   | —   | —         | —   |
| Signage in main auditorium        | Yes | Yes | Yes | —         | —   |
| Signage at registration, hallways | Yes | Yes | Yes | Yes       | Yes |
| Items placed in tote bags         | Yes | Yes | Yes | Yes       | —   |
| Exhibition space                  | Yes | Yes | Yes | 1/2 table | —   |
| Acknowledgments during program    | Yes | Yes | Yes | —         | —   |
| Logo on sponsorship slides        | Yes | Yes | Yes | Yes       | Yes |
| Logo in program                   | Yes | Yes | Yes | Yes       | Yes |

## PRE—EVENT MARKETING

|   |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|
| Logo and link on CX Talks.org website   | Yes | Yes | Yes | Yes | Yes |
| Logo on registration site (Event Brite) | Yes | Yes | —   | —   | —   |
| Logo and link in mobile app             | Yes | Yes | Yes | Yes | Yes |
| Social media marketing mentions         | Yes | Yes | Yes | Yes | —   |

## ACCESS DETAILS

|   |          |         |         |         |         |
|---|----------|---------|---------|---------|---------|
| Complimentary passes                                  | 4        | 3       | 2       | 1       | 1       |
| Booth staff passes                                    | 4        | 2       | 2       | 2       | —       |
| Opportunity to purchase additional staff passes @ 50% | Limit 10 | Limit 5 | Limit 2 | Limit 2 | Limit 2 |

# A La Carte Sponsor Opportunities

|   | FEE        | NUMBER | EVENT VISIBILITY                                   | WEBSITE              | MAILINGS       | FREE PASSES | EVENT SIGNAGE |
|---|------------|--------|--|----------------------|----------------|-------------|---------------|
| <b>TECH SHOWCASE</b><br>Includes: 10-minute tech demo on the main stage | \$2,500.00 | 4      | Logo<br>Stage Presentation                         | Name in agenda, Logo | Name in agenda | 2           | Yes           |
| <b>LUNCH SPONSOR</b>  | \$1,000.00 | 1      | Signage  | Name in agenda, Logo | Name in agenda | 2           | Yes           |
| <b>BREAKFAST SPONSOR</b>  | \$1,000.00 | 1      | Signage  | Name in agenda, Logo | Name in agenda | 2           | Yes           |
| <b>LANYARD SPONSOR</b>  | \$1,500.00 | 1      | Logo on lanyards                                   | Logo                 |                | 2           | Yes           |
| <b>MOBILE APP SPONSOR</b>   | \$1,250.00 | 1      | Logo on mobile app                                 | Logo                 |                | 1           |               |
| <b>BREAK SPONSOR</b>  | \$500.00   | 2      | Signage  | Name in agenda, Logo | Name in agenda | 1           | Yes           |
| <b>BAG SPONSOR</b>  | \$2,000.00 | 1      | Logo on bag  | Logo                 |                | 1           | Yes           |
| <b>CHARGING STATION</b>   | \$1,000.00 | 1      | Logo on charging station                           |                      |                | 1           | Yes           |
| <b>PANEL SPONSOR</b>  | \$750.00   | 2      | Logo on panel slide                                | Logo                 |                | 1           | Yes           |
| <b>SCHOLARSHIP SPONSOR</b>  | \$500.00   | 3      | Sponsor attendance for 3 emerging CX Professionals | Logo                 |                |             |               |

# Terms and Conditions

Please note that all incoming requests are handled on a first-come, first-served basis. Prior to signing your invoice, please carefully review the terms & conditions below. By entering into a sponsorship arrangement with CX Talks, you agree to all of the conditions below.

1. The exact location of signage and tables in the exhibitors' area and main auditorium will be determined based on the specific layout of the venue.
2. All sponsorships will be allocated on a first-come, first-served basis. CX Talks retains the right to refuse a sponsorship to any company that it deems inappropriate.
3. After written acceptance by CX Talks, the sponsor must provide the sponsorship funds, the logo image (in vector format), and other details requested by CX Talks within 30 days of confirmation by CX Talks.
4. Sponsorship pledges cannot be processed without payment. Payment is preferred in USD, but other currencies are accepted. Payment will generally be by bank transfer unless another arrangement has been discussed and agreed upon.
5. The sponsorship fee does not include a ticket to the conference unless specifically stated in the details of that sponsorship opportunity.
6. The exact location of signage and tables in the exhibitors' area and main auditorium will be determined based on the specific layout of each venue.
7. All sponsorship materials must be submitted 30 days before the conference to ensure inclusion within the production schedule. Sponsorship pledges after this date may still be accepted with caveats.
8. Bag inserts that are not paper/brochures need to be approved by CX Talks staff to ensure they will fit within the bags.
9. Conference bags, lanyards, notepads and pens must be designed, ordered, purchased and shipped by the respective sponsors. The CX Talks team must approve all artwork and will provide an estimated attendee count 4 weeks prior to the event.
10. Sponsors may not sublet, assign or apportion any part of the item(s) sponsored, nor represent, advertise or distribute literature or materials for the products or services of any other firm or organization unless explicitly approved in writing by CX Talks.
11. CX Talks will not be liable for damage or loss to a sponsor's properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
12. Booth displays are not permitted in the exhibitor area (CX Talks conferences only permit tabletop displays). No part of an exhibit or signs may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.
13. Sponsors are welcome to respond to the conference call for papers for consideration with other submissions.
14. Sponsors are welcome to offer pledges for single or multiple items/events.
15. For sponsorship opportunities that include signage, please note that the signage space may be limited depending on the venue. The sponsor is responsible for obtaining specifications from the CX Talks team.
16. In order to limit costs, CX Talks may limit the number of colors used for the printing of sponsor logos.
17. If a sponsor wants to negotiate for a higher priced item (for example, a higher quality lunch) than CX Talks has budgeted for, then the sponsor must absorb any additional cost for that item.
18. The sponsor for a given item at a conference will be given the first right of refusal to sponsor the same package at the price quoted in subsequent CX Talks events. If the sponsor does not take up repeat sponsorship within 4 weeks of notification by CX Talks, then the sponsorship item will be returned to inventory and available on a first-come, first-served basis.
19. Attendee list with email and phone is available only to Title, Platinum and Gold sponsors. Attendee list, excluding phone and email, is available to all sponsors.