

CX TALKS

Customer Experience Summit 2020 Sponsorship Prospectus



March 30–31, Dallas

June 15–16, Seattle

September 14–15, Chicago

October 26–27, Atlanta



What is CX Talks?

CX Talks is a unique event designed to promote shared learnings among the various disciplines that contribute in creating a great Customer Experience (CX).

CX Talks events are supported by leading local and national CX related associations, such as CXPA, who have been involved in the planning and promotions of this regional series.

Delegates, including business leaders, industry experts and practitioners alike, will walk away with unique perspectives from the various strategies, tactics and innovations presented from each discipline.

Why Sponsor CX Talks?

Reach leading brands and CX professionals who are seeking expertise and tools for Customer Engagement, Customer Experience, Customer Service Design, Journey Mapping, eCommerce, Marketing, Mobile Engagement, Call Centers, Marketing and VOC Research, CX Metrics and Analytics, Retail Design Services, Employee and HR Management, Consumer Affairs, Social Media, CRM Platforms, UX Design and Testing.

With over 10 participating media partners, our local and national teams, and 25 speakers actively promoting CX Talks through social media, promotional emails and association websites, sponsors who sign on early can reach an estimated audience of around 50,000 CX professionals.

Take advantage of CX Talks as a unique opportunity to grow your brand's exposure to a multi-discipline CX-related audience of leaders, experts and practitioners from the region.

Sponsored Speaking at CX Talks

CX Talks offers limited speaking opportunities for Gold, Platinum and Title sponsors.

We limit sponsored speaking spots to no more than 6 total spots per event. All sponsored speaking spots must have a client-side speaker present along with your company representative. This helps add interest and credibility when sharing case studies and stories related to how sponsors helped the client improve their CX.

Sponsors may also sponsor client speakers, authors, and/or professional speakers without being accompanied by a company representative.

While we strongly discourage any selling from the stage, we encourage sponsored speakers to invite the audience to meet them at the exhibit after the talk for Q&A, demos, free trials, drawings, etc.

Sponsored Workshops

This year, CX Talks is offering sponsored workshops the day before the main CX Talks event. Workshop sponsorships include meeting room rental with projector/screen, flipchart/easel, beverages and snacks. CX Talks will send email invitations to your targeted audience. Attendance at CX Talks is not required to attend the workshop.

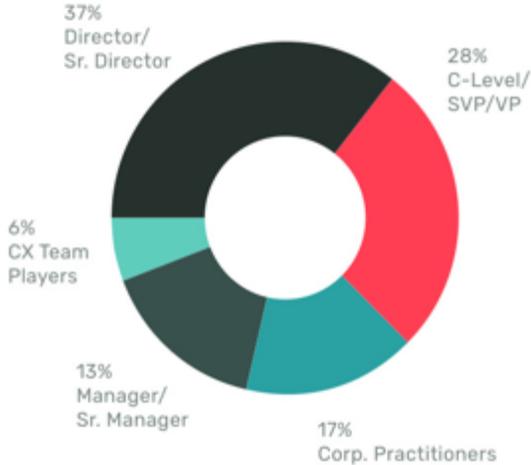
Sponsorship Opportunities are Limited

Sponsorship of CX Talks is limited on a first-come first-served basis. If you're interested in sponsoring please contact Mark Michelson at mark@cxtalks.org or call 404-308-7173 to secure your preferred sponsorship.

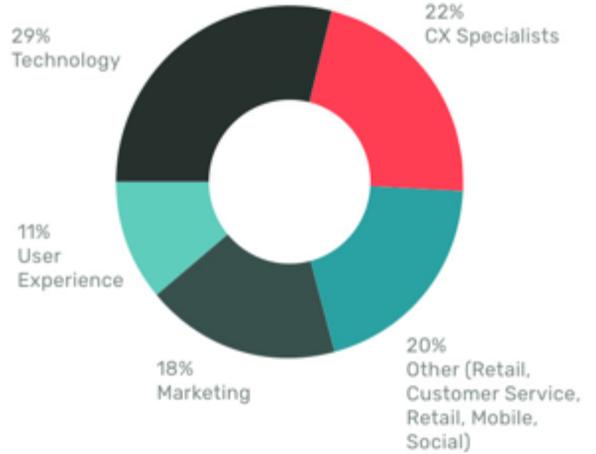
"An amazing event! Full of insightful and inspiring content! I can't wait for next year."

~ Stephanie Wolfe,
Assurant

DELEGATE ROLE



INDUSTRY DISCIPLINES



AUDIENCE REACH & ATTENDANCE ESTIMATES

100K+ Audience reach via email list, media partners, websites and social media postings.

175-300 Attendees per event, average is 238. Capacity varies by venue. Over 1,500 CX professionals have attended CX Talks events since 2017.

PAST ATTENDING BRANDS



PAST SPONSORS



MEDIA & ASSOCIATION PARTNERS



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

ON SITE MARKETING

Company name embedded in conference logo	Yes	—	—	—	—
15-minute arranged meetings with attending prospects	8 meetings	4 meetings	—	—	—
Speaking on main stage (Speaker passes included)	25 Minute Keynote	25 Minute Keynote	15 Minute Talk	—	—
Exhibition space	Yes	Yes	Yes	Yes	—
Signage on event banners at registration, hallways	Yes	Yes	Yes	Yes	Yes
Acknowledgments during program	Yes	Yes	Yes	Yes	Yes
Logo on sponsorship slides	Yes	Yes	Yes	Yes	Yes
Logo on program handout	Yes	Yes	Yes	Yes	Yes

PRE-EVENT MARKETING

Pre-event marketing exposure is maximized by sponsors who sign up at least 3 months in advance of each event.

Logo and link on event website	Yes	Yes	Yes	Yes	Yes
Logo and link in event mobile app (Whova)	Yes	Yes	Yes	Yes	Yes
Logo on registration site (Eventbrite)	Yes	Yes	Yes	Yes	—
Social media marketing mentions	Yes	Yes	Yes	Yes	—

ACCESS DETAILS

Complimentary passes	10	6	4	3	2
Opportunity to purchase additional passes @ 50% (Code good for Single Delegate, BOGO, Group Tickets)	Limit 10	Limit 6	Limit 4	Limit 2	Limit 2
Opt-In attendee list with contact info	Yes	Yes	Yes	—	—
Access attendees on mobile app	Yes	Yes	Yes	Yes	Yes

"As a sponsor, it felt well worth the investment in cost, time and energy spent to connect with the CX community and create opportunities for side conversations at our exhibit table."

Abby Monaco, NICE Nexidia

"CX Talks is fast-paced, energetic, inspiring and great fun. I learned a lot, met many new people, enjoyed some quality conversations and left feeling extremely invigorated. Highly recommended."

Dan Foreman, Entrepreneur and Investor

"CX Talks provided a concise but also in-depth status of current state CX and CX Technology trends. The ability to hear from and network with practitioners provides real value."

Mark J. Sandefur, Avtex

"This was my third year attending CX Talks. CX Talks creates sparks among its attendees via knowledge-sharing of best practices and presentations given by forward thinking practitioners and leaders. Time is well spent at CX Talks!"

Sandra Anderson, GSquared Group



A LA CARTE SPONSOR OPPORTUNITIES

OPPORTUNITY	COST	AVAILABLE	EVENT VISIBILITY	WEBSITE	MAILINGS	FREE PASSES	EVENT SIGNAGE
WORKSHOP SPONSOR - 3-hour workshop the day before main event. Includes promotions, registration management, meeting room, projector, screen, easel, beverages, snacks.	\$2,500	3	Logo on agenda and slides	Logo with link	5 dedicated emails to promote workshop	10 (workshop only)	Yes
RECEPTION SPONSOR - 2-hour reception following main event. Does not include alcohol or food	\$1,500	1	Logo on agenda and slides	Logo with link	Invites to delegates and non-attendees	2	Yes
BADGE & LANYARD SPONSOR - Logo printed on badge holder with lanyard	\$1,500	1	Logo on badge holders	Logo with link	-	2	Yes
TOTE BAG SPONSOR	\$1,500	1	Logo on tote bags	Logo with link	-	2	Yes
MOBILE APP SPONSOR	\$1,500	1	Logo on agenda, slides and mobile app main screen	Logo with link	Logo in Whova mailings	2	Yes
TABLE TALKS/LUNCH SPONSOR	\$1,500	1	Logo on agenda and slides, logo on table tent cards	Logo with link	-	2	Yes
PANEL SPONSOR – Logo on panel slide during the entire 40-minute panel	\$750	1	Logo on agenda and slides	Logo with link	-	1	Yes
BREAKFAST SPONSOR	\$750	1	Logo on agenda and slides	Logo with link	-	2	Yes
SCHOLARSHIP SPONSOR - Sponsor attendance for 3 emerging CX professionals	\$750	1	Logo on agenda and slides	Logo with link	-	3	Yes
CONFERENCE VIDEO SPONSOR - Includes company logo on all recorded speaker videos	\$5,000	1	Logo on agenda, slides and speaker videos	Logo with link	2 mailings after the event to promote videos	2	Yes

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

Derida Bradley, Consulting Principal, AMDOCS

"CX Talks leverages an engaging, 15-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

"CX Talks is the perfect event to think your way forward when it comes to Customer Experience. Whether you're a novice or a pro or somewhere in-between, listening to the speakers, interacting with the vendors and meeting random people with similar interests just advances your thinking so quickly and comfortably."

Mike Wittenstein, StoryMiners.

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 events only permit tabletop displays, TV stands and banner stands). 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. All sponsors are welcome to distribute marketing materials, promotional items and offer drawings for single or multiple items.
14. For sponsorship opportunities that include signage, please note that the signage space may be limited depending on the venue. The sponsor is responsible for providing their logo in EPS format to CX Talks at least 2 weeks prior to the event date.
15. In order to limit costs, CX Talks may limit the number of colors used for the printing of sponsor logos.
16. 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.
17. 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.
18. 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.
19. Sponsored speakers agree to not overtly sell from the stage.
20. Sponsored speakers agree to have a client-side co-speaker.
21. A/V rentals may be ordered through CX Talks
22. A signed agreement with full payment is required to activate sponsorship for CX Talks events.

"CX Talks is a great one-day enthusiasm injection into the life of a CX professional! The fast-paced format makes it invigorating, prevents tuning out, and delivers a power packed day of information."

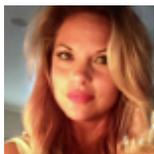
Anonymous attendee



Let's Talk! [Book a call here](#) to secure your sponsorship



Mark Michelson, Producer
m. 404.308.7173
e. mark@cxtalks.org



Stephanie Booth, Event Manager
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e. sbooth@cxtalks.org

"It is really great to be with like-minded professionals. I truly enjoy the talks and the networking opportunities. There is a lot of energy around CX at these events!"