

**3<sup>rd</sup> Global  
Contact  
Forum**   
16° Congreso México 2012



The Future of Customer Contact:  
Digital and Mobile Customer Experience

**Sponsorship  
Prospectus**

# Sponsorship Prospectus



## CUSTOMER CONTACT & INTERACTION ON THE MOVE: The Age of Mobility

The Global ContactForum has proven to be the event of reference for Contact Center & BPO decision-makers from around the world and is therefore the ideal forum and showcase for companies and suppliers seeking to reach them. The 3rd Global ContactForum offers a wide range of Sponsorship opportunities that have been designed to fit each firm's budget. As you read through the prospectus we are certain you will find the cost-effective option that is best suited to your company's strategic marketing plan.

### Why should your company participate?

- Over 1,800 attendees representing 200 Contact Center & BPO companies from 22 countries came together at the 2011 edition. We expect even more in 2012. Where else can you find so many decision makers from so many countries in one place at one time?
- This is an extraordinary opportunity to interact and position your company's brand and value proposition in a unique global event with thought leaders, executives and companies from around the world.
- Introduce your product or service to new markets, expand your sales horizons or increase existing ones with new prospects.
- Enhance your company's presence and positioning among leading Contact Center & BPO companies in the global marketplace.
- Expand your Sales & Distribution channels.
- Network with international industry thought leaders and decision takers who will be gathering at the event.
- Prospect for new clients and customers.

So **Reserve your Sponsorship** early, **Mark your Calendars** and **Join us** at the 3d Global ContactForum in March 2012 to network and interact with companies and key players from around the world who are searching for products, services and solutions such as yours.

Join Us!  
Acompáñanos!  
Junte-se a nós!  
Accompagnez-Nous!  
Begleiten Sie uns!  
参加!

# Sponsorship Prospectus

## ATTENDEE PROFILE

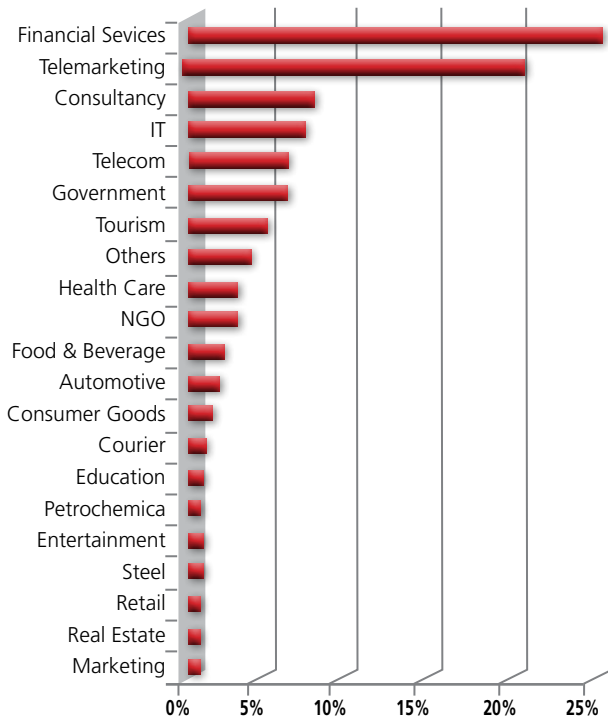
**Expected Audience:**

2,000 Industry Executives & Leaders

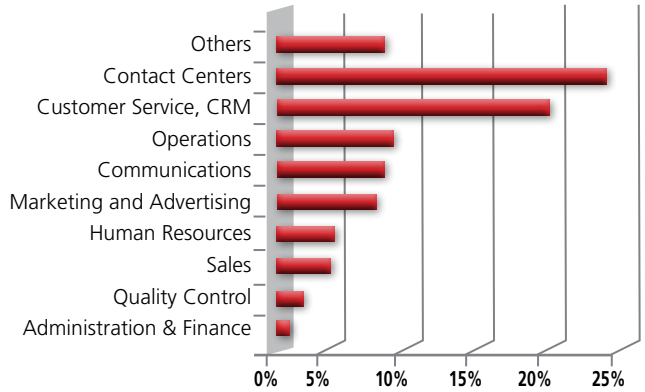
**Global ContactForum 2010 & 2011 Attendee Profile:**

### Attendee Profile of the 2<sup>nd</sup> Global ContactForum 2011:

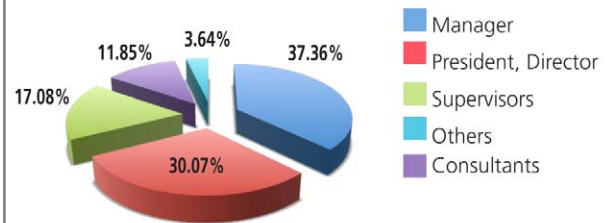
#### INDUSTRY / SECTOR



#### AREA



#### POSITION



# Sponsorship Prospectus



## PREMIUM ALL EVENT SPONSORSHIP

BENEFITS	PLATINUM	GOLD	SILVER
Floor space in Global ContactForum Exhibit Hall	36 m <sup>2</sup> / 388 sq. ft	18 m <sup>2</sup> / 194 sq. ft	12 m <sup>2</sup> / 129 sq. ft
Premium positioning in ContactForum Exhibit Hall	✓		
Data Base with event attendees	✓	✓	✓
Conference by Sponsor speaker addressing a relevant, non-commercial topic (subject to availability & Organizing Committee approval)	✓		
Sponsor representative seated at Inaugural Presidium	✓	✓	
Participation in Global ContactForum Press Conference	✓		
All-Event Passes for Sponsor VIP Guests	8	5	3
Sponsor brochure in attendee information packet	✓	✓	✓
Premium positioning & placement in all event promotional materials and campaigns	✓		
Banner with logo & link to corporate web page on event Web Site	✓	✓	✓
Logo in e-mail marketing campaigns sent out periodically to 15,000 contact center professionals around the world	Premium Positioning	✓	✓
1 page advertorial in ContactForum Magazine ( 8,000 subscribers)	✓		
Advertisement in ContactForum Magazine (Print and electronic version)		¼ page	
Logo in event print brochures (subject to reception prior to printing deadline)	✓	✓	✓
Advertisement in Attendee interactive CD	Animated (flash)	Image (jpg)	
Company description in Attendee interactive CD	500 words	300 words	150 words
Logo in Attendee interactive CD and on Label	Premium Positioning	✓	✓
Logo in Press & Magazine advertisements	Premium Positioning	✓	✓
Logo in Expo ContactForum Exhibit Hall	✓	✓	✓
Logo in Main Conference Hall	Premium Positioning	✓	✓
Logo on Contact Forum Exhibit Hall electronic layout	✓	✓	✓
Post-event e-mail with sponsor information & message to all attendees	✓	✓	
Acknowledgement of Sponsorship by the Master of Ceremonies during the event	✓	✓	✓
Courtesy Passes for afternoon conferences and Exhibit Hall	✓	✓	✓
Discount for attendees referred by sponsor	30%	15%	10%
<b>INVESTMENT</b>	<b>\$38,500 USD</b>	<b>\$31,000 USD</b>	<b>\$24,000 USD</b>

Prices Quoted in US Dollars

# Sponsorship Prospectus

## EXHIBITORS

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### Exhibitor Benefits :

- Logo on 3rd Global ContactForum web site
- Logo in event print brochures  
(subject to reception prior to printing deadline)
- Logo on ContactForum Exhibit Hall electronic layout
- Company description in attendee interactive CD (100 words)
- Logo in interactive CD
- Company name listed in e-mail marketing campaigns
- Company name listed in newspaper & magazine advertisements
- 2 All-Event passes for Exhibitor VIP guests
- 100 Courtesy Passes for afternoon conferences and Exhibit Hall
- 10% Discount for attendees referred by Exhibitor



### Option A)

- 12 m<sup>2</sup> / 129 sq. ft. Floor Space in Expo ContactForum Exhibit Hall.
- **Cost: \$8,500 USD**

### Option B)

- 9 m<sup>2</sup> / 97 sq. ft. Floor Space in Expo ContactForum Exhibit Hall.
- **Cost: \$6,900 USD**



### Option C)

- 6 m<sup>2</sup> / 64 sq. ft. Floor Space in Expo ContactForum Exhibit Hall.
  - **Cost: \$5,500 USD**
-

# Sponsorship Prospectus

## COUNTRY SPONSORSHIP PACKAGE

### Includes:

- 40 m2/ 430 ft. Pavilion floor space in Global ContactForum Exhibit Hall
- Acknowledgement of Sponsorship by the Master of Ceremonies
- Country Advertisement in Global ContactForum interactive CD
- Country brochure included in attendee information packet (provided by Sponsor)
- 150 word description of each company or institution participating in the country delegation in Global
- ContactForum interactive CD (Maximum 5)
- Country representative seated at Inaugural Presidium
- 4 All-Event Registrations (does not include full-day workshops)
- Logo with link on event website home page \*
- Logo in Expo ContactForum Exhibit Hall \*
- Logo in all event promotional materials and campaign \*
- Logo in Press & Magazine advertisements \*
- Logo on ContactForum Exhibit Hall electronic layout \*
- 100 Courtesy Passes for afternoon conferences and Exhibit Hall
- Data Base with Event attendees
- \* Logo of each company or institution participating in the country delegation (Maximum of 5)

**Cost: \$25,000 USD**

**Prices Quoted in US Dollars**



# Sponsorship Prospectus

## OTHER SPONSORSHIPS

All Sponsorships include in addition to their listed benefits:

- Logo in event promotional brochure
- Company description in attendee interactive CD (100 words)
- Logo in interactive CD
- Company name listed in e-mail marketing campaigns
- 10% discount for those attendees referred by sponsor

### THOUGHT LEADERS NETWORKING COCKTAIL (March 12th)

- 15 minute message by Sponsor representative during the cocktail
- Signage in the cocktail area
- Opportunity to distribute promotional material during the cocktail
- Acknowledgement of your Sponsorship by the Master of Ceremonies during Event

**Cost: \$8,200 USD**



### PRODUCT AND SERVICE PRESENTATION

- 45 minute speaking slot for commercial Product & Service presentation
- Conference room with audio/video equipment
- Opportunity to distribute promotional material during the P&S Presentation
- 50 Courtesy Passes for afternoon conferences and Exhibit Hall

**Cost:**

Event Sponsors and Exhibitors: **\$2,900 USD**

Non-Sponsors & Exhibitors: **\$4,200 USD**

### LUNCHEON

- Acknowledgement of your Sponsorship by the Master of Ceremonies
- Signage in the luncheon room
- 15 minute message by Sponsor representative during Lunch
- Opportunity to distribute promotional material in the luncheon room

**Cost: \$5,099 USD**



### PRIVATE SPONSORED BREAKFAST

- Breakfast for 30 guests the morning of March 13 or 14
- 45 minute Sponsor presentation during the breakfast
- Electronic invitation to potential attendees
- Telemarketing follow-up & confirmation with attendees
- Projector & Screen for Presentation
- Signage in the breakfast area
- Opportunity to distribute promotional material during the breakfast

**Cost: \$5,000 USD**

### PRIVATE BREAKFAST OR LUNCHEON WITH GLOBAL CONTACT FORUM SPEAKER

- Opportunity to invite your VIP guests to interact with a speaker of your choice during a private breakfast or luncheon (subject to speaker availability & approval)
- Opportunity to distribute promotional material during the private breakfast /luncheon

\*\* Price depends on speaker chosen and availability

\*\* Sponsor covers costs of the breakfast or luncheon

**Cost: Request Quote**

Prices Quoted in US Dollars

# Sponsorship Prospectus

## OTHER SPONSORSHIPS

### COFFEE BREAK

- Signage in the coffee break area
- Logo on napkins offered during the coffee break
- Opportunity to distribute promotional material in the coffee break area
- Acknowledgement of your Sponsorship by the Master of Ceremonies

**Cost: \$2,000 USD**

### BUSINESS CENTER

- 6 sq. Meter space in Exhibit Hall\*
- Sponsor logo in the business center
- Sponsor may staff with Hostesses and distribute promotional material
- Acknowledgement of your Sponsorship by the Master of Ceremonies during Event

\*Computers and furniture provided by the sponsor

**Cost: \$5,400 USD**

### WELCOME COCKTAIL (March 13th)

- Signage in the cocktail area
- Opportunity to distribute promotional material during the cocktail
- Acknowledgement of your Sponsorship by the Master of Ceremonies

**Cost: \$4,500 USD**

### REGISTRATION

- Data Base with Event attendees
- Logo on registration booths

**Cost: \$6,600 USD**



### BADGES

- Logo on badges & lanyards

**Cost: \$ 4,000 USD**

### ATTENDEE PORTFOLIO

- Logo on attendee portfolio
- Sponsor brochure in attendee information packet

**Cost: \$7,500 USD**

### PAD & PEN

- Company Pads and Pens (provided by the sponsor) in attendee portfolio
- NB: Pad and pen sponsors and portfolio sponsors may not be direct competitors.

**Cost: \$2,750 USD**

### BROCHURE INSERT

- Company included in attendee information package

**Cost: \$1,700 USD**

### CONFERENCE SPEAKER

- Sponsor representative introduces Speaker
- Sponsor logo projected at the beginning and the end of the conference
- Acknowledgement of your Sponsorship by the Master of Ceremonies

**Cost: \$2,800 USD**

### GLOBAL CONTACTFORUM LIVE STREAMING

- Logo on the event live streaming feed
- Acknowledgement of Sponsorship by the Master of Ceremonies

**Cost: \$2,400 USD**

### SEAT COVERS

- Seat covers with company logo in all conference halls (Seat covers provided by the sponsor)

**Cost: \$6,600 USD**



Prices Quoted in US Dollars

# Sponsorship Prospectus

## OTHER SPONSORSHIPS

### WORKSHOP SEAT COVERS (March 12th)

- Seat covers in workshop conference room
- Signage in the workshop area
- Logo on the workshop material
- Opportunity to distribute pads and pens with your logo to all attendees

\*\* Seat covers provided by the sponsor

**Cost: \$1,200 USD for one workshop**

\*\* Special price for all workshops: **\$5,500 USD**

### 7TH ANNUAL EXCELLENCE IN CONTACT CENTERS AWARDS CEREMONY

For Sponsorship options please request the Contact Centers Excellence Awards Sponsorship Prospectus

**Cost: request quote**

### R&R STATION

- 6 m<sup>2</sup> / 64 sq. ft. Floor Space in Expo ContactForum Exhibit Hall
- Masseuses will provide 15 minute anti-stress massages
- Signage in the R&R area
- Opportunity to have hostess in the R&R area

**Cost: \$3,100 USD**

### MOBILE CHARGING STATION

- Logo in Mobile Charging Station Booth
- Sponsor may staff with Hostesses and distribute promotional material

**Cost: \$3,300 USD**



### GOLF TOURNAMENT SPONSOR

- Banner with Sponsor logo in reception & registration area
- Flags with Sponsor logo on flagsticks at each hole
- Golf Balls with company Logo (2 per person)
- Hostess during the golf tournament
- Post Tournament Luncheon
- 15 minute speech during Luncheon
- Opportunity to distribute promotional material during the golf tournament
- Tournament prizes & awards (provided by Sponsor)

**Cost: \$11,000 USD**

### CITY TOUR

- Official sponsor of the City Tour
- Acknowledgement of your Sponsorship by the Master of Ceremonies
- Hostess assigned during the tour
- Opportunity to distribute promotional material during the city tour

**Cost: \$ 2,000 USD**

### HOSTESS ES

- Two hostess with sash & Sponsor logo at the entrance to conference halls.

**Cost:**

**Main Conference Hall: \$2,050 USD**

**Simultaneous Conference Hall: \$1050 USD**

# Sponsorship Prospectus



## MARKETING PLAN

Media	Description
<b>Social Networks</b>	Participants will be able to follow us on leading social networking sites such as Facebook, Twitter, LinkedIn, Youtube, among others.
<b>Web page</b>	Participants will find detailed information on the Global ContactForum Web site.
<b>E-mail Marketing</b>	Email blasts will be sent out periodically to the IMT database and other databases promoting the Global ContactForum.
<b>Telemarketing</b>	The 3 <sup>rd</sup> Global ContactForum call center will handle outbound & inbound promotional calls and follow-ups to potential attendees.
<b>Direct Mail</b>	Print event brochures will be sent out to over 10,000 high-level contact center professionals world-wide.
<b>Press</b>	Advertisements and write-ups will be placed in leading newspapers.
<b>Magazines</b>	Advertisements in ContactForum Magazine and other leading contact center trade publications.
<b>Electronic Bulletin</b>	Event promotion & visibility in the ContactForum Electronic Bulletin and other bulletins with banners of the event.
<b>Public Relations</b>	The IMT will coordinate coverage of the event by news agencies and other media channels (press, trade magazines, radio).
<b>Strategic Alliances</b>	Alliances have been reached with regional Contact Center associations from around the globe to promote the event.

Media	2011				2012			
	SPT	OCT	NOV	DEC	JAN	FEB	MAR	APR
<b>Social Media</b>	✓	✓	✓	✓	✓	✓	✓	✓
<b>E-mail Marketing to IMT Data Base</b>	✓	✓	✓	✓	✓	✓	✓	✓
<b>ContactForum Magazine</b>	✓		✓		✓		✓	
<b>ContactForum Electronic Bulletin</b>	✓	✓	✓	✓	✓	✓	✓	✓
<b>ContactForum Web Portal</b>	✓	✓	✓	✓	✓	✓	✓	✓
<b>Other Magazines</b>			✓		✓	✓	✓	
<b>Press</b>					✓	✓	✓	
<b>Other Data Base</b>					✓	✓	✓	
<b>Print Brochure</b>			✓	✓				
<b>Telemarketing Campaign</b>		✓	✓	✓	✓	✓	✓	
<b>Other electronic bulletines</b>					✓	✓		

The 3<sup>rd</sup> Global ContactForum will be preceded by a comprehensive international marketing campaign beginning in September 2011 to promote the event in traditional, digital and social media channels.

# Sponsorship Prospectus

## 2011 SPONSORS, EXHIBITORS / PARTNERS



### CONTACT:

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