

Sponsorship Prospectus 2011

Solutions to Maximize Exposure and Lead Generation

NEWSLETTER & E-BLASTS

Version 1.1 201110



CONTACT CENTER WORLD

The Global Association for Contact Center Best Practices & Networking

ABOUT CONTACT CENTER WORLD

Contact Center World was founded in 1999 and still remains privately owned. We are the Global Association for Contact Center Best Practices & Networking. We have grown without any external investment of any kind. Our passion for excellence and idea generation has made us the world's number one industry resource.

We recognize that to maintain this level of service we need to constantly evolve and meet new challenges, which we do with enthusiasm! We are a great company to work with. Our dedication to our clients is unparalleled and we are highly responsive and open to feedback.

We are consistently attracting more members and potential customers, and are regarded by many as the best resource in the industry.

To view over 100 testimonials visit the following: www.ContactCenterWorld.com/testimonial.aspx

We have many unique programs, which can generate leads from around the world and offer you lots of coverage on-line.

Over 40% of our members are 'C' level and the remainder are managerial level and above - unlike other resources we only market ourselves to senior contacts - see our scroll bar at the bottom right of every page for a list of new members for verification!

As a private company we don't have a lot of red tape to go through. When you give us ideas, we listen. When you have concerns, we act. We make it our business to connect you with the people who are actively seeking the exact solutions you provide.

The screenshot displays the Contact Center World website interface. At the top, the logo for Contact Center World North America is visible, along with the text "OVER 121,000 MEMBERS" and a search bar. Below the header, a navigation bar lists various channels: Agent Zone, Benchmarking, CRM, HR, Outsourcing, Performance, Quality, Technology, Telecom, Training, and Workforce Management. The main content area features a featured editorial titled "Generating Profit From Exceptional Customer Service" with a photo of two business professionals. To the right, there is a "Today's Tip" section with the headline "Niceness" Alone Doesn't Create Customer Loyalty?" and a "Login" section with fields for Username and Password, and a "Newsletter Registration" section with an email field and a "GO!" button. A "Join FREE Today!" button is also present.

You will notice that ContactCenterWorld.com has several versions of the web site available to sponsors (see above). The site has been recently updated with a new look and easy navigation interface. All our valuable features are easier to access and members can now choose from 11 "channels" to quickly access the information they require.

One of the key advantages of ContactCenterWorld.com over all competitors is that we can give you exposure exactly where you want whether its just to a USA audience, North American, UK, Australia – in fact anywhere you want! So why pay thousands for local web site when you can combine everything in one place – now that's smart!

Several options to choose from!
dedicated eblasts,
sponsor daily tips,
daily news
Networking center
messages and more..

OVERVIEW OF CONTACT CENTER WORLD

Unique visitor per day = 7,500 Managers and Executives!

We give you full access to our entire membership list so you can actually see who our members are. Go to www.ContactCenterWorld.com/members_directory.asp and type in the names of companies you would like to see or do a keyword search.

We have over 123,000+ members (that does not include casual visitors!) who have registered to become part of our global community.

The charts below illustrate the size of the contact centers and industry sectors our members represent.

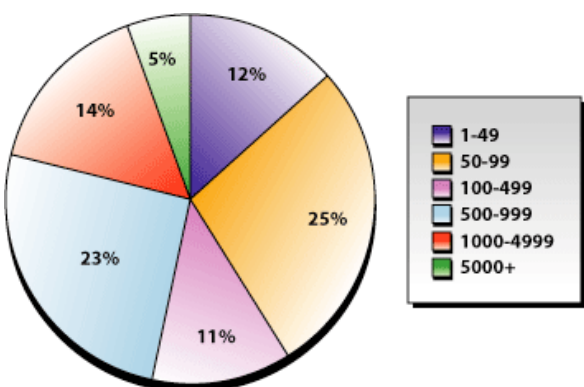
Our members are spread around the world.



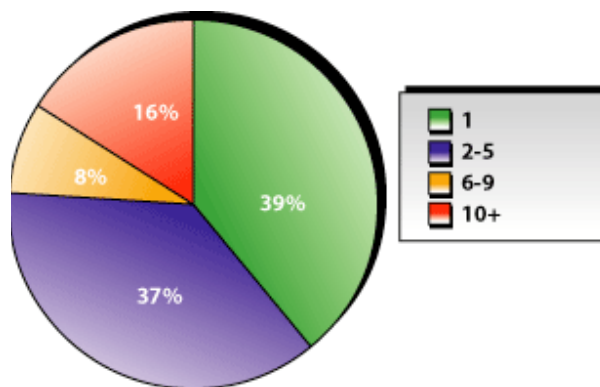
Distribution of members by region:

- Americas: 40% (44,000 USA, 9,700 Canada)
- Europe (includes Middle East/Africa): 40% (UK 27,000)
- Asia Pacific: 20% (India 10,000)

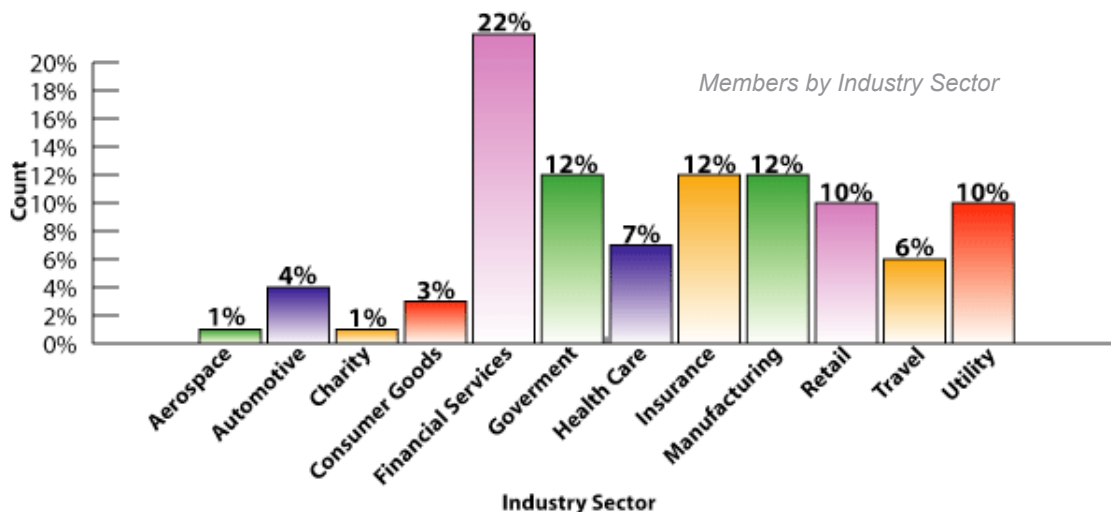
No. of Contact Center Agents by Percentage of Members



No. of Contact Centers in Company



Members by Industry Sector



NEW MEMBERS E-MAIL MESSAGES

Welcome new members with your message.

Every week ContactCenterWorld.com is reaching out to hundreds of new registered members (contact center managers and directors) who sign up.

As a sponsor of our new member welcome e-mail you can promote your solutions to this high profile audience.

Get your message out for only \$595/month!

Your message will appear at the bottom of the new members e-mail. Up to 5 lines of text plus a link.

NETWORKING CENTER MESSAGES

Sponsor emails that get sent to members when they get new messages from other members who use the Networking Center on our website.



Message Centre

Cost for sponsoring E-Mails:
\$2,995 per month (max 50 words + link) - min term 3 months



DAILY TIPS / DAILY NEWS UPDATES

Every day we send members updates on the latest industry tip and a list of the latest industry news. You can sponsor either or both of these emails.



Daily News Here



Daily Tips Here

a) Cost for sponsoring Daily News = \$1,995 per month (min 3 months, text only – 50 words or less + link)

b) Cost for sponsoring Daily Tips = \$1,995 per month (min 3 months, text only – 50 words or less + link)

Reach out to over 76,000 potential qualified customers

Network with professionals with a fast, efficient and customizable solution no matter where you sell your solutions around the world. Offering a desirable white paper could instantly attract hundreds of leads.

Deliver highly targeted, eye catching sales messages direct to UP TO 76,000 potential customers in an instant.

We were the first to produce an eye catching and content rich HTML newsletter design

We believe that our members want high quality newsletters and content, that's why we were one of the first industry resources to focus on producing a quality and newsworthy newsletter. In short, we created a high quality, eye-catching newsletter that works.

Free advice on design and call to action.

We believe it's important to share our experiences and it's in our interest to make sure your e-newsletter is successful. We will do what it takes to help you succeed!

We test our newsletters extensively.

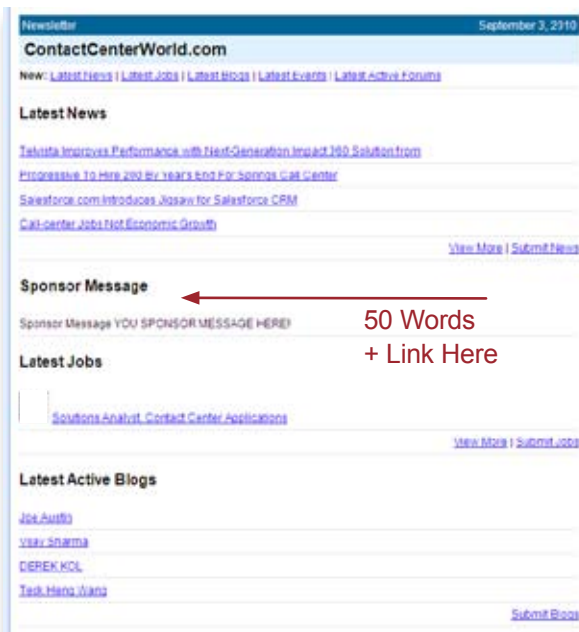
We will only send out the newsletter following your approval.

Compare results and costs!

With our newsletters there is a fixed cost per newsletter the benefit is a great ROI.

Choose Your Target 'Geographic' Region.

Select global or choose a regional focus!



Sponsorship Type	Distribution	Cost* (USD)
Americas	27,500	\$1,995
Europe	29,400	\$1,995
Asia Pacific	19,200	\$1,695
Global	76,100	\$3,995 <i>saving \$1,690!</i>

*price/insert



DEDICATED E-BLAST



sample



sample



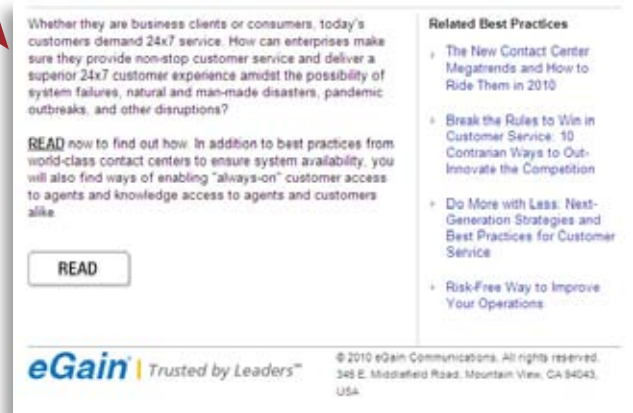
sample

Easy Process

You supply us with the HTML web code; We would require the e-mail to be put into a table spanning no more than 700x1200 pixels in size. All images are to be supplied as separate attachments (unless hosted on your end) and all links must be included in the html file. Send the HTML file as a note pad or plain text file. You supply us with the subject line for the e-mail.

5 options with all newsletters and e-blasts, choose from:

1. Global (to all members who receive our newsletters)
2. Americas
3. Europe Middle East & Africa
4. Asia Pacific
5. By Individual country



Sponsorship Type	Cost (USD)
Global (all regions)	\$5,995 <i>saving \$1,190</i>
Americas	\$2,995
Europe, Middle East & Africa	\$2,995
Asia Pacific	\$2,995
Individual Countries	\$200 per1,000*

*min \$1,000





CONTACT CENTER WORLD

The Global Association for Contact Center Best Practices & Networking

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e-mail: rajw@contactcenterworld.com

NEWSLETTER & E-BLASTS BOOKING FORM

Please complete and fax to ContactCenterWorld.com on +1-888-624-9178. This proposal expires 14 days from the date shown in the footer on this page.

This proposal becomes an order only when the approval form is completed and the client initials the services required before the expiry date above.

All prices are in US Dollars 1 USD = approx 1 CDN / 0.62 GBP / 0.73 EURO / 1 AUD

YOUR INFORMATION

Company Name _____ Address _____

City _____ State/Prov _____ Zip/PC _____ Country _____

Person authorized to approve this agreement on behalf of the company named above

Name _____ Job Title _____ Phone _____

Fax _____ E-Mail _____ Web _____

OPTION 1 New Members E-mail Sponsorship [PAGE 4]

We would like _____ months @ \$595/month (min 3 months) Total to be billed: _____ (initial here _____)

OPTION 2 Networking Center Messages - E-mail Sponsorship [PAGE 4]

We would like _____ months @ \$2,995/month (min 3 months) Total to be billed: _____ (initial here _____)

OPTION 3 Daily Tips / Daily News Updates [PAGE 4]

Daily Tips: We would like _____ months @ \$1,995/month (min 3 months) Total to be billed: _____ (initial here _____)

Daily News: We would like _____ months @ \$1,995/month (min 3 months) Total to be billed: _____ (initial here _____)

OPTION 4 Sponsorship of NO FRONTIERS! Newsletters [PAGE 5]

<input type="checkbox"/> Americas Qty _____ @ \$1,995 US ea.	<input type="checkbox"/> Europe Qty _____ @ \$1,995 US ea.	<input type="checkbox"/> Asia Pacific Qty _____ @ \$1,6955 US ea.	<input type="checkbox"/> Global Qty _____ @ \$3,995 US ea.
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Preferred dates (state week) _____ Total to be billed: _____ (initial here _____)

OPTION 5 Dedicated E-Blast [PAGE 6]

Global = \$5,995 Americas = \$2,995 Europe, Middle East & Africa = \$2,995 Asia Pacific = \$1,995

Individual Country _____ Qty _____ @ \$200/thousand (min. \$1,000)

Preferred dates (state week) _____ Total to be billed: _____ (initial here _____)

I agree to the above advertising programs and agree to abide by the terms and conditions as set out in this document.
Payment can be made by invoice or credit card. Payment must be received before sponsorship commences.

PRINT NAME: _____

SIGNATURE: _____ DATE: _____

Please initial the reverse side and send back both pages in order to confirm the order. Thank you.

Terms of Business Contact Center World

In using any of the services of ContactCenterWorld.com (North America) Inc, herein referred to 'CCW', you the 'Customer' agree to the following terms of business.

General terms

1. The Customer shall not use any part of the CCW service ("the Service") in breach of any laws or regulations of national, local, state or federal governments or agencies in any country or jurisdiction in which the service may be delivered, viewed or retrieved, or international treaties or conventions, or any community standards. Any activities such as, but not limited to, misuse of copyright materials or proprietary information, misappropriation or misuse of trade, service or other marks and use of the Service for defamatory, threatening or obscene purposes, invasion of privacy or tortious interference, are prohibited.
2. The Service is for the promotion of the Customer's business only and not for use by the Customer to host Content for any third party for any reason, including but not limited to resale business activities.
3. CCW does not accept Content relating to firearms or pornography and CCW generally reserves the right to refuse any request, or to cancel any hosting arrangements, relating to the above or which CCW does not regard as legal, decent, honest, or tasteful in its absolute discretion.
4. The Customer agrees to avoid breaching certain generally accepted guidelines on Internet usage and etiquette such as restrictions on mass mailings and mass advertisements, pirating or copying of software, mail bombing, attempts to deny service or access to other users and attempts to violate security (whether or not through the use of the Service).
5. All rights, title and interest in any Content (including advertisements, banners, product information, announcements, news, software and electronic exhibitions of whatsoever nature) and its design provided to CCW by the Customer (or its servants, agents or employees) including any trade names, trade marks, or service marks are the property of the Customer and CCW shall not have any responsibility for or rights in such Content.
6. The use of any CCW Service is accepted exclusively on a Payment With Order basis unless otherwise specified within the proposal accepted by the customer. In the event payment is not received by the due date, the customer agrees to late payment charges and/or interest charges on all outstanding balances at the rate of 24% of the outstanding amount per annum. CCW reserves the right to suspend all services supplied under the terms of this agreement in the event of late payment of any fees due under this agreement and the customer remains liable for fees and charges during this suspension period. The customer agrees to raise any queries within 7 days of receipt of an invoice from CCW and shall not withhold any payments if any errors or omissions are not reported during this time period.
7. CCW may terminate this agreement if its fees for the provision of the Service are not paid by the due date or if the Customer is otherwise in breach of any of its obligations under this agreement, but such termination shall not relieve the Customer from its responsibilities under this agreement including its obligation to pay fees up to the date of termination and for any outstanding payments due under the terms of the proposal accepted by the customer.
8. The Customer hereby irrevocably and unconditionally indemnifies and shall hold fully indemnified CCW from and against any and all actions, proceedings, losses, damages, liabilities, obligations, costs, claims, charges and expenses suffered or incurred by CCW of whatsoever nature arising out of or in connection with the Customer's design, creation, provision or use of its Content or any information and technologies in its Content (including but not limited to any related copyrights, trade secrets, trade names, patents, intellectual property rights or obscenity laws in any country or jurisdiction in which the Content can be viewed or retrieved) or otherwise howsoever arising in relation to the subject matter of this agreement.
9. CCW shall not be liable to the Customer for any loss, damage, liability, claim or expense arising out of or in connection with this agreement or the provision of the Service or related information, however caused (whether in contract or tort) to the fullest extent to which such liability may be excluded or avoided by law and in no event shall CCW be liable to the Customer for any indirect, incidental, exemplary, punitive or consequential damages arising out of or in relation to this agreement or the provision of the Service.
10. This agreement is between the customer and CCW and may not be assigned or otherwise transferred by the Customer without written approval by CCW.
11. No failure or omission by CCW to carry out any of the provisions of this agreement shall give rise to any claim against it or be deemed a breach of this agreement if such failure or omission arises from any cause reasonably beyond its control and if it is unable to fulfill its obligations in such circumstances its obligations shall be suspended.
12. Nothing in this agreement shall be deemed or construed to constitute the Customer as the agent or legal representative of CCW for any reason. The Customer is not granted any right or authority to act for, or to incur, assume or create any obligation, responsibility or liability, express or implied, in the name of or on behalf of CCW or to bind CCW in any manner whatsoever.
13. This agreement constitutes the entire agreement between CCW and the Customer (including the services to be rendered) with respect to its subject matter and supersedes any previous agreements, representations or under standings. The Customer acknowledges that in entering into this agreement it does not do so on the basis of or in reliance upon any representations, promises, undertakings, warranties or other statements (whether written or oral) of any nature whatsoever except as may be expressly provided in this agreement (and accordingly any conditions, warranties or other terms implied by statute or common law are hereby excluded to the fullest extent permitted by law).
14. CCW does not offer any guarantees in any service unless specified in the booking form.
15. All advertising and promotional content designed or produced by CCW including but not limited to banners, on-line web adverts, newsletter advertising, CD programs etc remain the property of CCW and may not be used or copied without written permission by CCW.
16. The following fees shall become payable in the event of the customer canceling the agreement for any reason.
 - o More than 60 days prior to start – 25% payable
 - o 59-30 days prior to start - 50% payable
 - o 29 days or less – 100% payableAll fees covered under this agreement are payable in the event of the agreement being cancelled at any time after commencement of the services by CCW to the customer.


17. The following fees shall become payable in the event of the customer postponing the services for any reason.
 - o More than 60 days prior to start – 20% payable
 - o 59-30 days prior to start - 30% payable
 - o 29 days-15 days – 50% payable
 - o 14 days of less – 100% payable

18. Whilst CCW will support where possible 3rd party ad serving and/or tracking, CCW is not to be held responsible for any failure or errors in any coding or tracking. The customer or any of its agents providing this service are responsible for ensuring the ads and or codes are correct at the time of supply.

19. This agreement is governed by and shall be construed and the resolution of any and all disputes between CCW and the Customer shall be governed by the laws of the province of Ontario, Canada. The parties further agree that CCW shall have the irrevocable and unfetter discretion to choose the jurisdiction the courts of which shall deal with and dispute between the parties. The parties further agree that, in the event the Customer fails to pay CCW any amount owing to CCW by the Customer 60 (sixty) days after payment was due, in addition to further action being taken by CCW against the Customer, CCW reserves the right to publish the fact that's the Customer has failed to make payment on CCW's web site. The parties further acknowledge and agree that this provision is inserted for the benefit of CCW to allow CCW to effectively enforce payment of delinquent accounts against debtor Customers not resident in the Province of Ontario.

Additional terms applicable to media buying agencies

1. All orders on behalf of an agencies client to be on an official CCW booking/order form and CCW terms of business will prevail in all circumstances
2. No reports send to the agency unless agreed in advance
3. If the agency is late in paying fees to CCW, CCW reserve the right to suspend any advertising or activity booked by the agency for their client and to suspend any or all editorial contributions from their client until payment is received in full
4. CCW do not offer any guarantees whatsoever regarding impressions or hits
5. All materials provided to CCW by the agency are to be fully tested by the agency prior to sending them to CCW. In the event materials do not work CCW will charge the agency at a rate of US \$200 per hour or part thereof for additional work required in rectifying any errors.
6. CCW reserves the right to reject any content supplied by an agency without penalty.

Terms accepted by client: (initial here  _____)