

Sponsorship Prospectus 2012

Solutions to Maximize Exposure and Lead Generation

ON-SITE ADVERTISING

on www.ContactCenterWorld.com

Version 1.3 033111



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.asp

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 11 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. A "BECOME A MEMBER" 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!

11 channels to choose from - members can select from 11 unique areas of the Contact Center Industry. Each channel is customized with unique content.

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 121,000+ 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.

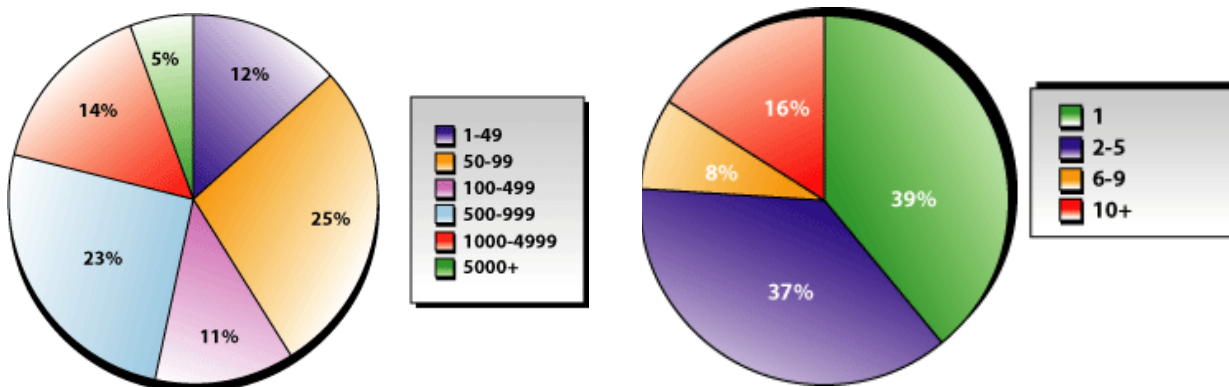
Our members are spread around the world.



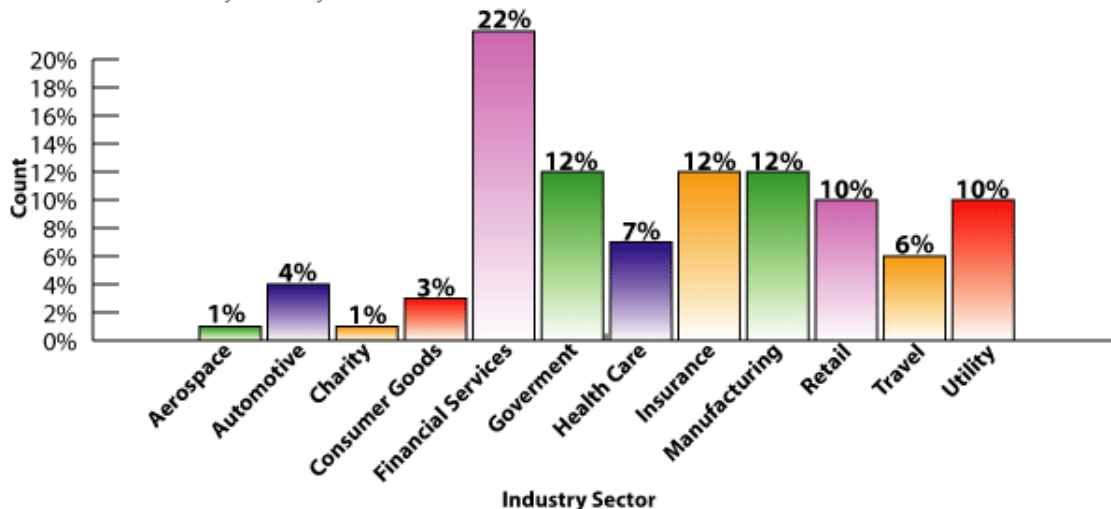
Distribution of members by region:

- Americas: 45% (44,000 USA, 9,700 Canada)
- Europe 35% (includes Middle East/Africa): (UK 27,000)
- Asia Pacific: 20% (India 10,000)

No. of Contact Center Agents by Percentage of Members



Members by Industry Sector



BANNER ADVERTISING

Banners can be used to promote offers, white papers and more. On ContactCenterWorld.com we have virtually unlimited banner options for industry leaders. In this section we describe what we can offer.

Each banner can be added to a regional site or the global site so if for example you only operate in North America, choose the North American site only - that's the smart way to use your banner ad investment. For global clients, the global package is by far the most cost effective option saving 50% of the costs of advertising on each regional site!

Select from the options below - any banner can be shown in any region of your choice or globally (all regions)

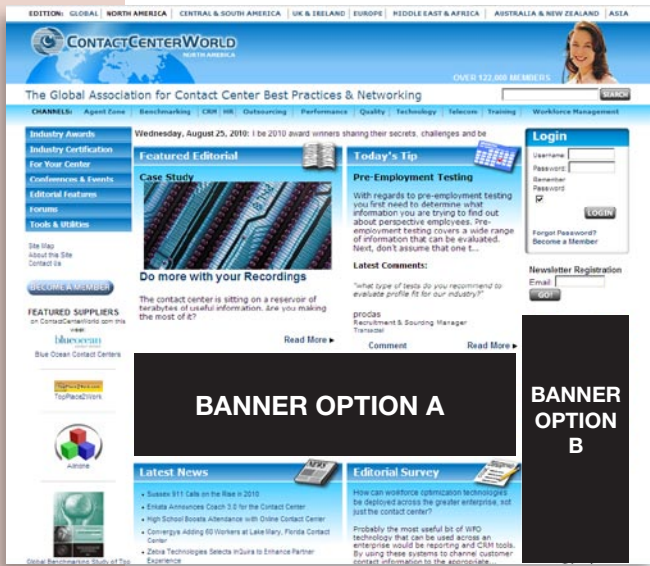
Banner A – Home Page - 600x100 pixels or smaller, 70 KB maximum.

Banner B - Right Navigation (Skyscraper) 150x500 pixels or smaller

Banner C - Section banner 468X60 600x120 pixels or smaller

Banner E - Editorial banner - 600X120 pixels or smaller

All banners - Accepted formats: JPG, GIF, SWF. 70 KB max.



Banner Type	A Home Page 600X100	B Right Navigation (Skyscraper) 150x500	C Section Banner 468X60 600x120	D Editorial Banner - 600X120
Region				
North America	\$2,000	\$2,000	\$1,500	\$1,000
Central & South America	\$1,000	\$1,000	\$750	\$500
UK & Ireland	\$2,000	\$2,000	\$1,500	\$1,000
Europe	\$3,000	\$3,000	\$2,500	\$1,500
Middle East & Africa	\$1,000	\$1,000	\$750	\$500
Australia & New Zealand	\$1,000	\$1,000	\$750	\$500
Asia	\$2,000	\$2,000	\$1,500	\$1,000
GLOBAL (all sites)	\$6,000 (save \$6,000)	\$6,000 (save \$6,000)	\$4,450 (save \$4,450)	\$3,000 (save \$3,000)

Book And Pre-Pay For 6 Or More Months And Get An Extra 25% Discount Off Above Prices!
All prices are per month in USD



Company profile/advertisement on ContactCenterWorld.com

There are 2 basic packages available (1) Full Page and (2) Half Page profile. Both are aimed at industry vendors who want to be seen as major players in the industry.

The Full Page profile appears higher in the listings and is designed for those who want to benefit from the extensive lead generation programs that ContactCenterWorld.com

offers through the web!

Half Page profiles give you great web site exposure and ongoing leads from your chosen categories and countries.

Full-Page Adverts Include:

- A. Links to editorial
- B. Links to request brochure
- C. Your company logo
- D. 400 word description
- E. Links from all editorial content published on the site to your advert - this means we can help build your credibility. Ads alone do not show this.
- F. All editorials we publish for your company (and have published in the past) are listed below your advert to show your level of activity and, more importantly, help establish and maintain credibility with our members.



ON-SITE ADVERTISING

What's Included in Full Page Adverts (Continued)

New Member Leads

We ask every new member who they are, where they are located, how big their contact center is, what they may be looking for today and, if we can help them by passing them on to potential vendors with solutions like yours!

Free Platinum Membership

For the duration your advert is on the site – this means that you will have full access to all the content on ContactCenterWorld.com for four staff members with our compliments.

Featured Suppliers This Week

Every week we list at least 6 customers (on a rotating basis) that our members may wish to review. This means more leads at no cost to you! (see sample upper right)

Access Your Own 'Secure' Campaign Manager

The Campaign manager allows you to add or remove categories your advert will appear under, update your advert, add or remove contacts who will receive notification of leads and much more.

You can have several contacts around the world access your leads, as well. This saves you time and you don't have to rely on e-mail, which may get lost. In addition we have developed an easy download tool that allows you to import the leads into your own contact management system.

News Feed Preference

You may have seen our news feed which powers some 500 other web sites. As an advertiser we will always give your news priority – this means greater industry exposure and more leads!

Free Publishing of News, Articles & Case Studies

Non-sponsors pay a premium for this service – as a sponsor you get all your news, articles, case studies and so on included in your annual membership fee.

Corporate Membership

Free GOLD level membership for everyone in your company. You also have full use of the Corporate membership logo and free entry into the Customer Satisfaction program for vendors. This is only available with annual pre pay programs.

FEATURED SUPPLIERS
on ContactCenterWorld.com this week:

blueocean
CONTACT CENTERS

Blue Ocean Contact Centers

TopPlace2Work.com
TopPlace2Work



Global Benchmarking Study of Top Performers



PIPKINS

TELEOPTI

Click on the company name for more details!



ON-SITE ADVERTISING

ON-SITE WEB ADVERTISING

Features	Benefits to our clients
Quality Leads graded A, B and C	We believe it's quality that sets us apart and you want high value business leads - we provide this! Every lead is graded as A, B & C through questions we ask like "do you have budgets available?"
Exposure where YOU need it	We cover the world, which means you have access to potential customers in every country, giving you the opportunity to expand your business even if you start off with your business in one country.
Create & Update Ads online	We give you easy-to-use tools that allow you to create and update your ads whenever you like!
Association With the Number One Brand	A presence on ContactCenterWorld.com enhances your company's credibility, exposure and image among existing potential customers, partners, resellers and investors.
Links From Editorial to Your Advert	Readers who like your editorial are already sold on your company – we link them to your advert so they can contact you. Better qualified buyers!
Advert Contains List of Editorial Content Published	Ensures visitors to your advert can see what other coverage you have on our site – builds your credibility in a competitive market.
Adverts Listed by Full Page then Half Page	You will be listed higher than competitors who spend less than you!
Free Publishing of Editorials	We will publish your news, articles, case studies etc at no extra cost when you are on the annual sponsorship program.

Half Page Adverts

Limited budget? Select a half page package that still gives you many of the exclusive benefits on ContactCenterWorld.com - see next page for options and pricing.

Welcome e-mail blast (full page advertisers with annual prepayment)

If you are just starting out with ContactCenterWorld.com, we will send all our members in the countries you have selected a welcome message (maximum 200 words) alerting them to your participation as a partner. We will direct them to your advert. This will start you off with sales leads from literally day one!



ON-SITE ADVERTISING - Pricing & Options

	Half Page	Full Page
Platinum level membership	Yes	Yes
Access to advertiser center	Yes	Yes
Create and edit your own advert	Yes	Yes
Free editorial (Premium for news)	Yes	Yes
Listed higher than half page adverts		Yes
Welcome e-mail blast to all members in your countries selected		Yes
Newsletter sponsorship (4 placements per annum)		Yes
Corporate membership to ContactCenterWorld.com (includes unlimited GOLD memberships and 1 (one) free entry into the Top Customer Satisfaction Award		Yes*

*with annual pre-payment programs only.

How to calculate the cost of advertising:

The pricing is based on just 2 variables! - countries and size of advert as the table below shows.

Type A Countries (those with 25,000 or more members includes USA and United Kingdom)

Type B countries (those with 7,500 or more members includes Canada, France and India)

Type C Countries (those with 1,000 or more members include Netherlands, Belgium, Ireland, Germany, Sweden, South Africa, Australia, Philippines, Malaysia, Turkey, Sweden and Japan)

Type D Countries are all the other countries in the world.

Use the table below to calculate the cost for unlimited categories in the countries of your choice. Min. term 12 months.

price is per country per month in USD	A country	B country	C country	D country
Half Page advert	\$249	\$199	\$149	\$99
Full page advert	\$499	\$399	\$299	\$199

Book and pay in advance for a FULL Page advert on a 12 month term and get 1 free welcome eblast and free corporate membership!

Examples:

Company **A** wants to just receive sales leads from the USA
- they go for the monthly payment of just \$499 USD


Company **B** wants to receive sales leads from the USA and UK
- their monthly payment is 2X \$499 i.e. \$998 per month

Company **C** wants to receive sales leads from the USA, UK and Canada
- their monthly payment is 2X \$499 + 1X \$399 i.e.

ON-SITE ADVERTISING - Packages

Option 1 - Americas Package
 (includes all territories in North & South America)

Half Page	\$645 per month (saves \$550/month)
Full page	\$995 per month (saves \$800/month)



Option 2 – Europe Middle East & Africa Package
 (includes all territories in Europe Middle East & Africa)

Half Page	\$645 per month (saves \$550/month)
Full page	\$995 per month (saves \$800/month)




Option 3 – Asia Pacific Package
 (includes all territories in Asia Pacific including Australia and New Zealand)

Half Page	\$345 per month (saves \$850/month)
Full page	\$495 per month (save \$1300/month)



Option 4 – Global Package
 (every country in the world)

Half page	\$1,195 per month	(save \$440/month)
Full page	\$1,795 per month	(save \$690/month)



KEYWORD SPONSORSHIP

Guaranteed top 3 listing on our search engine results!

Do your potential customers look for your solutions via keywords?

Do you sponsor keywords on the internet?

You are guaranteed a top position on **ContactCenterWorld.com** as a keyword sponsor!

Links directly to your on-line advert on **ContactCenterWorld.com**

Choose your key words and as an on-site advertiser we can offer you a guaranteed top 3 listing on our search engine! NOTE – our search engine appears on dozens of other web sites and is being added daily to more and more!

Only \$99 per keyword per month
(min. 6 months).

Only available to full page sponsors.

Choose your keywords while they are still available

Popular keywords include:

- CRM
- Workforce
- Management
- ACD
- IVR
- Speech

Ask for details while your preferred keyword is still available!

The screenshot displays the ContactCenterWorld website interface. At the top, there is a navigation bar with regional editions: GLOBAL, NORTH AMERICA, CENTRAL & SOUTH AMERICA, UK & IRELAND, EUROPE, MIDDLE EAST & AFRICA, AUSTRALIA & NEW ZEALAND, and ASIA. The main header features the ContactCenterWorld logo and a banner for 'OVER 122,000 MEMBERS' with a photo of a woman. Below the header, a search bar is present with a 'SEARCH' button. A horizontal menu lists various channels: Agent Zone, Benchmarking, CRM, HR, Outsourcing, Performance, Quality, Technology, Telecom, Training, and Workforce Management. The main content area shows a search result for 'workforce' with 2171 records. A sidebar on the left contains a list of links: Industry Awards, Industry Certification, For Your Center, Conferences & Events, Editorial Features, Forums, and Tools & Utilities. Another sidebar on the right includes Newsletter Registration, Members Directory (115,008 Global Members), RSS Feeds, Key Diary Dates, and a Login section with fields for Username and Password, and a 'LOGIN' button. A 'Forgot Password? Become a Member' link is also visible.





CONTACT CENTER WORLD

The Global Association for Contact Center Best Practices & Networking

Suite 305-1020 Dawson Rd., Thunder Bay, ON Canada P7B 1K6 tel: 1-807-624-2080 fax: 1-888-624-9178 UK +44 (0) 208 588 5440
e-mail: rajw@contactcenterworld.com

ON-SITE WEB ADVERTISING BOOKING FORM

Please complete and fax to Contact Center World at +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 = 1 CDN / 1 AUD / .63 GBP / .71 EURO

SELECT FROM THE FOLLOWING

Individual packages: I wish to book a: full page sponsorship half page

Countries required (price per month per country)

Country A (\$249/half page or \$399/full page) USA UK

Country B (\$199/half page or \$299/full page) Canada India France

Country C (\$149/half page or \$249/full page) (specify) _____

Country D (\$ 99/half page or \$199/full page) (specify) _____

Total per month \$ _____

BUNDLED PACKAGES

Option 1 - Americas half page at \$645/month Full page at \$995/month

Option 2 - EMEA half page at \$645/month Full page at \$995/month

Option 3 - APAC half page at \$345/month Full page at \$495/month

Option 4 - GLOBAL half page at \$1,195/month Full page at \$1,795/month

PAYMENT TERMS (MIN TERM 12 MONTHS)

I wish to pay MONTHLY by credit card

I wish to pay annually by INVOICE (receive a free welcome eblast and free corporate membership to members)

I wish to pay annually by CREDIT CARD (receive a free welcome eblast and free corporate membership to members)

Client Confirmation of booking - The section below must be completed in full and is only valid when signed before the expiry date. This booking is subject to the terms and conditions of ContactCenterWorld.com. **Prices valid through to 31st Dec 2011**

Approved by: _____

Job Title/Position _____

Company Name: _____

Street Address: _____

City: _____ State/Prov: _____ Zip/PC _____

Phone: _____ Fax Line: _____

E-Mail: _____

Purchase Order/Ref: _____

Signed _____ 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 Contact Center World (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  _____)