



# SPONSORSHIP PROSPECTUS

## NA/AUS PRICING

NA/AUS  
PRICING

### 2012 Best Practices in the Contact Center World CONFERENCE & AWARDS

**EARLY  
BIRD  
PRICING!**  
see back  
page

## 4 EVENTS GLOBALLY



### AMERICAS

North & South Americas  
June 18-21  
Orlando, USA



### EMEA

Europe, Middle East & Africa  
June 25-29  
London, England



### APAC

Asia Pacific  
July 9-13  
Singapore



### GLOBAL

Best In The World  
Oct 30 - Nov 2  
Las Vegas, USA

### 2011 DELEGATES INCLUDED

Senior Contact Center Executives From:



### KEY FACTS & FIGURES

#### GLOBAL

Las Vegas Global Best Practice conference

#### REGIONAL

3 Regional Conferences around the world

#### ESTABLISHED

2012 is the 7th year of the Best Practice Conference Series

#### SUPPORT

Endorsed by 20+ industry associations

#### CHOICE

Over 30+ best practice awards

#### AMAZING

100% delegates recommend it!\*

#### OPPORTUNITY

be part of the best of the best

\* We asked every delegate if they would recommend this event. In 2009, 2010 and 2011 (12 conferences)

**100% of respondents said yes!**

Limited  
Opportunities.  
First Come,  
First Served  
Basis



CONTACT CENTER WORLD

The Global Association for Contact Center Best Practices & Networking

[www.ContactCenterWorld.com/conferences](http://www.ContactCenterWorld.com/conferences)

SEE  
INSIDE



## Why Sponsor?

- To promote or introduce your products and/or services directly to a targeted industry audience
- To position your solutions with industry leaders
- Generate new leads
- To show you support the industry initiative for image enhancement
- To congratulate the winners and celebrate their award winning achievements

**In 2011  
over 500  
Top Industry  
Professionals  
attended these  
events -  
ask us for a  
delegate list!**

Because this is a unique event, sponsors also benefit from several very unique opportunities to share their knowledge and expertise. Delegates are senior executives from the very best contact centers in their respective region. There is only one event per region every year and if you miss out on the opportunity you will have to wait another year!

## Types of Sponsorship

This is your opportunity to sponsor an event that brings together the top executives and the future leaders striving to be the best in the contact center industry. We have several sponsorship opportunities for major industry players to become involved in our exclusive global conference series!

As a sponsor you can select from several opportunities including sponsoring conferences, sponsor an award, demonstrate your solutions and services to the attendees, networking, presenting awards at the gala dinner, sponsoring lunches and more. In total there are 4 events for the Top Performers Conference Series where sponsorship opportunities are available.

These events for 2012 include:

- APAC - **Singapore** - Best in Asia Pacific
- EMEA - **London, England** - Best in Europe, Middle East & Africa
- AMERICAS - **Orlando, FL USA** - Best in Americas
- GLOBAL EVENT - **Las Vegas, NV USA** - Best in the World

## About Contact Center World

Contact Center World is the global association for contact center best practices and networking. As a resource we are unrivaled – our membership is growing substantially and our knowledge and experience in the call/contact center industry is extensive. We currently have over 127,000 corporate members of which 40% are at senior executive level within contact centers globally. The quality content on our site is what draws 7,500 unique users to us every day - those who need fast access to the latest information to make informed decisions for their business.



The Global Association for Contact Center Best Practices & Networking

## Supporting International Partners





## Why Delegates Love These Events!



“ The event is very **well run** and focuses on the attendees and making sure they get as much from it as possible. You don't want to **miss any sessions** because there are pearls of wisdom in every one. The presenters are all "**real life**" practitioners and not academics or people who have written books. It's real life examples delivered with **passion** and a **desire** to share. ”



Candy Clay,  
Director, Kansas City Call Center  
CVS Caremark



“ The conferences were full **packed with useful and innovative information**. You did a great job in organization and leading through the conferences as well as setting up the gala. The gala was a real highlight with superb entertainment! ”



Dr. Gerwin Zeibig, Head of Customer  
Care & Quality Mgmt, Strato AG



“ Companies should send the best into the conference like this to **share and get ideas** - it should be part of their development and is huge motivational factor. ”



Lucie Prudka, Quality Control Supervisor  
AVG Technologies CZ  
(6 years in contact center industry)



“ Yes of course, this event has an **excellent prestige**. The more new top performers involved the most excellent information I will get from the event. ”



Evi Riawati,  
Assistant Vice President  
PT Bank Mandiri



“ Everyone seemed to connect and be so supportive of each other and the ideas generated and shared were **fantastic**. This is remarkable given the competitive nature of the industry and the conference itself. You and your team should be commended on **improving it every year**. I would like to continue having my teams participate and attend going forward. ”



Samantha Kanold,  
Care Centre Operations Lead  
Accenture Utilities BPO Services



“ I attend the odd Contact Centre conference form time to time. It's always the same speakers and they or their organization are not necessarily the best at what they do. **You only have the best so it is truly value for money!** ”



Antoine Casgrain, General Manager  
St. George Bank Ltd.  
(20 years in contact center industry)



“ If you are in Contact Centre this is a **must attend event** to learn and share best practices. ”



Reuben Canagaratnam, Regional Vice President,  
English Caribbean, International Banking Contact Centres -  
Scotiabank – Jamaica



“ The openness of all presenters was **refreshing**, and it was a **pure best practice** event. There's no point in re-inventing the wheel when so many great best practice ideas and initiatives already out there, and are freely available during the course of this conference. If you're a customer service leader who wants to evolve your contact centre, and are willing to try doing things a little differently, then this event gives you some **brilliant** best practice case studies to draw inspiration from....plus you won't be pestered by vendors. ”



**British Gas**



John Connolly,  
Head of Innovation  
British Gas



“ As I said, I would like to thank you for the amazing effort. I have not even got back and I have already started **sharing ideas** with my people, trying to involve them into some new activities I have been seeing as possible, because they have been implemented with **success** by other delegates in different but similar environments. ”



Rosario Nastasi  
General Manager  
XL World



“ It's a great experience in terms of networking. We met people from all over the world, better said, we met the **best** of customer service from **all over the world**. This [conference] is definitely one of the best. ”



Carla Basilio, Head of Customer Experience Management  
Portugal Telecom  
(7 years in contact center industry)



“ Was an **excellent 3 days**, your personal organization was superb - for you to get through that amount of presentation exactly on time was a masterstroke! The conference has started a major cultural **transformation** in our business - we will be binning attending local conferences and putting all our budget to this from now on in. ”



**Commonwealth Bank**  
of Australia



Alastair Glass  
Head of Operations - Direct Banking  
Commonwealth Bank, Retail Banking Services



“ First of all let me reiterate my **satisfaction** with the quality of the conference you and your team have pulled off in Orlando. The game was raised to a quality rarely seen in the past in the industry. The sessions were great, with **passionate speakers**, valuable topics with best practices and the whole thing perfectly timely managed. I recommend this conference to any call center professionals who desire to **raise the bar** to higher quality standards. Thanks. ”



Patrick Louis  
VP Sales Center  
Junction - 1800-GOT-JUNK



“ It feels like these conferences are just **getting better and better** each year, the caliber of the attendees and the presenters is rising and we get exceptional interaction with people from all over EMEA. The sharing of the best practices is **priceless** and I'm really looking forward to the worldwide conference in November. ”



**Teleperformance**

Pedro Gomes  
VP International Operations  
Teleperformance



“I would **recommend** this event to anyone in the contact center industry because the information shared is so beneficial for companies wishing to hear best practices and get a feel for what's going on in the industry. The information shared is **very powerful** and can greatly impact your organization. The staff and delegates are just wonderful. Networking felt more like socializing and hand shakes turned to hugs by the end of this week. **Fantastic investment** of your time if you are serious about improving your contact center or just learning best practices.”



Samantha Panto,  
Associate Director  
MassMutual



“The event far **surpassed my expectations** and is the most valuable contact centre conference I have attended. It was wonderful to be in a room with people who are working in the same industry, who face similar challenges and who have come up with **innovative solutions.**”



Joanna Thomas, General Manager, iSelect  
Sales & Operations (13 years experience)



“Really enjoyed the event, it was great to make so many new contacts and learn so much in such a short space of time. Managed to get some **brilliant pointers** for our strategy going forward. All the team had amazing fun at the gala dinner. **Very professionally run.** Thank you.”



Julie Warne,  
Head of Reservations  
Carnival UK



“From our perspective the conference and awards process is highly valuable to any contact centre or BPO unit. It allows for **sharing best practice** that is both practical and of a very high standard. It is **highly recommendable** for any contact centre professional that want to enhance their business processes and network with **industry experts** across various sectors.”



Maurius Swanepoel, Call Center Manager,  
Volkswagen



“Being a part of this conference made me realized that having 7 years experience in workforce management is still not enough. There are a lot of **strategies, processes**, different approach and perception as to how to fine tune WORKFORCE planning! This event was indeed in-line with sharing best practices, and I'm so **lucky** and **honored** to be part of the APAC group.”



Marco Angelo Burgos  
Operations Support Manager  
CELCOM A (Telecom Malaysia) Company



“This is our **third year participating**, and we continue to glean so many best practices from the event. The presenters are very open and share their successes and lessons learned with the audience. The lack of "vendor pressure" truly makes the event focused on networking, sharing and fantastic discussions. She added "This is a **MUST event** for Companies wanting to learn from best organizations within the industry. Audiences walk away with pages of notes that they can take back to their organizations to deploy on topics such as Culture, Recognition, Workforce management, Customer Satisfaction, Training, strategic initiatives and technology. You'll hear from Leaders to Customer Service Reps that present **real case studies** that apply across all products, all channels and all situations. What an **opportunity** to learn and group your organization.”



Lynn O'Neil  
Assistant Vice President  
New York Life Insurance Co.



## PLATINUM

Becoming the Platinum sponsor shows the audience and everyone involved in these conferences that you are the main player in the industry. You will definitely benefit from the brand building and lead generation programs.



As the exclusive **PLATINUM SPONSOR** you will enjoy many benefits including:

- Company name and logo on the official web site
- A link to your web site from the awards web site
- Company name on web page promoting the winners
- Opportunity to receive delegate list for marketing purposes
- One complimentary registration to the conference
- Two complimentary tickets to the awards gala banquet
- The right to insert 2 promotional materials into delegate bags
- The opportunity to present one of the Best C/C Manager,, Best C/C Supervisor, Best C/C, Agent, Best C/C Trainer, Best Outbound Campaign, Best Community Spirit, or Technology Innovation
- Option to display a banner stand (max. 6 feet wide) in the break-out area
- 1 Free e-blast per event (dedicated by region)
- Free Tickets for customers 2 per event
- Speaking Slot (25 mins) per event - limit of just 4 per event.



## GOLD

Becoming a Gold sponsor shows the audience and everyone involved in these conferences that you are one of the main players in the area. You will definitely benefit from the brand building and lead generation programs.



As a **GOLD SPONSOR** you will enjoy many benefits including:

- Company name and logo on the official web site
- A link to your web site from the awards web site
- Company name on the web page promoting the winners
- Opportunity to receive delegate list for marketing purposes
- One complimentary registration to the conference
- Two complimentary tickets to the awards gala banquet
- The right to insert 2 promo materials into the delegate bags
- The opportunity to present 1 of the Best Contact Center Manager, Best Contact Center, Supervisor, Best C/C Agent, Best C/C Trainer, Best Outbound Campaign, Best Community Spirit, or Technology Innovation
- Option to display a banner stand (max. 4 feet wide) in the break out area.
- Speaking Slot (25 mins) per event - limit of just 4 per event.



## SILVER

These entry level sponsorships will help you achieve valuable exposure at the event. The benefits include:

- Company name and logo on the official web site
- A link to your web site from the awards web site
- Company name on the web page promoting the winners
- One complimentary registration to the conference.
- Option to display a banner stand (max. 3' wide) in the break-out area





PREMIUM OPTIONS AT A GLANCE	PLATINUM	GOLD	SILVER
Company name/logo on website	★	★	★
Link to your website for entire 2012 series	★	★	★
Mentions in press releases and winners pages	★	★	★
Conference tickets	★ (1 per event)	★ (1 per event)	★ (1 per event)
Banner stand in breakout area	★	★	★
Insert promotional materials into show bag	★ (2 items)	★ (2 items)	
Gala dinner tickets	★ (2)	★ (2)	
Present an award	★ (1 per event)	★	
Speaking slot	★ (1 per event)	★	
E-Blast	★ (1 per event)		
2 Free tickets for customers per event	★		
Delegate list for marketing use	★		

## Sponsor an Award

Deadline to book is March 30th, 2012.  
Subject to availability.



- By sponsoring an award you will benefit through:
- Being associated with the best in the world
  - Logo on website and conference materials
  - Ability to present the award at the gala dinner
  - Have your name indicated on the award plaques passed to all winners and finalists in the category you sponsor
  - 1 complimentary conference ticket and gala dinner ticket (value \$2,000)

## Awards You Can Sponsor

Awards will be given for each of the categories including trophies for winners, runners up medals and highly commended certificates.

### CONTACT CENTER INDIVIDUAL AWARDS

- Best Executive / Director
- Best Operational Manager
- Best Supervisor
- Best Trainer
- Best Sales Agent
- Best Customer Service Agent
- Best Support Professional Human Resources
- Best Support Professional IT
- Best Support Professional Workforce Planning

### CONTACT CENTER COMPANY AWARDS

- Best Contact Center
- Best Help Desk
- Best Community Spirit
- Best in Customer Service
- Best Outbound Campaign
- Best Outsourcing Partnership
- Best Incentive Scheme
- Best Recruitment Campaign
- Best Direct Response Campaign
- Best Tech Innovation Internal Solution

## Medal Winners - 2011 World Finals



**Best Mid Sized Contact Center**  
ING Direct



**Best Large Sized Contact Center**  
St. George Bank



**Best Customer Service**  
Prescription Solutions



**Best Mid Sized Contact Center**



**Best Technology Innovation**  
Softbank Mobile



**Best Customer Service**  
Optimus



**Best Community Spirit**  
CVS Caremark



## The Venues

### the AMERICAS region



#### Orlando, FL USA

June 18-21, 2012

Rosen Plaza Hotel

### the EMEA region



#### London, England

July 26-29, 2012

TBA

### the APAC region



#### Singapore, Asia

July 10-13, 2012

TBA

### WORLD finals



#### Las Vegas, USA

Oct 30 - Nov 2, 2012

TBA

### Gala Awards Dinner Sponsor

Have your logo splashed on the big screen at the award gala dinner in front of 150+ attendees. Your logo will also appear on the menu card and you will be openly thanked at the outset of the gala. Great exposure and great way to show your support to the regions best performing contact centers and people!

### Bowling Night Sponsor

Unwind and show delegates you work smart and play hard by being the sponsors of this networking event. A fantastic opportunity to showcase your company. We will name 2 teams after your company and if one of the teams gets the highest score of all teams we will donate \$500 in your name to the charity of your choice!

### Lunch Sponsor

We will print menu cards to show you are the lunch sponsor for the day and will thank you pre and post lunch at the conference.

### Lanyard Sponsor (1 per event)

Your company name is literally hanging around each delegate for the entire conference and expo - a great way to get noticed!

NOTE: Lanyards are to be supplied and shipped by you directly to the venue min 1 week in advance. If you would like us to create the lanyards please note we will charge them to you at cost plus 30% and any applicable taxes.

### Full Colour Page in Event Workbook

Take a full page in the conference workbook and show off your solution in color. You provide us with an advert in pdf format.

### Bag Sponsor

Have your logo featured as a sponsor on the conference bags (min 500) and the right to insert 2 items into the show bag.

### How much do you value your customers?!

Ok, we know you do! So here is a **special promo offer!**

**Buy 8 tickets** to any one conference to use as give-aways and we will give you **4 more free!** Only condition is that you have to run a promotion or competition regarding best practices. You choose who gets the tickets – only condition is they must be a customer and register through our normal registration process min 2 weeks before the event.

- This is a great way to show your customers you care about them and you want them to be exposed to best practice ideas!
- Note: ticket prices vary depending on when they are purchased so book as soon as possible to avoid disappointment!

**Book your sponsorship and buy your tickets today, before your competitors do!**  
See page 9 for booking form, full details and deadlines for special pricing.

# BOOKING FORM

09

## 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 \_\_\_\_\_

This agreement is for sponsorship of the Top Performers Conference & Awards 2012. The company named below agrees to abide by the terms and conditions all of which are part of this agreement and binding. Payment terms: Payment is due with order or we can invoice - note, with invoice, payment is required within 14 days of invoice by bank transfer or cheque.

SELECT:  **AMERICAS**  
ORLANDO, USA  **EMEA**  
LONDON, ENGLAND  **APAC**  
SINGAPORE  **FINALS 2012**  
LAS VEGAS, USA

	US/CDN /AUD	<b>EARLY BIRD</b> before Jan 31 2012
Platinum Sponsor* <input type="checkbox"/>	\$77,995	<b>\$71,495</b>
Gold Sponsor* <input type="checkbox"/>	\$12,995	<b>\$10,995</b>
Silver Sponsor* <input type="checkbox"/>	\$9,495	<b>\$7,695</b>
Gala Awards Dinner Sponsor <input type="checkbox"/>	\$3,595	<b>\$3,295</b>
Bowling Night Sponsor <input type="checkbox"/>	\$3,595	<b>\$3,295</b>
Lunch Sponsor <input type="checkbox"/>	\$1,195	<b>\$1,095</b>
Awards Sponsor <input type="checkbox"/>	\$7,195	<b>\$6,595</b>
Lanyard Sponsor <input type="checkbox"/>	\$1,595	<b>\$1,495</b>
Full Color Page in Event Binder <input type="checkbox"/>	\$895	<b>\$795</b>
Bag Sponsor <input type="checkbox"/>	\$2,995	<b>\$2,795</b>

## Special Limited Promotion

**YES**, I am interested in receiving 4 FREE tickets. Please send me 12 tickets for the price of 8

1 Full Pass Ticket = **\$1,795**

1,795 x 8 = **\$14,360**  
(8 tickets + 4 FREE for Total 12 Tickets)

\*entitles you to receive 20% off all conference tickets

I would like to pay by:  Credit Card  Invoice

1 CDN = approx 1 USD / 0.62 GBP / 0.73 EURO / 1 AUD

I agree to the above advertising programs and agree to abide by the terms and conditions as set out in this document.

PRINT NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_



**CONTACT CENTER WORLD**

The Global Association for Contact Center Best Practices & Networking

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