

Customer Engagement, It's all about People, Connection & Technology

Call Centers
Contact Centers
BPO
CRM/CEM
Customer Care
Social Media
Mobility

17th Conference Mexico 2013

MARCH 4-6, 2013

4th Global Contact Forum



Customer Engagement

New Venue

CAMINO REAL, MEXICO CITY



The Global Contact Forum has demonstrated to be the reference event for the innovative leaders of the Contact Center and BPO industry; and it is the ideal forum for companies and developers who are looking for new markets.

The 4th Global Contact Forum, offers a broad scale of sponsorship opportunities designed to adjust to your company's budget. By reading this document, we are sure you will find the best option that adapts to your marketing plan.

¿Why participate?

- More than 1,800 participants, representing 200 companies in the Contact Center and BPO business, from 22 countries reunited in the 2012 edition. We are expecting a larger number of participants in 2013 ¿Where else could you find so many innovative leaders in one place at the same time?
- This is an extraordinary opportunity to interact, position your brand and value proposition in a world class event with innovative leaders and company directors from different countries.
- Present your product or service to new markets , expand your sale horizons and increase the already existent, with new prospects and clients.
- Reinforce the presence and positioning of your company among the leader firms of the Contact Center and BPO industry in the global market.
- Expand your sales and distribution channels.
- Connect with international leaders that will be present in the event.
- Find and engage new clients.

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

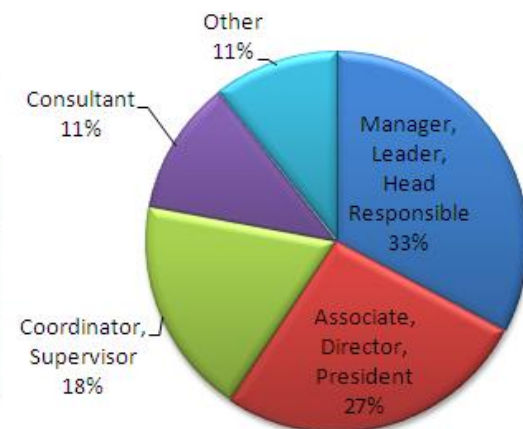
Reserve your sponsorship and join us at the 4th Global ContactForum 2013.

Interact with key companies that are in search of products, services and solutions like yours.

Participant's Profile

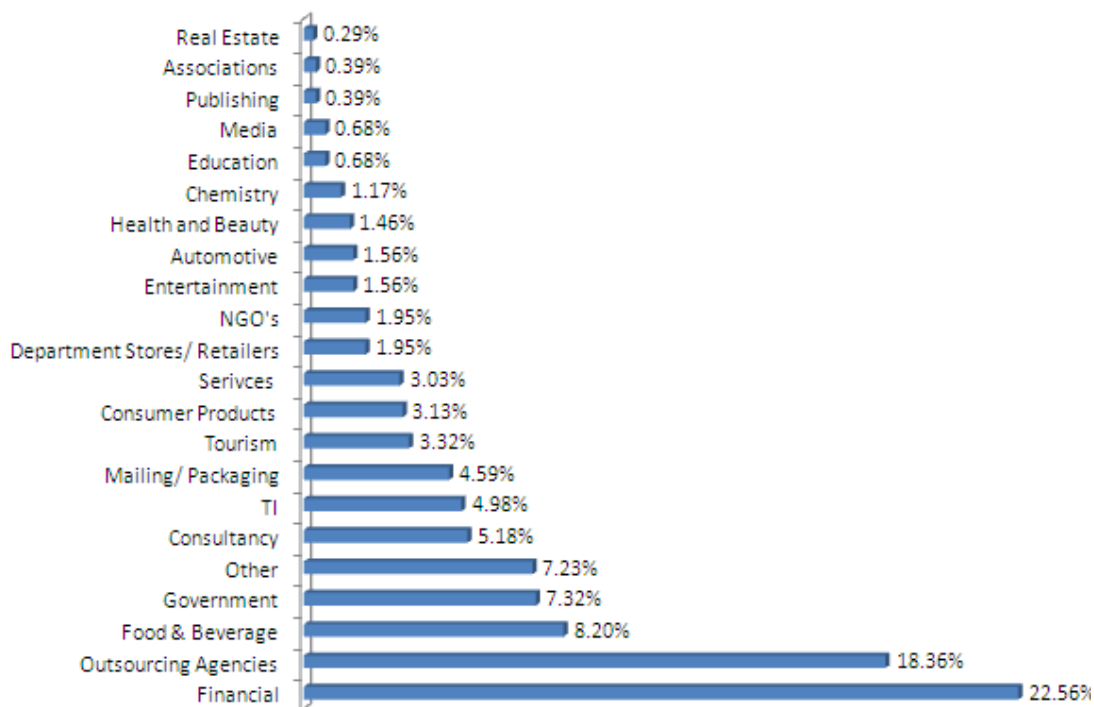


POSITION

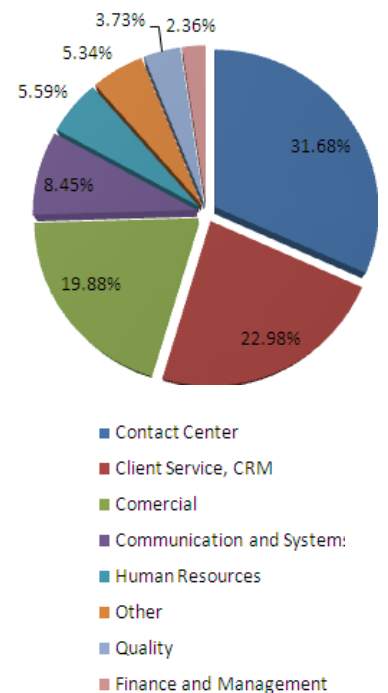


Participant's Profile 4th Global ContactForum 2013:

INDUSTRY/ SECTOR



WORKING AREA



GENERAL EVENT SPONSORSHIP			
BENEFITS	PLATINUM	GOLD	SILVER
Space at the Business Pavilion	36 m ²	18 m ²	12 m ²
Preferential Positioning of the Stand in the Business Pavilion	✓		
Event participants' Data Base	✓	✓	✓
Academic conference given by a speaker of your choice without commercial purposes.	✓		
Company's representative at the Inaugural Presidium	✓	✓	
Presence in Press Conference	✓		
Premium passes for the conferences	8	5	3
Placing of a brochure in the participant's portfolio	✓	✓	✓
Brand presence and premium place in material and promotional campaigns of all the event.	✓		
Ad with logo and link to your webpage in the event's webpage	✓	✓	✓
Logo in the email campaigns, sent periodically to 15,000 Contact Center professionals	Premium Position	✓	✓
A one page advertorial in the ContactForum Magazine (Printing 8,000)	✓		
A one page ad in the ContactForum Magazine (printed and digital)		✓	
Logo on printed brochures of the event (subject to sending before printing date)	✓	✓	✓
Advertisement on Interactive CD for the Participant	Animated (flash)	Image(jpg)	
Company's description on the Interactive CD for the Participant	500 words	300 words	150 words
Logo and label on Interactive CD for the Participant	Premium Position	✓	✓
Logo on press and magazine advertisements	Premium Position	✓	✓
Logo in the Exhibit Hall of the Global Contact Forum	✓	✓	✓
Logo in the Conference Room	Posición Premium	✓	✓
Logo on the expo planogram on the event webpage	✓	✓	✓
Post-event email and message with sponsor's data	✓	✓	
Sponsor mentioning by the Master of Ceremonies	✓	✓	✓
Courtesy passes for the Business Pavilion and afternoon conferences	✓	✓	✓
Conference and Workshop discounts for the people referred by the sponsor	30%	15%	10%
Price	\$32,518.00	\$26,370.00	\$20,222.00

Prices in USD, they do not include tax.

EXHIBITORS

Benefits:

- Logo on the 4th Global ContactForum webpage
- Logo on printed brochures
(subject to sending before the printing date)
- Logo on the Business Pavilion Planogram on the website
- Company's description on Interactive CD (100 words)
- Logo on Interactive CD for participants
- Brand presence (company name) on e-mail marketing
- Brand presence (name) on press and magazine advertisements.
- 2 VIP passes for conferences
- 100 courtesy passes for the Expo and afternoon conferences
- 10% discount for participants referred by the exhibitor



Option A)

- 12 m² space in the Expo room of the Global ContactForum.

Price: \$7,185.00

Option B)

- 9 m² space in the Expo room of the Global ContactForum.

Price: \$5,852.00

Option C)

- 6 m² space in the Expo room of the Global ContactForum.

Price: \$4,222.00



OTHER SPONSORSHIPS

All sponsorships additionally include:

- Logo on promotional brochure of the event
- Enterprise description on Interactive CD for the participant(100 words)
- Logo on Interactive CD
- Brand presence on e-mail marketing
- 10% discount for participants referred by the sponsor

NETWORKING COCKTAIL (March 4)

- 15 minute message from the sponsor representative during the cocktail
- Sign in the cocktail area
- Opportunity to distribute promotional material during the event
- Event participants' database

Price: \$6,815.00

PRODUCT AND SERVICE PRESENTATION

- 45 minute space for product and service commercial presentation

- Conference Hall with audio/video equipment
- Opportunity to distribute promotional material
- 50 courtesy passes for Expo room and afternoon conferences

Price:

Event Sponsors and Exhibitors: **\$2,815.00**

Others: **\$4,074.00**



NETWORKING BREAKFAST P&S

- Breakfast for 30 guests(march 5 or 6)
- Sponsor presentation during breakfast(45 minutes)
- Electronic invitation to potential participants
- Telemarketing follow-up and participant confirmations
- Screen and Projector for presentation
- Brand presence in breakfast area
- Opportunity to distribute promotional material

Price: \$4,074.00

PRIVATE BREAKFAST OR LUNCH WITH A GLOBAL CONTACTFORUM SPEAKER

- Opportunity for your VIP guests to interact with the speaker

Breakfast or lunch with the speaker of your choice (subject to speaker's approval)

- Opportunity to distribute promotional material

** The price depends on the selected speaker

** The sponsor pays for the breakfast or lunch

Price: From \$3,852.00



OTHER SPONSORSHIPS

COFFEE BREAK

- Banner of your company's logo at the coffee break area
- Napkins with your logo at the coffee break area
- Opportunity to distribute promotional material during the break

• Mentioning as a sponsor by the Master of Ceremonies during the event

Price: \$1,778.00

BUSINESS CENTER

- 6 m² space in the Expo Room*
- Sponsor's logo at the business center
- The sponsor can hire demo-girls to distribute promotional material

• Sponsor mentioning by the Master of Ceremonies

*Computers and furniture are provided by sponsor

Precio: \$4,519.00

WELCOME COCKTAIL (March 5)

- Brand presence in the cocktail area.
- Opportunity to distribute promotional material during the cocktail
- Sponsor mentioning by the master of ceremonies

Price: \$4,296.00

REGISTRATION

- Event participant's database
- Logo on registration stands

Price: \$5,556.00



BADGES

- Logo on badges and cords

Price: \$ 3,778.00

PORTFOLIO

- Logo on the participant's portfolio
- Information brochure in the information package for the participant

Price: \$6,296.00

PAD AND PEN

- Pads and pens with company's logo (provided by the sponsor)

Note: The pad and pen sponsor and the portfolio sponsor cannot be direct competition

Price: \$2,370.00

BROCHURE INSERT

- Brochure placement in the participant's portfolio

Price: \$2,222.00

SPEAKER

- Your company's representative will present the speaker
- Sponsor's Logo projected at the beginning and end of the conference
- Acknowledgment of your sponsorship by the Master of Ceremonies.

Price: \$2,815.00

GLOBAL CONTACTFORUM LIVE STREAMING

- Logo in the event live streaming feed
- Acknowledgment of your sponsorship by the Master of Ceremonies.

Price: \$5,111.00

SEAT COVERS

- Seat covers with the company logo on the seats of each one of the conference halls (seat covers provided by the sponsor)

Price: \$5,556.00



OTHER SPONSORSHIPS

SEATCOVERS FOR WORKSHOPS (MARCH 4)

- Seat covers for workshop chairs** (provided by the sponsor)
- Brand presence in the workshop
- Logo on the workshop material
- Opportunity to distribute blocks and pens with the company's brand to all the participants.

Price: \$963.00 one workshop

** Special price for all the workshops: **\$4,815.00**

7th CEREMONY OF THE EXCELENCIA ON CONTACT CENTER AWARDS

Please ask for the sponsoring options

Price: ask for price



MOBILE CHARGING STATION

- Logo on the mobile charging station
- Opportunity to have demo-girls in the area
- Opportunity to distribute promotional material

Price: \$2,815.00



GOLF TOURNAMENT

- Banner with sponsor logo in reception and registration
- Banner with sponsor logo on the golf holes
- Golf balls with company logo (2 per person)
- Demo-girl during golf tournament
- Lunch after tournament
- 15 minute talk during lunch
- Opportunity to distribute promotional material during the tournament
- Tournament prizes (provided by sponsor)

Price: \$8,963.00

CITY TOUR

- Official tour sponsor
- Acknowledgment of your sponsorship by the Master of Ceremonies.
- Opportunity to have a demo-girl during the tour
- Opportunity to distribute promotional material during the tour

Price: \$ 1,926.00

DEMO-GIRLS

- Two demo –girls wearing a badge with your company logo at the entrance and exit of the conferences.

Price:

Main Conference Hall : \$1,704.00

Simultaneous Conferences' Halls \$889.00

MARKETING PLAN

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

	2012				2013			
Channel	SEP	OCT	NOV	DIC	JAN	FEB	MAR	APR
Social Networks	✓	✓	✓	✓	✓	✓	✓	✓
Publicity via email to the IMT's database prospects	✓	✓	✓	✓	✓	✓	✓	✓
ContactForum Magazine	✓		✓		✓		✓	
ContactForum Electronic Bulletin	✓	✓	✓	✓	✓	✓	✓	✓
ContactForum Web Portal	✓	✓	✓	✓	✓	✓	✓	✓
Other Magazines			✓		✓	✓	✓	
Press					✓	✓	✓	
Other databases					✓	✓	✓	
Printed Brochure			✓	✓				
Telemarketing Campaign		✓	✓	✓	✓	✓	✓	
Other Electronic Bulletins					✓	✓		

The 4th Global ContactForum will be preceded by an international marketing campaign beginning in September 2012 to promote the event in traditional, digital and social media channels.

SPONSORS, EXHIBITORS / BUSINESS PARTNERS 2012



MEDIA PARTNERS

INTERNATIONAL PARTNERS

AUSPICIADORES



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