Sell. Trade shows are a cost-effective way to gain exposure for your company.

Meet New Prospects. Exhibiting puts you in front of fresh faces without all of the extra sales work.

Increase Your ROI. The tabletop format saves on exhibiting costs.

Network. It’s the best place to get quality time with current and prospective customers.

Seal the Deal. Studies show that deals are easier to seal when face-to-face at a trade show.

Check Out the Competition. This is the perfect place to see what your competition is up to.

Market Research. You’ve got a captive audience; use it to your advantage by polling your booth visitors.

Featuring customer solutions expo

The combined showcases for Smart Customer Service, SpeechTEK, and CRM Evolution 2018!

Co-located with SpeechTEK 2018

The Smart Customer Interactions Event

CRM Evolution 2018 conference & exhibition

From the editors of CRM magazine

Organized and produced by Information Today, Inc.

CONNECT: #SmartCS
Why Sponsor at SMART Customer Service 2018

This 3-day event is your opportunity to build brand awareness and strengthen relationships with new and existing customers. That’s 3 days of having access to technology buyers and industry influencers. These valuable prospects are looking for new information, products, and services to improve their operations—ensure that they do business with you by reserving a booth today.

- Speak with attendees and demo your product/service in the Customer Solutions Expo.
- Meet face-to-face with highly influential analysts and consultants.
- Deliver a presentation to attendees at a Solution Session. (SPACE IS LIMITED.)
- Host a networking breakfast, lunch, or cocktail reception.
- Benefit from an extensive marketing plan that includes direct mail, print, email, social media, and web advertising.
- The Customer Solutions Expo’s intimate tabletop setting allows for decreased setup and shipping costs. It’s an affordable way to reach decision makers looking for information and to purchase solutions for their businesses: Don’t miss the opportunity to share your knowledge and expertise and get your products and services in their hands!

Our attendees are searching for solutions and services that will help them deliver positive experiences across all customer channels. As a sponsor of Smart Customer Service, you can bring solutions to these potential customers.

RESERVE YOUR SPONSORSHIP TODAY!

- EAST & MIDWEST ACCOUNTS
  Adrienne Snyder  •  201-327-2773
  adrienne@infotoday.com

- MOUNTAIN & PACIFIC ACCOUNTS
  Dennis Sullivan  •  203-445-9178
  dennis@infotoday.com

- SpeechTEK EXHIBIT SALES
  La Shawn Fugate
  859-278-2223, ext. 104
  lashawn@infotoday.com

- Bob Fernekees
  Publisher, CRM magazine
  212-251-0608, ext. 106
  bfernekees@infotoday.com

SMARTCUSTOMERSERVICE.COM/CONFERENCE

APRIL
9–11  2018
WASHINGTON, DC
Renaissance Washington, DC Downtown Hotel

Joshua Bailey @HeadWooGuru
A great day of networking and learning. Looking forward to day 2! #CustSE #CRMEvolution

QLess @QLess
#CustSE has been a blast. Can’t wait to see you all next year!
Attendee Profile

83% of Smart Customer Service attendees are in decision-making positions.

Attendees by Industry*

- 4% Automotive
- 11% Banking/Finance
- 5% Consulting/Integrator/VAR
- 4% Consumer Product Goods
- 5% Education/Training
- 15% Government—Federal, State, Local
- 5% Insurance
- 11% Manufacturing
- 9% Medical/Health Care
- 12% Technology
- 3% Travel/Hospitality
- 17% Other—Call Center, Nonprofit, Marketing/Advertising/Public Relations, Retail/Etail, Professional Services, Telecommunication, Wholesale/Distribution

Attendees by Number of Employees*

- 13% More than 20,000
- 4% 10,000 – 20,000
- 24% 1,000 – 9,999
- 5% 500 – 999
- 16% 250 – 499
- 11% 100 – 249
- 16% $50 million – $99 million
- 13% $10 million – $49 million
- 18% Less than $10 million

Past Attending Companies Include:

AA Insurance
ADP
AEG Consol Energy Center
The Aerospace Corporation
AIDS Healthcare Foundation
AirAsia Berhad
American Physical Society
American Society of Clinical Oncology
Ameritas
AOL
Armstrong World Industries
Atlanta Life Financial Group, Inc.
BECU
Berkeley College
Bluegreen Vacations
BMO Capital Markets
Boston College
Breckenridge Grand Vacations
British Columbia Safety Authority
California Casualty
Capital BlueCross
Charles Schwab
City of Helsinki
City of New York – Mayor’s Office of Operations
Dept. of Watershed Mgmt.
Discount Tire
eBay Enterprise
FCC
Flight Centre Travel Group
Florida East Coast Railway
Food Safety Net Services
GPO
Grammarly
Greenleaf Hospitality
GUARANTY TRUST BANK PLC
Hardie’s Fresh Food
Hertz
Houston Methodist Hosp.
Hubert Company
Hyundai Capital Canada
ID.me
Illinois National Bank
Indiana University
Interaxa do Brasil
Jackson Healthcare
JetBlue Airways
JP Morgan Chase
Kaspersky Lab
Lennox International
Liberty Mutual Insurance
Lighting New York
Lincoln Financial’s Group Protection Division
Lovesac Furniture
Lutheran Church Extension Fund
Mayo Clinic
Merck Animal Health
Morgan Global Access Consultants Limited
Mustang Survival, Inc.
NatureBox
North American Bancard
Northwest Federal Credit Union
Northwestern University
Northwestern University – Pritzker School of Law
NW Natural Gas
Pitney Bowes
PODS
Policy Medical
Progressive Insurance
Promontory Interfinancial Network
Prudential
Qatar Airways
Saudi Standards Metrology and Quality Organization
Servpro Industries, Inc.
Shaw Industries
Smithsonian Insurance
Social & Health Insurance
St. George University
Sundance Vacations
Sylvan Learning
The Social Insurance Institution
The University of British Columbia
US Automobile Assoc.
USAA
USGA
U.S. Pharmacopeia
Unitec
University of South Carolina
U-Pack Moving
Vanguard
WISE Academy
Workforce Development Group, Inc.

SMARTCUSTOMERSERVICE.COM/CONFERENCE
Major Event Sponsorships

DIAMOND SPONSORSHIP = $19,995 (2 available)
Expand your reach across THREE closely integrated events!

As a Diamond Sponsor, your brand has maximum impact with professionals in the customer service, CRM, and speech technology industry. This high-level sponsorship is limited to just three companies. Don’t miss your opportunity to make your mark at these events.

OUR DIAMOND SPONSORS RECEIVE:
• 15-minute keynote presentation to the combined Smart Customer Service, CRM Evolution, and SpeechTEK conference audience on April 9 or 10*
• Double Tabletop Display in a premier location in the Customer Solutions Expo**
• Recognition from the podium and logo on video screens
• Banner advertising on each conference’s website
• Premier logo placement and positioning on promotional materials of all three conferences, including website under all event pages, print and electronic media promotions listing sponsors, front cover of Advance and Final Programs, and general exhibition signage
• One full-page/4-color ad in each conference’s Final Program
• Insertion of one promotional item in each conference’s portfolio bag (insertion items to be produced by sponsoring company)
• Participation in Take 5 Program for attendee meeting generation prior to conference
• Six All Access Passes to attend Smart Customer Service, CRM Evolution, and SpeechTEK (for internal use only)
• Special discount VIP registration offer for your customers and prospects
• One-time direct-mail usage of preconference and postconference registration lists (postal addresses only)
• Tabletop Display in the Customer Solutions Expo**
• Recognition from the podium and logo on video screens
• 50-word company description and logo online and in Final Program

GOLD SPONSORSHIP = $6,995

• Tabletop Display in the Customer Solutions Expo**
• Logo placement and positioning on promotional materials including website under all event pages, print and electronic media promotions listing sponsors, front cover of Advance and Final Programs, and general exhibition signage
• Two full-conference Smart Customer Service registrations (for internal use only)
• Participation in Take 5 Program for attendee meeting generation prior to conference
• Special discount VIP registration offer for your customers and prospects
• One-time direct-mail usage of preconference and postconference registration lists (postal addresses only)
• Inclusion in a preconference email broadcast highlighting your presence in the Smart Customer Service Showcase in the Customer Solutions Expo
• 50-word company description and logo online and in Final Program

CORPORATE SPONSORSHIP = $4,995

• Logo placement and positioning on promotional materials including website under all event pages, print and electronic media promotions listing sponsors, front cover of Final Program, and general exhibition signage
• Two full-conference Smart Customer Service registrations (for internal use only)
• One-time direct-mail usage of preconference and postconference registration lists (postal addresses only)
• One half-page/4-color ad in the Final Program
• 50-word company description and logo online and in Final Program

PLATINUM SPONSORSHIP = $12,995 (8 available)

• 20-minute speaking opportunity if contract is signed before December 8.*
• Tabletop Display in the Customer Solutions Expo**
• Recognition from the podium and logos on the video screens
• Banner advertising on the Smart Customer Service conference website
• Premier logo placement and positioning on promotional materials including website under all event pages, print and electronic media promotions listing sponsors, front cover of Advance and Final Programs, and general exhibition signage
• One full-page/4-color ad in the Final Program
• Insertion of one promotional item in portfolio bag (insertion items to be produced by sponsoring company)
• Participation in Take 5 Program for attendee meeting generation prior to conference
• Six full-conference Smart Customer Service registrations (for internal use)
• Special discount VIP registration offer for your customers and prospects
• One-time direct-mail usage of preconference and postconference registration lists (postal addresses only)
• Inclusion in a preconference email broadcast highlighting your presence in the Smart Customer Service Showcase in the Customer Solutions Expo
• 50-word company description and logo online and in Final Program

*Presentations will be an integral part of the conference program; content must be instructional and informative and will be subject to review. Scheduling of these presentations is at the discretion of the conference chairs.

** Each Tabletop Display includes a 6’ draped table, two side chairs, wastebasket, ID sign, electricity, and lead retrieval. No hard-wall booths permitted. Any object 8’ tall (MAX height allowed) must be against the back drape and come out no farther than 2’. All objects in the front 4’ of the booth can be no taller than 36’.

SMARTCUSTOMERSERVICE.COM/CONFERENCE
Additional Sponsorships & Promotional Opportunities

PROMOTIONAL OPPORTUNITIES

**Attendee Bag Insert**
Includes one promotional or marketing insert in the conference attendee portfolio bag. ($sponsor to supply insert.) ............ $995 per insertion

**Final Program Advertising**
Full-page 4-color ad in the final program distributed to all conference attendees. .................................................. $1,495

**Attendee Announcement**
Limited availability. Sponsor-provided HTML email sent to the Conference News list(s) of your choice. May be personalized with attendees’ first names.
Smart Customer Service ........................................ $1,495
CRM Evolution ....................................................... $1,495
SpeechTEK .......................................................... $1,495

**Conference Attendee Bags | $2,995**
Printed exclusively with your logo and distributed to all conference attendees. Includes the cost of production.

**Lanyards | $2,995**
Custom lanyards with your logo/URL. Includes the cost of production.

**Keynote Seat Drop | $1,495**
Placement of one item on every seat in the Keynote room on April 9, 10, or 11. One available per day. Sponsor to supply the item for distribution.

**Seat Drop | $495**
Placement of one item on every seat in the session of your choice. Sponsor to supply item for distribution.

**Exhibit Hall Meeting Room | $4,495**
A private space to hold meetings right in the exhibit hall during exhibit hall hours.

**Private Meeting Room | $1,495 per day**
Need a space to meet away from your booth? Contact us for options.

LEAD-GENERATION OPPORTUNITIES

**Networking Reception & Break Sponsor* | $14,995**
Sponsorship of continental breakfast each morning, morning and afternoon breaks, as well as the Evening Networking Reception on Tuesday, April 10. Includes custom signage and napkins with logo and literature rack at breakfasts and breaks, plus a sponsor table at the networking reception. (*Full-contact information will be provided for reception participants only. Includes all Smart Customer Service, CRM Evolution, and SpeechTEK attendees.)

**Sponsored Keynote Lunch | $9,995**
Speak to the entire Smart Customer Service audience during a keynote luncheon on Monday, April 9 or Tuesday, April 10.

**Attendee Raffle | $8,995**
Offer a prize raffle (MacBook Pro or similar included) to all Smart Customer Service, SpeechTEK, and CRM Evolution attendees.

**Customer Solutions Expo Grand Opening Reception | $7,495**
Host a reception for all Smart Customer Service, CRM Evolution, and SpeechTEK attendees on Monday, April 9. Includes 2-hour beer and wine bar, light hors d’oeuvres, and onsite signage.

**Custom Offsite Event | Call for Pricing**
Host clients and prospects on a cruise on the Potomac River, or watch a Washington Nationals game in a private suite.

**SMARTCUSTOMERSERVICE.COM/CONFERENCE**

PICK YOUR SPONSORSHIP | $2,495 each

**Smart Customer Service App Sponsor**
Include an image, text, and links to your message. All attendees are directed to your sponsored page automatically when opening the app. View sample at http://bit.ly/appsponsorpage.

**Branded Meter Board**
Limited availability. Place a large, branded meter board in the registration area or other high-traffic area. Optional literature holder available. Sponsor to provide artwork/graphic files. Includes production.

**Video Monitor**
Play your looping video on a 42” monitor positioned near the exhibit hall entrance or other high-traffic area.

**Wireless Internet**
Provide wireless internet to attendees. Includes logo placement online, in the final program, and onsite signage.

**Floor Tiles**
Custom floor stickers to direct traffic to your booth. Includes production.

**Hotel Key Cards**
Custom graphics/logo and message printed on every key of attendees staying at the official conference hotel. (*A per-room fee may also be charged by the hosting hotel.)

**Hotel Room Drop**
Limited availability. Your company’s brochure or promotional item will be placed inside each attendee’s hotel room. (*A per-room drop fee will also be charged by the hosting hotel.)

**Charging Stations**
Includes custom graphics on charging counter to be placed in registration area or other high-traffic area of your choice. Cost is per counter. Multiple sponsorships available.

VIDEO OPPORTUNITIES

**Session or Keynote Video | $1,495**
Information Today, Inc. will video-record the session of your choice, then edit and insert appropriate graphics for distribution postconference.

**Event News Video Interviews | $995**
Smart Customer Service interviews key speakers, attendees, and vendors. Much of what breaks at a Smart Customer Service show is first announced here. In addition to onsite exposure, the videos are placed on the Smart Customer Service site and marketed via newsletters after the event.

If you have an idea for a sponsorship not mentioned, let us know!

<table>
<thead>
<tr>
<th>EAST &amp; MIDWEST ACCOUNTS</th>
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<td>212-251-0608, ext. 106 <a href="mailto:bfernekees@infotoday.com">bfernekees@infotoday.com</a></td>
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The Customer Solutions Showcase—where attendees come together from all THREE events to speak with sponsors about the products, solutions, and services that will help them perform their jobs better.

NOTES:
Exhibit Hall is carpeted. Each Tabletop Display includes a 6’ draped table, two side chairs, wastebasket, ID sign, electricity, and lead retrieval. No hard-wall booths permitted. Any object 8’ tall (MAX height allowed) must be against the back drape and come out no farther than 2’. All objects in the front 4’ of the booth can be no taller than 36”.

FOR MORE INFORMATION OR TO BOOK, CONTACT:

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bfernekees@infotoday.com

MONDAY, April 9
5:00 p.m. – 7:00 p.m.
Grand Opening Reception

TUESDAY, April 10 ............ 10:00 a.m. – 4:30 p.m.

WEDNESDAY, April 11 .......... 10:00 a.m. – 1:00 p.m.