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.

Renaissance Washington, DC Downtown Hotel
WASHINGTON, DC

APRIL 9–11, 2018

www.crmrevolution.com
Why Sponsor at

CRM Evolution 2018

Our attendees are looking for solutions to help improve customer satisfaction and loyalty, streamline business processes, increase profitability, and more.

Now in its 13th year, CRM Evolution is the perfect venue to showcase your company’s products and services to attendees across three closely integrated events. Ensure you are the one they do business with by reserving a booth today.

HIGH VISIBILITY
A platinum or gold sponsorship at CRM Evolution 2018 marks your company as an industry leader and offers you a unique opportunity to brand and communicate your company’s image with sales, marketing, and customer service executives.

COST-EFFECTIVE & TARGETED
CRM Evolution’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!

TARGETED MARKETING EFFORTS WITH MAXIMUM REACH
CRM Evolution 2018 is supported by an extensive marketing plan that includes focused promotion via direct mail, print, email, social media, web advertising, and a successful PR campaign built on the solid foundation of CRM magazine’s readership base and the CRMEvolution.com website’s wide reach.

Attendees want to learn and network with some of the best minds in the CRM industry. Will you be among them?

Reserve your sponsorship today!

www.crmevolution.com

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

This is a well-run conference due to the intimacy and ability to meet key people and network
– 2017 Attendee

Having attended CRM Evolution for many consecutive years, I am impressed that the organizers are able to keep the content fresh and current.
– 2017 Attendee

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

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

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

82% of CRM Evolution attendees are in decision-making positions.

PAST ATTENDING COMPANIES INCLUDE:

AAA Insurance  Capital One  Hilton Worldwide  MetLife
Abbott Nutrition  Careerbuilder  Hitachi Solutions America  Microsoft
Act-On Software, Inc.  Cars.com  Homestead-Miami Speedway  National Board of Medical Examiners
Amtrak  The Center for Client Retention  Hyatt Hotels  New York Mets
AOL  Citi  Indiana Farm Bureau Insurance  Nike
AT&T  David Yurman  Indiana University  Panasonic
Atlanta Hawks  Ernst & Young  JPMorgan Chase  Pitney Bowes
Audi  Experient  Lockheed Martin  Reebok
Bank of Tokyo  FBI  Marriott  Shutterfly, Inc.
Bayer  Healthfirst  Mayo Clinic  Sundance Vacations
Booz Allen Hamilton  General Mills, Inc.  McGraw-Hill Education  Telnorm Services SA de CV
Boston Red Sox  Harley-Davidson Motor Co.  McKee Foods Corporation  UBM
The Buckle, Inc.  Healthfirst  Merck Consumer Care  UBS
Cablevision  Hitachi Solutions America  Hyatt Hotels  Homestead-Miami Speedway

ATTENDEES BY INDUSTRY*

- 3% Automotive
- 5% Banking/Finance
- 8% Consulting/Integrator/VAR
- 3% Insurance
- 9% Manufacturing
- 4% Marketing/Advertising/Public Relations
- 8% Medical/Healthcare
- 4% Professional Services
- 4% Retail/Wholesale
- 26% Technology
- 5% Telecommunication
- 3% Travel/Hospitality
- 18% Other—Call Center, Consumer Product Goods, Government (Federal, State, Local), Media/Publishing, Nonprofit, Sports, Utility/Energy, Wholesale/Distribution

ATTENDEES BY REVENUE*

- 21% $5 billion+
- 11% $1 billion – $4.99 billion
- 5% $500 million – $999 million
- 7% $250 million – $499 million
- 11% $100 million – $249 million
- 5% $50 million – $99 million
- 12% $10 million – $49 million
- 28% Less than $10 million

ATTENDEES BY PRIMARY BUSINESS*

- 14% Sales
- 19% Marketing
- 13% Customer Service
- 23% Corporate/General Management
- 12% IT/Web/Technical Development
- 13% Consultant/Integrator
- 6% Other

ATTENDEES BY NUMBER OF EMPLOYEES*

- 21% More than 20,000
- 9% 10,000 – 20,000
- 20% 1,000 – 9,999
- 14% 500 – 999
- 9% 250 – 499
- 12% 100 – 249
- 6% 50 – 99
- 17% Less than 50

* Data based on registrants reporting demographics

www.crmevolution.com
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 CRM, speech technology, and customer service industries. 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 CRM Evolution, Smart Customer Service, 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 CRM Evolution, Smart Customer Service, 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)
• Inclusion in a preconference email broadcast highlighting your presence at each conference
• 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 CRM Evolution 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 CRM Evolution 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 CRM Evolution 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 (12 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 CRM Evolution 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 CRM Evolution registrations (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)
• Inclusion in a preconference email broadcast highlighting your presence in the CRM Evolution Showcase in the Customer Solutions Expo
• One full-page/4-color ad 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’.

www.crmeevolution.com
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. $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.

Seating 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

Take advantage of our many lead-generation sponsorships. Includes full-contact information for all event participants.

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 CRM Evolution, Smart Customer Service, and SpeechTEK attendees.)

Sponsored Keynote Lunch | $9,995
Speak to the entire CRM Evolution 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 CRM Evolution, Smart Customer Service, and SpeechTEK attendees.

Customer Solutions Expo Grand Opening Reception | $7,495
Host a reception for all CRM Evolution, Smart Customer Service, 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.

PICK YOUR SPONSORSHIP | $2,495 each

CRM Evolution 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/appssponsorpage.

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
CRM Evolution interviews key speakers, attendees, and vendors. Much of what breaks at a CRM Evolution show is first announced here. In addition to onsite exposure, the videos are placed on the CRM Evolution site and marketed via newsletters after the event.

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

EAST & MIDWEST

ACCOUNTS

Adrienne Snyder
201-327-2773
adrienne@infotoday.com

MOUNTAIN & PACIFIC

ACCOUNTS

Dennis Sullivan
203-445-9178
dennis@infotoday.com

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

www.crmevolution.com
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”.

www.crmevolution.com