SpeechTEK 2018
THE SMART CUSTOMER INTERACTIONS EVENT

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

Invitation to Sponsor

www.speechtek.com

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 SpeechTEK, CRM Evolution, and Smart Customer Service 2018!

Co-located with

CRM evolution 2018 conference & exhibition

From the editors of CRM magazine

Smart Customer Service 2018

Organized and produced by

Information Today, Inc.

Publishers of Speech TECHNOLOGY

CONNECT:
Why Sponsor at SpeechTEK 2018

Trade show industry statistics show that exhibitors who invest in pre-show and at-show advertising and sponsorship opportunities can triple booth attendance, increase lead generation, and improve overall satisfaction.

Statistics also show that:
- 90% of tradeshow attendees have not met face-to-face with any companies exhibiting at the show in the 12 months prior to the event.
- 46% of executive decision makers made purchase decisions while attending a show.
- 92% of tradeshow attendees come to see and learn about what’s new in products and services.

*Source – Center for Exhibition Industry Research (CEIR)*

FOCUSED SOLUTIONS

The Customer Solutions Expo, the combined showcase for SpeechTEK, CRM Evolution, and Smart Customer Service, is a must for anyone selling speech technology products or services. Here, exhibitors have an unmatched opportunity to brand and communicate their company’s image and message, make major industry announcements, release new products and initiatives, and support partnering and business development efforts.

COST-EFFECTIVE AND TARGETED

SpeechTEK’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!

INTERNATIONAL REACH

SpeechTEK is backed by an extensive marketing plan that includes focused promotion through direct mail, print, email, social media, and web advertising; association partnerships; and a compelling PR campaign. With this level of promotion and the combination of a world-class conference and exhibition, SpeechTEK offers an unparalleled environment for key industry players to meet face-to-face with international customers and integrators of speech technologies.

Reserve your sponsorship today!

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“Excellent conference, I think that was my 4th SpeechTEK, but most certainly the best so far.”

— SpeechTEK 2017 Attendee

More than 90% of trade show attendees say they are looking for new products. It has been the No. 1 reason to attend for 25 years!

*Source: CEIR: The Role and Value of Face to Face*
64% of SpeechTEK attendees are in decision-making positions.

PAST ATTENDING COMPANIES INCLUDE:

- Alcatel
- Amazon
- American Honda Finance Corp.
- American Woodmark Corporation
- Anthem Inc.
- Bank of America
- Bank of Montreal
- Blue Shield of California
- Booz Allen Hamilton
- Boston University
- Capital One
- Carnegie Mellon University
- Charles Schwab
- Citi
- Comcast
- CVS Health
- Dell
- Discover Financial Services
- Equifax
- FedEx Services
- First American Home Warranty
- FirstEnergy Corp.
- GEICO
- Georgetown University
- Google
- The Guardian Life Insurance
- Humana
- Library of Congress
- L’Oreal USA
- The MITRE Corporation
- Nordstrom
- North American Bancard
- The Ohio State University
- PayPal
- Quicken Loans
- Scotiabank
- Sirius XM
- Sundance Vacations
- Toshiba
- Travelers
- U.S. Army
- Ulster University
- United Healthcare
- University of South Florida-St. Petersburg
- USAA
- Verizon
- VISA
- Volvo Car Corporation
- Washington Trust Bank
- Wells Fargo
- Wolters Kluwer Health-ProVation Medical

ATTENDEES BY INDUSTRY*

- 16% Banking/Financing
- 6% Call Center
- 6% Consulting/Integrator/VAR
- 10% Medical/Health Care/Insurance
- 26% Technology
- 12% Telecommunication
- 24% Other – Automotive, Consumer Product Goods, Education, Government, Manufacturing, Marketing, Media, Nonprofit, Pharma, Retail, Travel, Utilities

ATTENDEES BY NUMBER OF EMPLOYEES*

- 23% Less than 50
- 7% 50 – 99
- 10% 100 – 249
- 2% 250 – 499
- 3% 500 – 999
- 16% 1,000 – 9,999
- 11% 10,000 – 20,000
- 28% More than 20,000

ATTENDEES BY PRIMARY BUSINESS*

- 11% Sales
- 13% Other
- 9% Marketing
- 30% IT/Web/Technical Developer
- 12% Customer Service
- 19% Corporate/General Management
- 6% Consultant/Integrator

ATTENDEES BY REVENUE*

- 29% Less than $10 million
- 16% $10 million – $49 million
- 2% $50 million – $99 million
- 4% $100 million – $249 million
- 6% $250 million – $499 million
- 4% $500 million – $999 million
- 14% $1 billion – $4.99 billion
- 25% $5 billion plus

ATTENDEES BY JOB TITLE*

- 17% C-Level
- 8% Vice President
- 22% Director
- 17% Manager
- 16% Technical
- 20% Other

* Data based on registrants reporting demographics
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 speech technology, CRM, 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 SpeechTEK, CRM Evolution, and Smart Customer Service 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
• Participation in Take 5 Program for attendee meeting generation prior to conference
• Six All Access Passes to attend SpeechTEK, CRM Evolution, and Smart Customer Service (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 SpeechTEK 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 SpeechTEK Showcase in the Customer Solutions Expo
• 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 SpeechTEK 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
• Participation in Take 5 Program for attendee meeting generation prior to conference
• Six full-conference SpeechTEK 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 SpeechTEK 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 SpeechTEK 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

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.

*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 no farther than 2’. All objects in the front 4’ of the booth can be no taller than 36’.

www.speechtek.com
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. SpeechTEK $1,495, CRM Evolution $1,495, Smart Customer Service $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

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

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

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

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

www.speechtek.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”.

FOR MORE INFORMATION OR TO BOOK, CONTACT:
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