
These four conferences together offer eight customer-focused program tracks with more than 100 sessions and speakers, detailing all the advances in artificial intelligence and other technologies and solutions that will drive better customer experiences and shareholder value.

The top technologies and solutions will be on display in the Customer Solutions Expo, where attendees from all four conferences can come together to meet with sponsors about the products, solutions, and services that will help their organizations achieve a better bottom line.

Don’t miss out on this unique opportunity to reach buyers as you sponsor one or ALL of these exciting industry events.
What People Are Saying

One of the most valuable components of these conferences is the opportunity to meet and discuss relevant topics with my peers.
—Gwenevere Johnson, Rinchem Company, Inc.

I liked the variety of topics discussed at this [Smart Customer Service] conference and the knowledge of the speakers. This was an excellent conference that I hope to attend again next year.
—Lindsay Martens, Trans International

I liked how interactive and social the [CRM Evolution] conference was. It was great for networking and meeting experts in the field.
—Jason Feller, Salted Stone

I loved the addition of the Digital Experience Conference. Very relevant.
—Chris Caputo, CATIC

AARP
AdventHealth
Allstate
American Express
Arizona Public Service
Atlantic Lottery
Bureau of Alcohol, Tobacco, Firearms and Explosives
Calgary West Central Primary Care Network
Canada Goose

Capital One Financial Services
Carnegie Mellon University
The Catholic University of America
Charles Schwab
Charter Communications
Chicago Bears
Chick-fil-A
Church of Jesus Christ of Latter-day Saints
CVS Health

Federal Reserve
Federated Insurance
Fidelity Investments
GEICO
Honda R&D
Humana
Intel Corporation
LG Electronics
Library of Congress
LinkedIn
Marriott

Mayo Clinic
Metropolitan
Transit Authority of Harris County
Motorola
National Bank of Canada
National Board of Medical Examiners
Nestle
Omni Hotels & Resorts
Oncology Nursing Society
Penn State University

Progressive Insurance
SiriusXM
Sprint
Sun Life Financial
SurveyMonkey
United Airlines
United Healthcare
USAA
Wells Fargo & Co.
Wolters Kluwer

CONNECT WITH EXECUTIVES FROM COMPANIES LIKE:
Demographics

**Attendees by Department**

- 21% Corporate/General Management
- 21% Sales/Marketing
- 21% IT/Web/Technical Developer
- 18% Customer Service
- 14% Other
- 6% Consultant/Integrator

**Attendees by Number of Employees**

- 29% More than 10,000
- 19% 1,000 – 9,999
- 31% 100 – 999
- 21% Less than 50

Average = 7,046

**Attendees by Revenue**

- 24% More than $5 billion
- 8% $1 billion – $4.99 billion
- 15% $100 million – $999 million
- 23% $10 million – $100 million
- 30% Less than $10 million

Average = $1.5 billion

**Attendees by Job Title**

- 21% C-Level
- 8% Vice President
- 19% Director
- 26% Manager/Supervisor
- 10% Staff
- 11% Technical
- 6% Other

*Data based on registrants reporting demographics. Percentages may not equal 100% due to rounding.*
Expand your reach across **FOUR** closely integrated events!

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

**DIAMOND SPONSORSHIP**

**4 available**

**$19,995**

**OUR DIAMOND SPONSORS RECEIVE:**

- One full-page/4-color ad in the combined Final Program
- Logo on portfolio bag given to attendees from all conferences
- Insertion of one promotional item in the conference portfolio bag (insertion items to be produced by sponsoring company)
- Six All Access Passes to attend CRM Evolution, Smart Customer Service, SpeechTEK, and Digital Experience Conference (for internal or customer 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

**FOR MORE INFORMATION CONTACT:**

**CRM EVOLUTION & SMART CUSTOMER SERVICE**

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

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

**SPEECHTEK & DIGITAL EXPERIENCE CONFERENCE**

LaShawn Fugate • 859-278-2223 x104
lashawn@infotoday.com

*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’.*
PLATINUM SPONSORSHIP
(8 available) $9,995
• 20-minute speaking opportunity if contract is signed before December 6.*
• 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)
• Six full-conference CRM Evolution registrations (for internal or customer 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 Customer Solutions Expo
• 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 or customer 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 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 or customer use)
• 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

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201-327-2773 • adrienne@infotoday.com

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

www.crmevolution.com @CRMevolution #CRMevolution
PLATINUM SPONSORSHIP  
$9,995  
(8 available)  
- 20-minute speaking opportunity if contract is signed before December 6.*  
- 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)  
- Six full-conference Smart Customer Service registrations (for internal or customer 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 Customer Solutions Expo  
- 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 or customer 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 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 or customer use)  
- 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

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SpeechTEK EXHIBIT SALES  
LaShawn Fugate  
859-278-2223 x104 • lashawn@infotoday.com

smartcustomerservice.com/conference  
@SmartCS_con  #SmartCS
SpeechTEK 2020
THE SMART CUSTOMER INTERACTIONS EVENT
APRIL 27-29, 2020
JW Marriott WASHINGTON, DC

PLATINUM SPONSORSHIP
$9,995
(8 available)

• 20-minute speaking opportunity if contract is signed before December 6.*
• 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
  (insertion items to be produced by sponsoring company)
• Six full-conference SpeechTEK registrations (for internal or customer 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 Customer Solutions Expo
• 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 or customer 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 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 or customer use)
• 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

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LaShawn Fugate
859-278-2223 x104
lashawn@infotoday.com

45% of SpeechTEK attendees are involved in deployment in their organizations.*

*According to 2019 attendee survey results

www.speechtek.com
@SpeechTEK  #SpeechTEK
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM SPONSORSHIP</td>
<td>$9,995</td>
</tr>
<tr>
<td>GOLD SPONSORSHIP</td>
<td>$6,995</td>
</tr>
<tr>
<td>CORPORATE SPONSORSHIP</td>
<td>$4,995</td>
</tr>
</tbody>
</table>

### PLATINUM SPONSORSHIP

- 20-minute speaking opportunity if contract is signed before December 6.*
- Tabletop Display in the Customer Solutions Expo**
- Recognition from the podium and logos on the video screens
- Banner advertising on the Digital Experience 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)
- Six full-conference Digital Experience Conference registrations (for internal or customer 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 Customer Solutions Expo
- 50-word company description and logo online and in Final Program

### GOLD SPONSORSHIP

- 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 Digital Experience Conference registrations (for internal or customer 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 Customer Solutions Expo
- 50-word company description and logo online and in Final Program

### CORPORATE SPONSORSHIP

- 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 Digital Experience Conference registrations (for internal or customer use)
- 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

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FOR MORE INFORMATION CONTACT:

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859-278-2223 x104
lashawn@infotoday.com
Promotional Opportunities

Maximize your ROI with these additional event-wide branding opportunities

<table>
<thead>
<tr>
<th>Promotional Opportunity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LANYARDS</strong> $2,995**</td>
<td></td>
</tr>
<tr>
<td>Custom lanyards with your logo/URL distributed to attendees of all four conferences. Includes the cost of production of a lanyard with a one-color imprint.</td>
<td></td>
</tr>
<tr>
<td><strong>PICK YOUR SPONSORSHIP $2,495 EACH</strong></td>
<td></td>
</tr>
<tr>
<td>BRANDED METER BOARD</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>VIDEO MONITOR</td>
<td></td>
</tr>
<tr>
<td>Play your looping video on a 42” monitor positioned near the exhibit hall entrance or other high-traffic area.</td>
<td></td>
</tr>
<tr>
<td>FLOOR TILES</td>
<td></td>
</tr>
<tr>
<td>Custom floor stickers to direct traffic to your tabletop. Exclusive opportunity. Includes production.</td>
<td></td>
</tr>
<tr>
<td><strong>FINAL PROGRAM ADVERTISING $1,495</strong></td>
<td></td>
</tr>
<tr>
<td>Full-page 4-color ad in the final program distributed to the attendees at all four conferences.</td>
<td></td>
</tr>
<tr>
<td><strong>PRIVATE MEETING ROOM  $1,495 PER DAY</strong></td>
<td></td>
</tr>
<tr>
<td>Need a space to meet away from your tabletop? Contact us for options.</td>
<td></td>
</tr>
<tr>
<td><strong>ATTENDEE BAG INSERT  $995</strong></td>
<td></td>
</tr>
<tr>
<td>Includes one promotional or marketing insert in the conference attendee portfolio bag. Sponsor to supply insert.</td>
<td></td>
</tr>
<tr>
<td><strong>ATTENDEE ANNOUNCEMENT  $795</strong></td>
<td></td>
</tr>
<tr>
<td>Limited availability. Sponsor-provided HTML email sent to the current registrants of all four conferences. May be personalized with attendees’ first names.</td>
<td></td>
</tr>
<tr>
<td><strong>SEAT DROP  $495</strong></td>
<td></td>
</tr>
<tr>
<td>Placement of one item on every seat in the session of your choice. Sponsor to supply item for distribution.</td>
<td></td>
</tr>
</tbody>
</table>
### Lead Generation Opportunities

<table>
<thead>
<tr>
<th><strong>Custom Off-Site Event</strong></th>
<th><strong>VIP Mixer</strong></th>
<th><strong>Customer Solutions Expo Grand Opening Reception</strong></th>
<th><strong>Breaks Sponsorship</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Call for Pricing</strong></td>
<td><strong>$9,995</strong></td>
<td><strong>$4,995</strong></td>
<td><strong>$2,995</strong></td>
</tr>
<tr>
<td>Host clients and prospects on a cruise on the Potomac River, or watch a Washington Nationals game in a private suite.</td>
<td>Sponsorship of the VIP Mixer on Tuesday, April 28. Includes custom signage, napkins with logo, literature rack, and sponsor table at the mixer. Includes attendees of all four conferences.</td>
<td>Host a reception for all CRM Evolution, Smart Customer Service, SpeechTEK, and Digital Experience Conference attendees on Monday, April 27. Includes 2-hour beer and wine bar, light hors d’oeuvres, and onsite signage.</td>
<td>Sponsorship of continental breakfast each morning, and morning and afternoon breaks each day for CRM Evolution, Smart Customer Service, SpeechTEK, and Digital Experience Conference attendees. Includes custom signage and napkins with logo and literature rack at breakfasts and breaks.</td>
</tr>
</tbody>
</table>

### Video Opportunities

<table>
<thead>
<tr>
<th><strong>Session Video</strong></th>
<th><strong>Video Interview</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$1,495</strong></td>
<td><strong>$995</strong></td>
</tr>
<tr>
<td>Information Today, Inc. will video-record the session of your choice, then edit and insert appropriate graphics for distribution postconference.</td>
<td>CRM Evolution, Smart Customer Service, SpeechTEK, or Digital Experience Conference interviews key speakers, attendees, and vendors. Much of what breaks at these four conferences is first announced here. In addition to onsite exposure, the videos are placed on the CRM Evolution, Smart Customer Service, SpeechTEK, or Digital Experience Conference website and marketed via newsletters after the event.</td>
</tr>
</tbody>
</table>
Floor Plan

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

Showcase Hours
- Monday, April 27 ....... 5:00 p.m. - 7:00 p.m.
  Grand Opening Reception
- Tuesday, April 28 ....... 10:00 a.m. - 4:30 p.m.
- Wednesday, April 29 ... 10:00 a.m. - 1:00 p.m.