



International Customer Service Association
2010 International Conference:
Sponsorship/Exhibitor Brochure

The **Power** of *Service*

September 19 – 22, 2010

Omni Hotel at CNN Center Atlanta, GA

www.icsatoday.org

SPONSORSHIP OPPORTUNITIES

Maximize your corporate exposure by becoming an ICSA conference sponsor. Sponsorships ensure that your company name is highly visible and achieves remarkable coverage to all attendees during the conference. All sponsorships are on a first-come, first-serve basis.

Choose the opportunity that provides the best impact for your company. All sponsorships include:

- Sponsor recognition and hot link on ICSA website
- Special thank you from the podium to all sponsors

Monday ICSA Gala Night

Sponsorship cost: single sponsor at \$5,000 or two sponsors at \$2,500

Sponsorship of the ICSA Gala Night will provide you with the highest profile of all events. Take advantage of this single opportunity to reach all attendees in a festive environment, plus:

- The opportunity to give a five-minute address introducing your company at the opening of the dinner
- Distribute promotional items on each chair at event
- Sponsorship logo recognition on signage at the event
- One post-conference attendee mailing list
- Sponsor acknowledgement in the onsite program (subject to deadline)
- Sponsor recognition at all General Sessions (PPT loop with logo)
- Special "Sponsor" ribbon for onsite badge
- Two complimentary registrations for a single sponsor
- One complimentary registration each for dual sponsorship

Sunday (Opening) or Tuesday Evening Receptions

Sponsorship cost: single sponsor at \$4,000 or two sponsors at \$2,000 (for each evening)

The high attendance at the Opening and mid-conference receptions will provide excellent corporate exposure as well as the opportunity to target attendees interested in your company, plus:

- Distribute promotional items on each chair at event
- Sponsorship logo recognition on signage at the event
- One post-conference attendee mailing list
- Sponsor acknowledgement in the onsite program (subject to deadline)
- Sponsor recognition at all General Sessions (PPT loop with logo)
- Special "Sponsor" ribbon for onsite badge
- Two complimentary registrations for a single sponsor
- One complimentary registration each for dual sponsorship

Monday Keynote Lunch

Sponsorship cost: \$2,500

The sponsorship of this event will enable you to have more time with the attendees and highlight your company as one of the key sponsors of ICSA, plus:

- Distribute promotional items on rear tables at the event
- Sponsorship logo recognition on signage at the event
- One post-conference attendee mailing list
- Sponsor acknowledgement in the onsite program (subject to deadline)
- Special "Sponsor" ribbon for onsite badge
- One complimentary registration

Tuesday Customer Service Award Luncheon

Sponsorship cost: \$2,500

This sponsorship will allow you to share an exciting time with the attendees, as awards are presented, and highlight your company as one of the key sponsors of ICSA, plus:

- Distribute promotional items on rear tables at the event
- Sponsorship logo recognition on signage at the event
- One post-conference attendee mailing list
- Sponsor acknowledgement in the onsite program (subject to deadline)
- Special "Sponsor" ribbon for onsite badge
- One complimentary registration

Continental Keynote Breakfasts – (2 opportunities)

Sponsorship cost: \$1,500/each

Help attendees start their morning right by providing the most important meal of the day, plus:

- Sponsorship logo recognition on signage at the event
- One post-conference attendee mailing list
- Sponsor acknowledgement in the onsite program (subject to deadline)
- Special "Sponsor" ribbon for onsite badge
- One complimentary registration

Breakfast with the Experts

Sponsorship cost: \$1,000

Take advantage of your final opportunity to share time with the attendees and all of our experts, plus:

- Sponsorship logo recognition on signage at the event
- One post-conference attendee mailing list
- Sponsor acknowledgement in the onsite program (subject to deadline)
- Special "Sponsor" ribbon for onsite badge

Energy/Beverage Breaks – (3 opportunities)

Sponsorship cost: \$400

Get exposure by sponsoring a beverage break. ICSA will provide a sign with your logo, plus:

- Sponsorship logo recognition on signage
- One post-conference attendee mailing list
- Sponsor acknowledgement in the onsite program (subject to deadline)
- Special "Sponsor" ribbon for onsite badge

Cash Sponsorships

Sponsorship cost: \$250

- Sponsorship logo recognition on signage
- Sponsor acknowledgement in the onsite program (subject to deadline)

"Take Me" Table

Sponsorship cost: \$100

Can't make the Conference? Send us your promotional items and we'll get information about your company to all our attendees.

Please contact Lisa Gessert, Conference Coordinator, at 732.767.0330 for shipping information.

WHY EXHIBIT?

Imagine having the attention of more than 200 customer service professionals, management level and higher, who are looking for the next big idea that will help them save time and money. Be part of the International Customer Service Association's (ICSA) 2010 Conference: The Power of Service, September 19 – 22, 2010, and you'll have access to dedicated customer service professionals who are passionate about this industry.

Don't miss this opportunity to "wow" them with what you've got, plus:

- Exposure to customer service professionals from across the country and world-wide
- Traffic is driven directly into the exhibit area, located in the General Session area, where you will be free to interact with all Conference participants
- Networking is one of the top reasons for attendees and exhibitors to attend

ICSA's Mission

Our **Mission** is to advance, strengthen, and promote the industry of Professional Customer Service. We exist to assist individuals and organizations with their professional growth, development, and recognition and to link service professionals, world-wide.

Register Now

Register now to become an exhibitor at the ICSA Exhibition, or become one of our sponsors.

The ICSA Exhibition and conference is the one event each year dedicated exclusively to the members of ICSA. Customer service professionals from around the world come to this event to take part in the impressive collection of workshops and networking opportunities. Mark your calendar for September 19 - 22, 2010, to participate in the Exhibition and to reap the benefits of this conference and everything it has to offer you and your company.

You will have a chance to network at our Exhibition with more than 200 customer service management professionals from across the world. Meet some of the "best in the industry" and exchange ideas about what's hot right now!

Exhibit Schedule

The Exhibits will be set-up in the General Session room, Atrium Terrace A and B. Exhibitors are welcomed to have their booth open throughout the conference event. Please see the conference schedule for special General Session event times. We have planned specific times where exhibitors will be the main focus of the scheduled event.

Sunday, September 19, 2010

10:00 – 4:00	Exhibit set-up
6:00 – 8:00	Opening Night Reception
8:00 – 10:00	Exhibit Set-up

Monday, September 20, 2010

6:00 – 7:00	Exhibit set-up
10:15 – 10:30	Energy Break
3:15 – 3:30	Energy Break
6:00 – 10:00	Gala Night Reception

Tuesday, September 21, 2010

11:00 – 11:15	Energy Break
5:00 – 7:00	Cocktail & Hors d'oeuvres Reception
7:00 – 9:00	Exhibit tear-down

Wednesday, September 22, 2010

11:00 – 1:00	Exhibit tear-down
--------------	-------------------

Table Top Assignments

Tables will be assigned to sponsors first and then on a first-come, first-serve basis.

Fees

The charge for a table top is \$1250, which includes:

- 1 **FREE** Conference registration
- Each Conference Exhibitor will have multiple opportunities to display information and meet/talk with customer service decision makers within our industry
- Table top displays (10 x 10 space) will be positioned in the same atrium area that will be used for all full conference activities including Keynote presentations, meals, and general sessions
- Fully visible signage
- Logo and "Thank You" displayed on stage during general sessions
- Company Logo on ALL Conference materials AND Logo and link on ICSA website
- One year of advertising on the ICSA website
- Showcase your organization across multiple channels (*ICSA website, conference publications, LinkedIn, Twitter and more!*)

Maximize your business opportunities at the conference and network with leading customer service professionals and industry leaders. It's a must-attend event if you are looking to increase your exposure to this audience. Be sure to issue press releases announcing your participation in the ICSA Conference to attract more attendees to your booth. You can also use the ICSA logo and conference dates with your company's advertisements, which will be available to you as an exhibitor/sponsor.

Exhibitor Rules and Regulation

The application contract is subject to the approval of ICSA, which reserves the right to refuse applications or to cancel any exhibit before or during the conference period that does not meet the required standards of the Fire Marshall. Exhibits may also be canceled because of display materials, conduct of exhibitors, deviation from standard exhibition procedures, or from any reason that, in the opinion of the ICSA Executive Director, conflicts with the character of the exhibit area of the conference.

All demonstrations must be confined to the Exhibitor's booth. No exhibitor shall assign or share any part of the assigned space without written permission from the ICSA Executive Director. No Exhibitor shall display goods other than those manufactured or dealt within the regular course of business. Canvassing or distributing advertising materials outside the Exhibitor's own space is not permitted. Solicitations of business or conference in the interest of business, except by exhibiting firms, are prohibited. Displays shall not be placed in any manner that will interfere with other Exhibitors. Backgrounds shall not exceed 8' height, including signage.

Liability

It is agreed that the Exhibitors shall assume all responsibility for any loss, damage or injury that they shall have or cause, and that they shall indemnify and hold harmless the International Customer Service Association (ICSA), the Omni CNN Center, and its directors, officers, representatives, agents, members or employees from all liability due to injury, loss or damage.

A copy of your certificate of insurance is required and must accompany your application.

Bring a Door Prize!

Attendees are automatically entered into a raffle drawing of door prizes that are donated by sponsors, attendees and ICSA. After the "Ask the Experts" panel discussion on Wednesday, raffle prizes will be drawn and distributed. All exhibitors and sponsors may donate a door prize, such as a gift basket, American Express gift card, etc., further enhancing your corporate visibility at the conference. Indicate your interest on the application form. Be sure to provide ICSA staff with the item for your door prize and contact ICSA for shipping information.