



18th ANNUAL CUSTOMER SERVICE CONFERENCE

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Exhibitor and Sponsorship Guide



Wednesday, May 6, 2015 & Thursday May, 7 2015

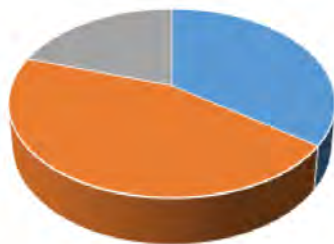
CSPN Annual Customer Service Conference

The CSPN Annual Customer Service Conference is our largest event of the year and for 2015 we are proud to present our 18th annual conference May 6-7, 2015 at Pearson Convention Centre, Mississauga. We would be delighted if you would join us and become a exhibitor or sponsor at this year's conference.

The Customer Service Professionals Network (CSPN) is focused on helping companies provide the best possible customer experience. CSPN provides a forum to advocate and educate about the customer service profession, while also hosting development opportunities for service professionals. We achieve this by offering a variety of customer service training programs, certification courses, including the CSS and CSP designations, networking events, breakfast meetings, conference and regular

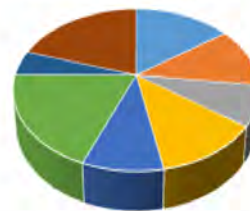
CSPN Membership

CSPN members range from front line employees to upper management and CEOs



• Senior Manager • Middle Manager • Front Line

CSPN boasts over 7,000 members from multiple industries



• Financial • Insurance • Retail
• Manufacturing • Hospitality • Government
• Oil & Gas • Other


CSPN 2015 ANNUAL CUSTOMER SERVICE CONFERENCE - EXHIBITOR & SPONSORSHIP PROSPECTUS

Tel: 905-477-5544 • Fax: 905-940-1278 • email: info@myCSPN.com • www.myCSPN.com

Sponsorship: Christine Ramballi • e-mail: christine@myCSPN.com

Trade Show: Jillaine Yee • email: jillaine@myCSPN.com

For more information and to register go to: www.amazeyourcustomer.com

CSPN 
**18th ANNUAL
CUSTOMER SERVICE
CONFERENCE**
MISSISSAUGA MAY 6-7, 2015
WWW.AMAZEYOURCUSTOMER.COM



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Exhibitor and Sponsorship Guide



Target Audience

The CSPN Annual Customer Service Conference is created for mid to senior level Customer Service Professionals who are responsible for overseeing the Customer Service or Contact Centre departments in their organizations. The Conference is for leaders who want to drive significant increases in performance, demonstrable ROI, and clearly defined business outcomes.

Past Attendees Include





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Exhibitor and Sponsorship Guide



Why Exhibit/Sponsor?

The CSPN Annual Customer Service Conference brings together customer service professionals from across North America and abroad to discuss current issues and best practices within the Customer Experience industry. This conference is a great opportunity to network with decision makers from across Canada and the U.S.

Exhibitor & Sponsor Benefits

Exhibiting at the Annual CSPN Customer Service Conference is a great opportunity to showcase your company's dedication and commitment to providing an excellent customer experience. With over 7,000 members from various industries, CSPN is the largest organization in the customer service field. Members include: ArcelorMittal Dofasco, Tim Hortons, LoyaltyOne, Metro, ServiceOntario, Manulife, and many more!

Promote

Promote your organization through multiple channels: social media, e-mail, print, and newsletter

Reach

Reach your target audience and magnify your brand awareness

Connect

Connect and network with industry experts and thought leaders

Attract

Attract new customers and clients and grow your business



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Exhibitor Information Guide



Exhibitor Schedule

- Wednesday, May 6, 2015
Exhibitor registration and Move In: 7:00am- 7:30am
- Wednesday, May 6, 2015
7:30am - 6:00pm
- Thursday, May 7, 2015
8:00am - 4:30pm
- Thursday, May 7, 2015
Move out: 4:30pm

Space Rental Terms

- 50% is required upon signing/submitting application (includes \$500 non-refundable deposit)
- Final balance is due by April 6, 2015
- After April 6, 2015 full payment must accompany all applications

Cancellation Policy

Cancellation of space must be submitted in writing.

- On or before January 30, 2015, will receive a full refund less \$500 non-refundable deposit
- On or before April 6, 2015, will receive 50% refund of the total paid amount
- No requests for refund will be granted after April 6, 2015



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Exhibitor and Sponsorship Guide



Included in your booth space

Introduce your company to industry leaders and connect with the decision makers. This is a great opportunity to showcase how your company can help others excel in the customer service field.

Included with your package:

- Booth space for both Wednesday May 6 & Thursday, May 7, 2015
- One full conference pass
- Covered and skirted table and chair(s)
- Complimentary listing on the CSPN Conference website, including a 50-word description and link to your website - company to provide
- Marketing through our various networks (Twitter, Facebook, E-blasts, Newsletters, etc.)
- Opportunity to include handouts and/or swag in the attendee package (1 letter-sized page, or brochure) - company to provide
- Complimentary continental breakfast on both days
- Complimentary lunch on both days
- Exhibitors are welcome to attend cocktail reception
- Over 48% off full conference registration fee for all exhibiting employees (max 4 per booth)

Speaking Opportunities

Increase your presence at CSPN's Customer Service Conference by adding one of the limited number of speaking opportunities to your Exhibitor Package. The speaking session is one hour in length and we encourage those interested to contact Jillaine or Christine for more information about our speaking opportunities.



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Exhibitor Registration Form



Contact Name & Title: _____

Company Name: _____

Company Address: _____

City/Town: _____

Province/State: _____

Postal Code: _____

Phone: _____

Email: _____

I am a Member: Yes No

Member Number: _____

Option 1:

Exhibitor Booth Investment: \$1,500 + 13% HST

- Booth space
- One full conference pass
- Covered and skirted table and chair(s)
- Complimentary listing on CSPN Conference website, including a 50-word description and link to your website - company to provide
- Marketing through our various networks (Twitter, Facebook, E-blasts, Newsletters, etc.)
- Opportunity to include handouts and/or swag in the attendee package (1 Letter-sized Page) - company to provide
- Complimentary breakfast & lunch on both days
- Complimentary cocktail reception attendance
- Over 50% off full 2-day conference registration fee for additional exhibiting employees (max of 4 per booth) - \$499+ 13% HST (vs. \$969+HST)

Option 2:

Exhibitor & Speaker Investment: \$2,000 + 13% HST

- Booth space
- One full conference pass
- 1-hour speaking presentation either May 6th or 7th, 2015
- Covered and skirted table and chair(s)
- Complimentary listing on CSPN Conference website, including a 50-word description and link to your website - company to provide
- Marketing through our various networks (Twitter, Facebook, E-blasts, Newsletters, etc.)
- Opportunity to include handouts and/or swag in the attendee package (1 Letter-sized Page) - company to provide
- Complimentary breakfast & lunch on both days
- Complimentary cocktail reception attendance
- Over 50% off full 2-day conference registration fee for additional exhibiting employees (max of 4 per booth) - \$499+ 13% HST (vs. \$949+HST)

Exhibitor Option (please check): Option 1

Option 2

All prices are in CAD, plus applicable taxes.

Additional 2-day conference passes are available for \$499 + 13% HST each

Number of Additional Passes Required: _____

For Credit Card Payments, please complete Authorization Form. For Invoicing, please contact us.

If you have any questions, please feel free to contact us at 905-477-5544 or dolly@myCSPN.com
Thank you!



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Credit Card
Payment Authorization



Credit Card Authorization

Head Office: 25 Royal Crest Court, Unit 5, Markham, Ontario, L3R 9X4
Tel: 905-477-5544

The completion and the signing of this document by the cardholder authorize Cutting Edjj (on behalf of CSPN) to process the following payment on my credit card.

Please Print:

Company Name:

Payment Option (please check):

Master Card

Visa

Amex

Total amount to be charged:

Name on Credit Card:

Card Number

Card Expiration Date

Expiration:

Please email or fax this page to info@myCSPN.com or 905-940-1278 (Markham) – Secure Fax

If you must cancel your registration, please do so in writing (info@myCSPN.com) or by contacting us at 905-477-5544. A cancellation fee of \$100 per registration applies until March 31st, 2015. No refunds will be issued after March 31st, 2015. There is no charge for transferring your registration to someone you know - please contact us at info@myCSPN.com or at 905-477-5544.

CSPN reserves the right to make changes in programming and speakers, or to cancel if enrollment criteria are not met, or when conditions beyond our control occur. Every effort will be made to contact each person enrolled if the conference is cancelled and 100% registration fees will be refunded.

If you have any questions, please feel free to contact us at 905-477-5544 or info@myCSPN.com

Thank you!



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Sponsorship Information Guide



Sponsorship Levels

Great customer service is often the most needed and most over looked aspect of many organizations. CSPN and CEC are dedicated to assisting organizations to provide the best possible customer service experience by providing current knowledge, networking opportunities, and events. On May 6 & 7, 2015 we will be hosting our Annual Customer Service Conference.

Your sponsorship enables you to showcase your commitment to the customer service profession and to create networking opportunities with customer focused organizations.

Main Cocktail Sponsor (1 Available)

Investment: \$7,500

The highly anticipated Cocktail Reception is a great way to promote your organization . As an official CSPN sponsor, you will compliment your companies marketing plan by being the Main Sponsor of the Cocktail Reception. With delicious appetizers and treats, the networking reception that will surely make an impact on participants and create company awareness for your brand.

- 4 Complimentary 2-Day Full Conference passes
- 1 x 50 minute speaking opportunity to be held on May 6 or 7, 2015
- Opportunity to speak for 5 minutes at the Cocktail Reception on May 6, 2015
- 20 drink tickets to distribute as you like for the cocktail
- 1 Full Page Ad in Conference Delegate Program
- Exhibitor Booth Space for May 6 & 7, 2015 (see page 5 for details)
- Promotional email to all attendees attending prior to Conference - provided by your company
- Will have pre- and post- branding opportunities
- All standard benefits (see page 10 for details)

SOLD



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Sponsorship Information Guide



Co-Cocktail Sponsor (2 Available)

Investment: \$5,000

Co-Sponsoring is a great idea if you would like to share the reception while also having great exposure! As an official CSPN sponsor, you receive all of the benefits listed below, including the added benefits that all sponsorship levels receive.

- 2 Complimentary 2-Day Full Conference passes
- Opportunity to Speak as a Panelist during the Panel Discussion on May 6, 2015
- 15 drink tickets to distribute as you like for the cocktail
- 1/2 Page Ad in Conference Delegate Program
- Exhibitor Booth Space for May 6 & 7, 2015 (see page 5 for details)
- Will have pre- and post- branding opportunities
- All standard benefits (see page 10 for details)

UNAVAILABLE

Workshop Sponsor (2 Available)

Investment: \$4,000

Bring together your company target market with your marketing strategy through sponsoring one of our two workshops! A great way to show your support of customer service and let your company shine. During the workshop, many pictures will be taken which will be posted 'post' conference, generating more exposure after the conference has finished.

- 2 Complimentary 2-Day Full Conference passes
- Exhibitor Booth Space for May 6 & 7, 2015 (see page 5 for details)
- 1/2 Page Ad in Conference Delegate Program
- Logo featured on handouts used during your selected workshop - either May 6 or 7, 2015
- Logo and short workshop description included in one pre-conference e-blast
- Photos of your workshop posted "post" conference on CSPN's conference website
- Will have pre- and post- branding opportunities
- All standard benefits (see page 10 for details)



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Sponsorship Information Guide



Lunch Sponsor (2 Available)

Investment: \$4,500

A wonderful networking time that is made better by a tasty and nutritious hot lunch. Contact for more details regarding sponsor opportunities and menu selection.

- 2 Complimentary Conference Passes 2-Day Full Conference passes
- Exhibitor Booth Space for May 6 & 7, 2015 (see page 5 for details)
- 1/4 Page Ad in Conference Delegate Program
- All standard benefits (see page 10 for details)

Breakfast Sponsor (2 Available)

Investment: \$3,000

Being a breakfast sponsor is a great opportunity to give participants a great start to the day – they'll remember you for it! You'll be sponsoring a deluxe hot breakfast, contact us for more details. During breakfast, your logo and a short description will be viewed up on the screens as well as a mention during the opening remarks!

- 2 Complimentary Conference Passes 2-Day Full Conference passes
- 1/4 Page Ad in Conference Delegate Program
- All standard benefits (see page 10 for details)

Standard Sponsor Benefits

- Featured as a sponsor on all print promotions (Registration Booklet, Conference Delegate Program, Newsletters, Conference Posters, etc.)
- Link on conference website
- Logo on back cover of conference program guide
- Insert in delegate bag - company to provide a single letter-sized sheet (double-sided is allowed) or brochure to be provided by company
- Inclusion of logo in pre-conference materials (e-blasts, hyperlink on conference website, newsletters, Twitter, Facebook, etc.)
- Verbal thanks and recognition during opening and closing remarks

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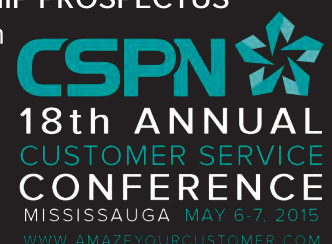
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Sponsorship Information Guide



Additional Marketing Opportunities

Swag Bag Sponsor (1 Available)

Investment: \$1,200

Quality bags as part of the delegate package for each participant is a great way to convey your company's image, while also giving participants something useful – they'll thank you for it!

- Company name and/or logo printed on the Swag Bag
- All standard benefits (see page 10 for details)

Pens and Notebook Sponsor (1 Available)

Investment: \$1,200

Encourage attendees to take notes in a stylish notebook that they are sure to use throughout the conference, but also as handy notebooks afterwards.

- Company name and/or logo printed on notebooks and pens
- The pens and notebooks will be used even after the conference, maximizing your exposure!
- All standard benefits (see page 10 for details)

Lanyard Sponsor (1 Available)

Investment: \$1,000

Your company name and logo prominently displayed on the lanyard which is used for the Official CSPN conference Name Badges

- Company name and/or logo printed on the lanyard
- All standard benefits (see page 10 for details)

SOLD



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Advertising Opportunities



Advertising Opportunities

Onsite Conference Delegate Program Advertising Space

Make an impact by purchasing advertising space in the onsite Conference Delegate Program where your ad will be seen by Customer Service Professionals. Space is limited so reserve your advertising space today.

Advertisements will be placed in order of receipt.

Ads are full colour and must be provided actual size. Electronic format is preferred: print ready PDF at 300dpi resolution. All fonts must be Open Type fonts converted to outlines.

Advertising to be included in the onsite Conference Program must be supplied to CSPN no later than April 6, 2015.

- | | |
|--|--------------------|
| • 1/4 Page Ad (4.25" x 5.5" plus 0.25" bleed all around) | \$350.00 + 13% HST |
| • 1/2 Page Ad (8.5" x 5.5" plus 0.25" bleed all around) | \$550.00 + 13% HST |
| • Full Page Ad (8.5" x 11" plus 0.25" bleed all around) | \$950.00 + 13% HST |



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Advertising Opportunities



Contact Name & Title:

Company Name:

Company Address:

City/Town:

Province/State:

Postal Code:

Phone:

Email:

Sponsorship Options (please check options you wish to support):

All prices are in CAD, plus applicable taxes.

Sponsorship Level:

- Main Cocktail Sponsor (\$7,500+HST)
- Co-Cocktail Sponsor (\$5,000+HST)
- Workshop Sponsor (\$4,000+HST)

- Lunch Sponsor (\$4,500+HST)
- Breakfast Sponsor (\$3,000+HST)

Additional Marketing Opportunities:

- Swag Bag Sponsor (\$1,200+HST)
- Pens and Notebook Sponsor (\$1,200+HST)

Advertising Opportunities:

- 1/4 Page Ad (\$350+HST)
- 1/2 Page Ad (\$550+HST)
- 1 Full Page Ad (\$950+HST)

For Credit Card Payments, please complete Authorization Form. For Invoicing, please contact us.

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