# Spend Invaluable Time with Your Best Customers and Prospects

## Maximize Your Event Experience and Investment

- **Solidify** relationships with prospective clients

- **Strengthen** relationships with existing clients

- In-person meetings provide a sense of **intimacy, connection, and empathy** that is difficult to replicate through other channels

- Incorporating ICMI Contact Center Expo Co-Marketing into your overall marketing communications and sales strategy **bolsters your market leadership** and **highlights your commitment to the Contact Center industry** and its community members!

# Co-Marketing – Why Participate

Events are one of the most effective ways for companies to get valuable facetime with potential buyers.
**Co-marketing programs lead to relationship-building that drives pipeline and revenue growth.**

## Research Shows …

- **92%** of buyers prefer (and appreciate) when a vendor promotes their presence at an upcoming event with a discount code

- **80%** of buyers are more likely to visit an exhibitor at an event if they have heard of them, read about them, or connected with the exhibitor prior to the event

- **54%** of decision-makers have purchased a product/service based on information they gathered at an event – **that's real ROI!**

# Exhibitor Co-Marketing – Overview

## Co-Marketing Program Deliverables

- **Complimentary marketing resources** to help you promote your company's presence at ICMI Contact Center Expo, including graphics, a customized landing page, partner logo lock-ups, and more, to use on your corporate website and in sales and marketing materials

- A **unique conference discount promo code** that allows you to extend **$200 off** conference passes to your prospects and customers

## Benefits

- FREE to participate
- Designed to be an extension of your marketing program
- Helps ensure customers visit your booth, session, party, demo, etc.
- Supports your lead generation objectives
- Opportunities to earn rewards
- Most of the work is done for you!

*On average, Co-Marketing participants increase traffic to their booth by up to 10%!*

ICMI EXPO

#CCExpo

# Start Co-Marketing, Invite Your Customers

**Did you know…76% of buyers decide to attend an event three+ months in advance?
NOW is the time to start promoting your event presence!**

You will be provided a unique promo code that gives $200 off Standard & Premium Conference passes

Promote your company's unique promo code in your marketing campaigns so your customers and prospects can easily take advantage of the exclusive discount **and** registrations can be counted toward your company count for rewards!

- Share your unique promo code on social media and tag **@CallCenterICMI** and **#CCExpo**

- Send your unique promo code out via email to all customers

- Share your unique promo code on banner ads (ICMI provides for you)

- Share your unique promo code with your sales team, stake holders and partners

# Drive the Most Customers to CCExpo to Win!

**Use of Your Unique Promo Codes = REWARDS!**

**If 10 registered attendees use your code, receive:**
- A call-out in General Session walk-in slides
- 1 Dedicated Twitter call-out

**If 20+ registered attendees use your promo code, receive:**
- A call-out in the general session slides
- 5 dedicated Twitter call-outs
- 1 dedicated LinkedIn call-out

**The Exhibitor with the highest number of registered attendees using their code receives:**
- A call-out from our host on the main general session stage
- A trophy
- 5 dedicated Twitter call-outs
- 1 dedicated LinkedIn call-out
- A list of companies, title, name, and email of customers that registered with your code

# Recap: You Could Win…

| Qualified Paid Registrants | Top Winner* | 20+ | 10+ |
|---|:---:|:---:|:---:|
| An on-stage call-out | ✔ | | |
| A trophy | ✔ | | |
| List of companies, title, name, and email of customers that register with their code post-event | ✔ | | |
| 5 dedicated Twitter call-outs | ✔ | ✔ | |
| 1 dedicated Twitter call-out | ✔ | | |
| 1 dedicated LinkedIn call-out | ✔ | ✔ | ✔ |
| Logo call-out in the general session slides | ✔ | ✔ | ✔ |

*To be eligible, must have more than 20 qualified registrants

# Additional Promotional Rewards Program
## JULY AWARDS

| Exhibitor Action | Deadline | Reward | How to Redeem |
|---|---|---|---|
| **LinkedIn Post**<br>Promote your participation with your promo code on LinkedIn | 7/8/2022 | • One-time use promo code for **$400 off a Standard Conference pass**<br>• Use of discount code should be used for customers and not intended for company staff | • Send URL or screenshot to Molly.Silbernagel@informa.com |
| **Email 1**<br>Promote your participation with your promo code via email to a list of 300+ customers or prospects | 7/15/2022 | • One-time use promo code for a **free Standard Conference pass. Reward Value $2,299.**<br>• Use of discount code should be used for customers and not intended for company staff | • Send HTML or screenshot to Molly.Silbernagel@informa.com |
| **Banner Ad**<br>Place a banner ad on your website or event page with your promo code and link to contactcenter.icmi.com | 7/29/2022 | • We will help promote your presence at the event!<br>• Send us two social posts for inclusion on ICMI's Twitter feed<br>• Note: ICMI reserves the right to edit posts | • Send URL or screenshot to Molly.Silbernagel@informa.com |

# Additional Promotional Rewards Program
## AUGUST AWARDS

| Exhibitor Action | Deadline | Reward | How to Redeem |
|---|---|---|---|
| **LinkedIn Post**<br>Promote your participation with your promo code on LinkedIn | 8/5/2022 | • We will help promote your presence at the event!<br>• Send us two social posts for inclusion on ICMI's Twitter feed<br>• Note: ICMI reserves the right to edit posts | Send URL or screenshot to Molly.Silbernagel@informa.com |
| **Facebook Post**<br>Promote your participation with your promo code on Facebook | 8/12/2022 | • One-time use promo code for **$400 off a Standard Conference pass**<br>• Use of discount code should be used for customers and not intended for company staff | Send URL or screenshot to Molly.Silbernagel@informa.com |

ICMI CONTACT CENTER EXPO

#CCExpo

# Additional Promotional Rewards Program

## SEPTEMBER AWARDS

| Exhibitor Action | Deadline | Reward | How to Redeem |
|---|---|---|---|
| **Twitter Post**<br>Promote your participation with your promo code on Twitter | 9/9/2022 | • We will help promote your presence at the event!<br>• Send us two social posts for inclusion on ICMI's Twitter feed<br>• Note: ICMI reserves the right to edit post | Send URL or screenshot to Molly.Silbernagel@informa.com |
| **Banner Ad**<br>Place a banner ad on your website or event page with your promo code and link to contactcenter.icmi.com | 9/9/2022 | • We will help promote your presence at the event!<br>• Send us two social posts for inclusion on ICMI's Twitter feed<br>• Note: ICMI reserves the right to edit posts | Send URL or screenshot to Molly.Silbernagel@informa.com |
| **Email 2**<br>Promote your participation with your promo code via email to a list of 300+ customers or prospects | 9/23/2022 | • One-time use promo code for a **free Standard Conference pass. Reward Value $2,299.**<br>• Use of discount code should be used for customers and not intended for company staff | Send HTML or screenshot to Molly.Silbernagel@informa.com |
| **LinkedIn Post**<br>Promote your participation with your promo code on LinkedIn | 9/30/2022 | • We will help promote your presence at the event!<br>• Send us two social posts for inclusion on ICMI's Twitter feed<br>• Note: ICMI reserves the right to edit posts | Send URL or screenshot to Molly.Silbernagel@informa.com |

# Additional Promotional Rewards Program
## OCTOBER AWARDS

| Exhibitor Action | Deadline | Reward | How to Redeem |
|---|---|---|---|
| **Email 3**<br>Promote your participation with your promo code via email to a list of 300+ customers or prospects | 10/7/2022 | • One-time use promo code for a **free Standard Conference pass. Reward Value $2,299.**<br>• Use of discount code should be used for customers and not intended for company staff | Send HTML or screenshot to Molly.Silbernagel@informa.com |
| **Twitter Post**<br>Promote your participation with your promo code on Twitter | 10/14/2022 | • One-time use promo code for **$400 off a Standard Conference pass**<br>• Use of discount code should be used for customers and not intended for company staff | Send URL or screenshot to Molly.Silbernagel@informa.com |

## We LOVE Creativity!
Did you promote your participation with your promo code in a creative, high-visibility manner?
*Share it with us, and we will be sure to reward you!*

# Qualifications & Criteria

**Registrations must meet the following criteria:**

- Unique promo code must be applied during the registration process (promo codes are manually entered during registration).

- Registrant cannot be an employee of an Exhibiting Company.

- Registrations are for qualified end-users only.

    - *\*A non-qualified registrant is a business professional/company that fits the profile of an ICMI CCExpo Exhibitor.*

- Qualifying registrations must be received prior to 10/21/2022 and paid in full

- Standard Conference or Premium pass types registered with promotional code will count towards the exhibitor tally.

- Show management reserves the right to make the final decision for qualifications/criteria.

- Any Conference passes provided as a reward cannot be used by members/employees/affiliates of the exhibitor company.

- Only one reward per participation offered will be redeemable by exhibitor, regardless of how many times they participate per offering.

- Promo codes cannot be retroactively applied to registrations.

- Only qualified registrations will be counted towards tabulation for incentives and are reserved for qualified end-users with payment received in full. A non-qualified registrant is a business/professional/company which fits the profile of a CCExpo sponsor or exhibitor. Registrations are tabulated by use of unique company promo code entered during the registration process. Show management reserves the right to make the final decision for qualifications/criteria.