

# NORTHEAST CONTACT CENTER FORUM

16th Annual NECCF Conference & Expo

## *Delivering the Ultimate Customer Experience*

June 13, 2017

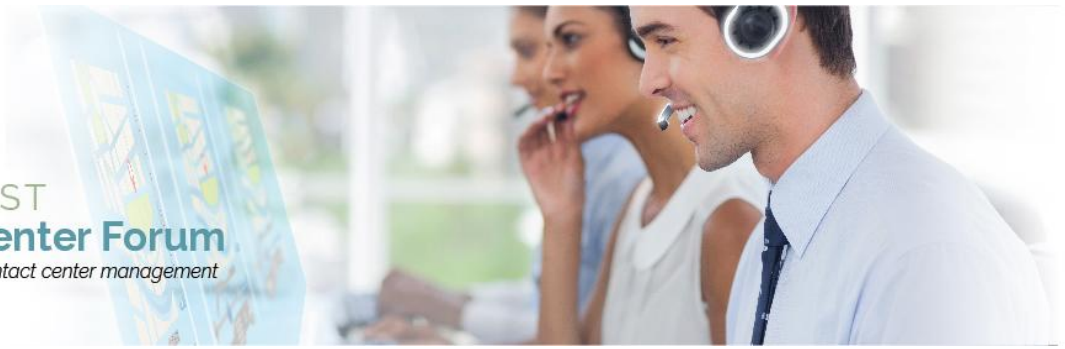
2017



[WWW.NECCF.ORG](http://WWW.NECCF.ORG)



NORTHEAST  
**Contact Center Forum**  
*the guiding light to contact center management*



Dear Interested Sponsor,

Thank you for your interest in the upcoming 16<sup>th</sup> Annual NorthEast Contact Center Forum Conference & Expo. This year's event will be taking place on June 13, 2017 at Gillette Stadium, home of the New England Patriots. Details of all current sponsorship opportunities, associated benefits and costs are attached.

There are many benefits to sponsorship. Some of the obvious advantages include unrestricted access and high-level exposure to a distinguished group of attendees. In addition, sponsors will have the opportunity to network with current clients while meeting potential new ones in a relaxed business setting. Your company will also receive extensive identification associated with the event through a variety of outlets.

Sponsorship for this highly anticipated event is available on a first come, first served basis. Please note that we have a limited number of opportunities available at each participation level. As we do expect this event to sell out, sponsorship will not be confirmed until your signed agreements have been returned and payment has been received.

The NECCF is a non-profit organization and we rely on the sponsorship revenues to offset the costs of the day. This allows a large number of attendees to participate for an attractive rate while maximizing the sponsors' exposure to the group.

We would welcome the opportunity to discuss the event with you further. Please contact Valerie McSorley, Avant Garde Events, Inc. with any additional questions. Valerie can be reached at 617.935.9040 or via email at [Valerie@avantgardevents.com](mailto:Valerie@avantgardevents.com).

We look forward to seeing you in June!

Sincerely,

NorthEast Contact Center Board of Directors

Jonathan Cogswell, Copper Beech Associates

Bill Conlon, NECCF Treasurer

Robert Eydenberg, Metro Credit Union

Mark Kantor, Member-At-Large

Gary Mercier, Member-At-Large

Annie O'Neil, Prudential

Michael Pace, The Pace of Service

Pamela Schricker, Great Dental Plans

Chris Shortall, Destination XL Group, Inc.

Dick Spearrin, The Call Center Consulting Group

Stacey Swim, NECCF Secretary, Maine Health

Michael West, Tufts Health Plan



# 2017 Sponsorship Opportunities

## Gold Sponsor:

- Premiere Sponsorship Level – Limited Opportunities Available, Offered first come, first served
- Company will be given opportunity to deliver a workshop of 30 minutes to all attendees
- Prominent exhibit booth space included, 10' by 10' booth space including 8' table skirted and draped with 2 chairs
- Participation highlighted in all event related advertising
- Company logo with link to your corporate url posted on the event website, [www.neccf.org](http://www.neccf.org)
- Opportunity to post company produced White Paper on the NECCF website, [www.neccf.org](http://www.neccf.org) for the entire calendar year 2017
- Full page advertisement in the conference workbook
- Unlimited access to all attendees, speakers, sponsors and special guests
- Opportunity to provide promotional materials and giveaways
- 8 attendance passes for staff or guests

**Cost: \$8000**

## Silver Sponsor:

- Opportunity to host one of three case study sessions to all attendees. As the host your organization will introduce the primary market call center case study being presented as well as facilitate the question and answer portion of the presentation with the attendees.
- Prominent exhibit booth space included, 10' by 10' booth space including 8' table skirted and draped with 2 chairs
- Participation highlighted in all event related advertising
- Company logo with link to your corporate url posted on the event website, [www.neccf.org](http://www.neccf.org)
- Opportunity to post company produced White Paper on the NECCF website, [www.neccf.org](http://www.neccf.org), for the entire calendar year 2017
- Full page advertisement in the conference workbook
- Unlimited access to all attendees, speakers, sponsors and special guests
- Opportunity to provide promotional materials and giveaways
- 6 attendance passes for staff or guests

**Cost: \$6000**

### **Bronze Sponsor:**

- Opportunity to sponsor an afternoon roundtable discussion topic. This peer-to-peer learning activity is one of the most anticipated
- Participation highlighted in all event related advertising both print and web
- Company logo with link to your url posted on the event website, [www.neccf.org](http://www.neccf.org)
- Exhibit booth space included, 10' by 10' booth space including 8' table skirted and draped with 2 chairs
- Full page advertisement in the conference workbook
- Unlimited access to all attendees, speakers, sponsors and special guests
- Opportunity to provide promotional materials and giveaways
- 4 attendance passes for staff or guests

**Cost: \$4000**

### **Forum Luncheon Sponsor:**

- Opportunity to make a short presentation (approximately 5 minutes) during lunch
- Sponsors may distribute brochures or promotional items at each place setting, onsite staff will manage placement and stage on your behalf
- Signage will be provided
- Company logo and url will be included on the forum website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference workbook
- Opportunity will also include an 8' table skirted and draped with 2 chairs featured on the show floor in close proximity to the Luncheon area
- 4 attendance passes for staff or guests

**Cost: \$5000**

### **Stadium Tour Sponsor:**

- Opportunity to sponsor a Stadium Tour for all attendees. Your company will host a guided tour of Gillette Stadium, home of the New England Patriots! A truly unique and memorable experience for all attendees! Tours will be lead and narrated by Gillette Stadium staff.
- Sponsors may distribute brochures or promotional items
- Opportunity will also include an 8' table skirted and draped with 2 chairs featured on the show floor, final location placement will be in close proximity to the tour staging area/wristband distribution desk
- Signage will be provided
- Company logo and url will be included on the forum website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference workbook
- 4 attendance passes for staff or guests

**Cost: \$3500**

### **Conference Tote Bag Sponsor:**

- Exclusive opportunity to sponsor the conference tote bags which will be distributed onsite
- Personalized tote bags will be produced with your company logo along with the NECCF logo
- Opportunity will also include an 8' table skirted and draped with 2 chairs featured on the show floor, final location placement will be in close proximity to registration
- Signage will be provided
- Company logo and url will be included on the forum website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference workbook
- 4 attendance passes for staff or guests

**Cost: \$ 3250**

### **Continuous Beverage Sponsor:**

- Continuous beverages will be offered to all attendees throughout the day including coffee, tea, juices, bottled waters and sodas
- Signage will be provided
- Sponsors may distribute brochures or promotional items, one high boy cocktail table will be provided
- Company logo and url will be included on the forum website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference workbook
- 4 attendance passes for staff or guests

**Cost \$3000**

### **Conference Lanyard Sponsor:**

- Exclusive opportunity to sponsor the conference lanyards which will be distributed to all attendees, speakers and sponsors
- Personalized lanyards will be produced with your company logo exclusively appearing on them, very high visibility branding opportunity for your organization
- Opportunity will also include an 8' table skirted and draped with 2 chairs featured on the show floor, final location placement will be in close proximity to registration
- Signage will be provided
- Company logo and url will be included on the forum website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference workbook
- 4 attendance passes for staff or guests

**Cost: \$ 2750**

### **Social Media Lounge Sponsor:**

- Exclusive opportunity to host an onsite lounge space dedicated to social media related activities for the entire duration of the event.
- Opportunity will also include an 8' table skirted and draped with 2 chairs in the lounge area as well as comfortable furniture for the guests to sit and relax in
- Sponsors may distribute brochures or promotional items
- Signage will be provided
- Company logo will be included on the forum website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference workbook
- 4 attendance passes for staff or guests

**Cost: \$2500**

### **Exhibit Booth:**

- Opportunity includes an 8' x 10' exhibit space containing a 6' table draped and skirted with 2 chairs
- Unlimited access to all attendees, speakers, sponsors and special guests
- Opportunity to provide promotional materials and giveaways
- Company posted on the event website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference workbook
- 2 attendance passes for staff or guests

**Cost: \$2500**

### **Afternoon Refreshment Break Sponsor:**

- The afternoon refreshment break includes coffee, soft drinks, bottled water and snacks
- Signage will be provided
- Sponsors may distribute brochures or promotional items, one high boy cocktail table will be provided
- Company logo and url will be included on the forum website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference workbook
- 2 attendance passes for staff or guests

**Cost \$2000**

### **Breakfast Sponsor:**

- Morning refreshment break includes coffee, tea, fresh fruit, yogurt, bagels and muffins
- Signage will be provided
- Sponsors may distribute brochures or promotional items during the breakfast, one high boy cocktail table will be provided
- Company logo and url will be included on the forum website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference workbook
- 2 attendance passes for staff or guests

**Cost \$2000**

### **SPECIAL NEEDS:**

Internet access is available for an additional \$250.

Electricity is available for an additional \$85.

Monitor Rentals available starting at \$350.

Additional guest passes are available for participating sponsors at a discounted rate of \$125.

Internet access and electricity **MUST BE** ordered in advance.



## WHO WILL ATTEND:

We expect an audience of 350+ Call Center Executives from a variety of industries including financial services, retail, utilities, insurance, telecommunications, banking, health care, etc. Our attendees represent companies residing in the NorthEast specifically Massachusetts, Connecticut, Rhode Island, Vermont, Maine and New Hampshire.

## ABOUT THE NECCF:

The NECCF was founded in February 2001 by contact center executives and specialists who wanted an unbiased “user group” to facilitate the exchange of ideas among contact center executives and managers. Since that time, the NECCF has grown and remained committed to addressing the day to day management concerns and strategic planning needs of contact center professionals throughout the region.

The most tangible offering of the NECCF are the Quarterly Forums, which offer relevant topics delivered by subject matter experts. Although the topics for each meeting vary and are influenced by industry trends and attendee input, the primary focus is always on managing and improving upon the contact center service delivery. The NECCF is a non-profit organization comprised of a volunteer Board of Directors.

## 2017 Event Agenda \*:

- 9:00 am      Check In & Registration
- Morning Refreshments Offered
- Show Floor Opens
- 10:00 am      Workshop #1 Presented by **Gold Sponsor**
- 10:45 am      Workshop #2 Presented by **Gold Sponsor**
- 11:30 am      Workshop #3 Presented by **Gold Sponsor**
- 12:15 pm      Luncheon for Attendees & Sponsors
- Three Course Plated Lunch to be Served
- 1:00 pm      Case Study #1 Presented by TBD, Sponsored by **Silver Sponsor**
- 1:30 pm      Case Study #2 Presented by TBD, Sponsored by **Silver Sponsor**
- 2:00 pm      Case Study #3 Presented by TBD, Sponsored by **Silver Sponsor**
- 2:30 pm      Afternoon Roundtable Discussions
- Lively peer-to-peer discussions with a variety of topics offered. Presented by TBD,  
Topics TBD. Sponsored by **Bronze Sponsors**.
- 3:30 pm      Raffle Prizes Awarded
- 4:00 pm      Behind the Scenes Tour of Gillette Stadium
- 4:30 pm      Event Concludes

*\*Final program subject to change*

PARTIAL LIST OF PREVIOUSLY ATTENDING COMPANIES INCLUDE:

Aetna Inc.	<a href="#">Cox Communications</a>	Metro Credit Union
<a href="#">American Express</a>	CVS/pharmacy	<a href="#">New Balance</a>
Ann Taylor	<a href="#">David Yurman</a>	New York Life
<a href="#">Arbella Insurance Group</a>	DeltaDental	<a href="#">Northeastern University</a>
Bank of America	<a href="#">Deloitte</a>	NSTAR
<a href="#">Blue Cross Blue Shield of MA</a>	Dow Jones	<a href="#">Ocean Spray</a>
Blue Cross Blue Shield of RI	<a href="#">Eastern Bank</a>	Perkin Elmer
<a href="#">BNY Mellon</a>	Eaton Vance	<a href="#">Putnam Investments</a>
Bob's Discount Furniture	<a href="#">Evergreen Investments</a>	Royal Administration Services
<a href="#">Boston Financial Data Services</a>	Genzyme	<a href="#">Shields MRI</a>
Boston Scientific	<a href="#">HP</a>	Smith & Wesson
<a href="#">Capital One</a>	IDEXX Laboratories	<a href="#">Sovereign Bank</a>
Casual Male Retail Group	<a href="#">ING</a>	Staples
<a href="#">Christian Science Publishing</a>	J. Jill	<a href="#">TD Bank</a>
Citigroup	<a href="#">John Hancock Insurance</a>	The Washington Trust Co.
<a href="#">Collette Vacations</a>	Jordan's Furniture	<a href="#">Travelers</a>
Commerce Bank	<a href="#">Hanover Insurance Group</a>	Tufts Health Plan
<a href="#">ComputerShare</a>	The Hartford	<a href="#">Unum Insurance</a>
Constant Contact	<a href="#">Kelly Services Kronos, Inc.</a>	Verizon
<a href="#">Covidien</a>	LEGO	<a href="#">VistaPrint</a>
	<a href="#">Liberty Mutual</a>	Voya Financial
	Lincoln Financial Group	
	<a href="#">Mass Mutual</a>	
	Mass General Hospital	

**LIST OF ATTENDEE TITLES:**

Account Care Team Manager Analyst	Director, Call Center Director, Customer Experience	Quality Analyst
Associate Director, IT AVP Operations AVP Retail	Director, eCommerce Director, Inside Sales Director, Operations	Quality Assurance Coach Quality Development Manager
Business Banking Manager Call Center Supervisor Chief Operations Officer	Director, Performance Coaching Director, Strategic	Regional Account Executive Senior Agent/Supervisor
Client Relationship Manager Coaching	Accounts Director, Telecom Director, Global WFM	Senior Call Center Analyst Senior Manager Quality Standards Sr. Project Implementation
Contact Center Consulting Contact Center Supervisor Customer Care Quality & Operations	Lead Learning Consultant Lead Workforce Manager Manager, Reporting & Analytics	Specialist Sr. Telecom Analyst St. Vice President, Shared Services
Customer Care Sr. Team Leader Customer Satisfaction	Member Support Manager Operations Manager Operations Supervisor	Staffing Analyst Team Manager Team Specialist
Customer Service Operations Customer Service	Outbound Sales Manager President Process Analyst	Training, QA & Analytics Manager Vice President
Customer Success Manager Customer Support	QA & Customer Care QA Coach QA Manager	Vice President, Business Development Workforce Analyst