



An Exclusive Sponsorship Opportunity

NECCF Quarterly Forums

2020

Franklin Country Club
est • 1899

672 East Central Street

Franklin, MA 02038

WWW.NECCF.ORG



Dear Interested Sponsor,

Thank you for your interest in the 2020 NorthEast Contact Center Forum's Quarterly Forums held at the distinguished Franklin Country Club, established in 1899, located in Franklin, Massachusetts just minutes off Route 495. Our NECCF Quarterly Forums take place in the Spring, Fall, and Winter with our NECCF Conference & Expo in June at Gillette Stadium, home of the New England Patriots. Details of all current NECCF Quarterly Forum sponsorship opportunities, associated benefits, and costs are attached.

There are many benefits to Quarterly Forum sponsorship. Some of the obvious advantages include sole, unrestricted access and high-level exposure to a distinguished group of attendees. In addition, Quarterly Forum 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 media outlets.

Sponsorship for these highly anticipated Quarterly Forum events is available on a first come, first served basis. Please note that we have a limited number of opportunities available each year. As we do expect these Quarterly Forum events 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 these NECCF Quarterly Forum events with you further.

Please contact Ellen Murphy our NECCF Event Manager with any additional questions. Ellen can be reached at emurphy@neccf.org or (781) 710-1504.

We look forward to having you as a Quarterly Forum sponsor!

Sincerely,

NorthEast Contact Center Forum, Board of Directors

2019 NECCF Spring Forum



NECCF Board of Directors

Michael Pace, NECCF President, Principal Consultant at The Pace of Service

Bill Conlon, NECCF Treasurer, Siemens Healthineers

Stacey Swim, NECCF Secretary, Maine Heath

Jonathan Cogswell, NECCF VP of Marketing, President of CopperBeech Associates

Mark Kantor, Member-At-Large

Ralph Bevilacqua, Teladoc

Ledia Dilo, iRobot

Annie O'neil, Prudential

David Teixeira, Tornovo

Jennifer Ward, Village Bank

Petra Wise, ezCater

Additional NECCF Team Members

Ellen Murphy, Event Management

Emily Rocha, Digital Marketing Coordinator

NECCF QUARTERLY FORUM SPONSORSHIP OPPORTUNITIES

The three quarterly forums have historically sold out well in advance. They provide the chance for partnering vendors to have exclusive access to attendees at the day-long event. In addition, Quarterly Forum sponsorship can be coupled with a Conference & Expo package for enhanced visibility and a discounted price. Contact us today to learn more!

2020 NECCF Quarterly Forum Sponsorship

- Spring Forum: March 10
- Winter Forum: December 15

Cost: \$8,000

Combo Event Sponsorship Options - \$2,000 savings

Amplify your brand and receive bundled savings by sponsoring a Quarterly Forum + the Conference & Expo.

- Quarterly Forum (\$8,000) + Gold Level Conference & Expo (\$8,000) **Combo Cost: \$14,000**
- Quarterly Forum (\$8,000) + Silver Level Conference & Expo (\$6,000) **Combo Cost: \$12,000**

Quarterly Forum Sponsorship Benefits:

- Exclusive sponsorship of day-long event
- Exclusive branding at host venue (Franklin Country Club, Franklin, MA)
- Opportunity to deliver a user case study of 60 minutes to all attendees
- Prominent exhibit space within presentation area
- Participation highlighted in all event related advertising
 - o Email (multiple mailings to 2,000+)
 - o Print
 - o Company logo with link to your corporate URL as well as event details posted on neccf.org website.
 - o Mentions on NECCF social media channels (Facebook, LinkedIn, Twitter) plus social graphic for your organization to use
- Unlimited access to attendees, speakers, and special guests (average attendance of 100+)
- Opportunity to provide promotional materials and giveaways, including seat drops
- Full AV, Internet access, and electricity are provided
- A skirted 4' X 8' display table is provided
- Opportunity to network with attendees at the end of the day cocktail reception
- Attendance passes for six staff members or guests
- Additional guest passes are available for sponsors at a discounted rate
- Opportunity to provide discounted registration to clients, prospects, and others through special registration portal

Sample Event Agenda:

- | | |
|---------------------|------------------------------------|
| • 9:30am | Sign in and Continental Breakfast |
| • 10:00am - 10:30am | Welcome remarks and Ice Breaker |
| • 10:30am - 11:15am | Morning Presentation |
| • 11:15am - 11:25am | Break |
| • 11:25am - 12:00pm | Presentation by Sponsor |
| • 12:00pm - 1:00pm | Buffet Lunch |
| • 1:00pm - 1:30pm | Afternoon Presentation |
| • 1:30pm - 2:30pm | Keynote Speaker |
| • 2:30pm - 3:00pm | Q&A Wrap-Up Session & Raffle Event |
| • 3:00pm | Networking/Cocktail Reception |

We welcome the opportunity to discuss event sponsorship opportunities with you directly. Please contact Ellen Murphy, NECCF Event Manager, emurphy@neccf.org (781) 710-1504, with any questions.

NECCF EVENT SPONSOR RESPONSIBILITIES

SPONSOR PROMOTIONAL RESPONSIBILITIES - NECCF is 19 years old and very proud of our independent, user-driven, non-profit status. As a non-profit, we work diligently to continually update our extensive database of contact center professionals across the northeast. As an organization we are active in email marketing, social media posting and advertising, and our website is a constantly evolving source of content for contact center professionals seeking techniques and tools for deriving a higher level of customer satisfaction for their customers. All of these marketing channels are used to promote you, our sponsors.

As an independent source of best practices in the contact center space, we believe we represent an excellent value-added benefit to your prospects and clients. Partnering with us brings that value directly to you and your company. But as a non-profit our resources are limited and we ask you partnership, as a sponsor, in co-marketing our events.

We ask that you:

Corporately - Announce our event and your sponsorship on your website, via email marketing and via LinkedIn, Twitter, and other social media utilized by your company

Sales Staff - We ask that the sales staff attending the event, post and repost content from LinkedIn, Twitter, and Facebook to their personal networks to promote the event and their attendance at it

In return we will provide you with a discounted attendee rate offer and an exclusive, branded link for your clients and prospects to sign up for the event. We will also have promotional content available for you to repurpose for your marketing efforts.

We thank you for your sponsorship and remember: Our success is your success!

SPONSOR PRESENTATION GUIDELINES - We have held focus groups with our attendees and surveyed them extensively. Universally their feedback tells us they value user-based presentations – the real story of how a product or service works, from a contact center manager’s personal point of view.

Simple fact: having a user as part of your presentation at an NECCF event lends greater credibility to the value of the product or service you offer; and in turn, creates more business opportunities for you among our attendees. If a specific client cannot travel for the event, we can work with you to make arrangements to stream their participation live, as part of your presentation.

A NECCF Board Member, along with Ellen Murphy, NECCF Events Manager, will be available to you as a guide to help you in the development of your presentation, with the goal of maximizing your business opportunities via your partnership with the NECCF.

WHO WILL ATTEND - We expect an audience of 100+ contact center executives and managers 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, New Hampshire, New York, and New Jersey.

ABOUT THE NECCF - The NECCF is a non-profit organization comprised of a volunteer Board of Directors. The NECCF was founded in February 2001 by contact center executives and managers 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 northeast.

In addition to the annual NECCF Conference and Expo the NECCF holds Quarterly Forums (spring, fall, and winter), which offer relevant topics delivered by call center management. 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 contact center service delivery. Each Quarterly Forum is sponsored by a single vendor and if you are interested in sponsoring a Quarterly Forum please contact: Ellen Murphy, NECCF Event Manager emurphy@neccf.org or (781) 710-1504

PARTIAL LIST OF PREVIOUSLY ATTENDING COMPANIES INCLUDE:

1A Auto	DST	Odysseys Unlimited
AAA Northeast	Dunkin' Brands	Panorama Education
Acensus	Eastern Connecticut State University	Partners Healthcare
Acquire BPO Inc.	Eckoh	PeoplesBank
Aculab	eClinical Solutions	PerfectVision Manufacturing
Africell Uganda	Envision Bank	Plumchoice, Inc.
Airflow Sleep	ezCater	Premiere Response
Arbella Insurance Group	FCR	PrismHR
Bangor Savings Bank	Fidelity Bank	Prudential
Baycoast Bank	Harbor Networks	Radius Bank
Berkshire Bank	Harvard Pilgrim Health Care	ReadSpeaker
Berkshire Hathaway Specialty Insurance	Health Plans, Inc.	Rodenhiser Home Services
BJ's Wholesale Club Inc.	Hollingsworth & Vose	Salem Five Bank
Blount Fine Foods	HubSpot	Siemens Healthineers
Blue Cross Blue Shield of MA	JobTarget	SJS Solutions, LLC
BMC HealthNet Plan	John Hancock	SmartPak Equine LLC
Brainshark	Kaspersky Labs	South Shore Bank
Bridgewater Savings Bank	Kennebunk Savings	South Shore Health
Brigham & Women's Hospital	Language IO	South Shore Hospital
Cambridge Savings Bank	Lending Club Patient Solutions	SS&C Technologies/DST Technologies
Cape Cod 5 Bank	Liberty Bank	Straumann Group
CarGurus	LinkActiv LLC	State University of New York Oneonta
CCA	M.T. Communications, Inc, DBA Comtel Communication	Teladoc Health
Central One Federal Credit Union	MaineHealth	Teli
Claremont Savings Bank	Mallory Headsets	The Bird and Bear Collective
Clarks	Mass Bay Credit Union	The Independent Taxi Association, Inc
COCC	MassMutual	Tufts Health Plan
Coldwater Creek	Mercer	Ubiquity Global Services, Inc.
Commonwealth Care Alliance	Message Broadcast	Umass Memorial Medical Center
Community Health Center, LLC	Metropolitan Telephone Co.	Union Savings Bank
Connect America	Monaghan Marketing Consulting	Unum Insurance Company
Convention Data Services	MountainOne	Village Bank
Coordinated Systems Inc.	Mutualone Bank	Virgin Pulse, Inc
CrunchTime! Information Systems	NetWorks Consulting	Vista Higher Learning
CS Business Systems Analyst	Nexamp	Vonage
Cumberland Farms, Inc.	Noble Systems	Watertown Savings Bank
CyberGrants	Northeastern University	Webster Five Cents Savings Bank
Dedham Savings Bank	M.T. Communications, Inc, DBA Comtel Communication	WeGotSoccer
DraftKings	NWN Corporation	

