



NECCF

Virtual Sponsorship Opportunities

2020



Dear Interested Sponsor,

Thank you for your interest in upcoming NorthEast Contact Center Forum virtual sponsorship opportunities.

This year's event schedule has been upended as a result of COVID-19. While we currently are unable to meet in person, we can meet together virtually. Details of all current virtual sponsorship opportunities, associated benefits, and costs are attached.

There are many benefits to a virtual sponsorship. Some of the obvious advantages include unrestricted access and high-level exposure to a distinguished group of attendees. Sponsor participation will be highlighted in all NECCF related promotions with the recorded session available to add to your website, social posts, email campaigns, etc.

Sponsorships are available on a first come, first served basis. Please note that we have a limited number of opportunities available. As we do expect that these to sell out, sponsorship will not be confirmed until your signed agreements have been returned and payment has been received.

We would welcome the opportunity to discuss these opportunities with you further.

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

Sincerely,

NorthEast Contact Center Forum, 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 Health

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

Mark Kantor, Member-At-Large

Ralph Bevilacqua, Teladoc

Ledia Dilo, iRobot

Anne 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

Virtual Event Sponsorship Opportunities: 2020

Radio Roundtable - \$5,000*

- Exclusive sponsorship of one Radio Roundtable session
- Opportunity to deliver a 30-minute user case study to all attendees followed by 30 minutes of NECCF user content
- Opportunity to provide NECCF with content for sharing on NECCF social media channels leading up to the event
- Participation highlighted in all NECCF event related promotions:
 - Mentions on NECCF social media channels (Facebook, LinkedIn, Twitter) plus social graphic for your organization to include in your promotions
 - Email Campaigns (multiple mailings to 2,000+)
 - Company logo with link to your corporate URL as well as event details posted on neccf.org website.
 - Post-event recorded session posted on neccf.org website.
- Full Attendee List (average attendance of 100+)
- Post-event opportunity to connect with attendees to answer any questions and/or set up a follow-up meeting
- Post-event access to recorded session to add to your website, social posts, email campaigns, etc.
- Post-event opportunity to send promotional materials and giveaways to attendees (included in registration process – opt in link that takes you to the sponsor contact)

* Speaking opportunities are limited and available on a first-come, first-served basis.

Webinar Partner - \$4,000*

- Opportunity to partner with the NECCF on your webinar, 100% your content with NECCF support & participation
- Participation highlighted in all NECCF event related promotions:
 - Mentions on NECCF social media channels (Facebook, LinkedIn, Twitter) plus social graphic for your organization to use in your promotions
 - Email Campaigns (multiple mailings to 2,000+)
 - Company logo with link to your corporate URL as well as event details posted on neccf.org website.
 - Post-event recorded session posted on neccf.org website.
- Full Attendee List (average attendance of 100+)
- Post-event opportunity to connect with attendees to answer any questions and/or set up a follow-up meeting
- Post-event access to recorded session to add to your website, social posts, email campaigns, etc.
- Post-event opportunity to send promotional materials and giveaways to attendees (included in registration process – opt in link that takes you to the sponsor contact)

* Webinar Partner opportunities are limited and available on a first-come, first-served basis.

Sponsor Promotions - \$1,500*

- Opportunity to promote your event via all NECCF event related promotions:
 - Mention on NECCF social media channels (Facebook, LinkedIn, Twitter)
 - Email Campaign (mailing to 2,000+)
 - Company logo with link to your corporate URL as well as event details posted on neccf.org website.

* Sponsor Promotion opportunities are limited and available on a first-come, first-served basis.

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.

NECCF EVENT SPONSOR 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

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

SPONSOR PRESENTATION GUIDELINES FOR NECCF EVENTS:

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.

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.