



NECCF

NORTHEAST CONTACT CENTER FORUM

The Guiding Light to Contact Center Management

19th Annual NECCF Conference & Expo

***Delivering the  
Ultimate Customer  
Experience***

June 14, 2022



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Dear Interested Sponsor,

Thank you for your interest in the upcoming 19<sup>th</sup> annual NorthEast Contact Center Forum Conference & Expo. This year's event will be taking place on June 29, 2020 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. NECCF uses iCapture scanning technology which enables sponsors to create their own electronic attendee list. Your company will also receive extensive identification associated with the event through a variety of media 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 NECCF with any additional questions at [events@neccf.org](mailto:events@neccf.org)

We look forward to seeing you in June!

Sincerely,

NorthEast Contact Center Forum, Board of Directors

## 2019 NECCF Conference and Expo



*Keynote Speaker, Nataly Kogan of Happier.com*

### **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 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**

Emily Rocha, Digital Marketing Coordinator

# **SPONSORSHIP OPPORTUNITIES: TIER I**

## **GOLD & SILVER - Combo Event Sponsorship Options - \$2,000 savings**

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

- Gold Level Conference & Expo (\$8,000) + Quarterly Forum (\$8,000) Combo Cost: \$14,000
- Silver Level Conference & Expo (\$6,000) + Quarterly Forum (\$8,000) Combo Cost: \$12,000
- Digital Marketing
  - NECCF Website presence ([neccf.org](http://neccf.org)) including company logo, link to your corporate URL, & photos from event, and opportunity to post company produced White Paper on the NECCF website for the entire calendar year 2020
  - For sharing on the sponsor's social media channels, sponsor will receive 3 custom social graphics highlighting sponsorship level, partnership & event promotion. This can include content (such as hashtags, articles, links, presentations, etc.) provided by the sponsor.
  - Up to 3 social media posts on NECCF channels (Facebook, LinkedIn, Twitter) leading up to event promoting content relevant to the event (*sponsor must provide the content they wish to be promoted with NECCF*).
  - Sponsor can expect increased frequency of posts leading up to the event, live posting during the event, and recap postings following the event to maximize impact on social media.

## **GOLD SPONSOR\* - \$8,000**

- Premiere Sponsorship Level – limited opportunities available, offered first come, first served
- Company will be given the opportunity to deliver a morning workshop of their choice for 30 minutes to all attendees
- Opportunity includes a prominently located 10' by 10' booth space with electricity, 8' table skirted and draped, and 2 chairs
- Unlimited access to all attendees, speakers, sponsors and special guests at the event
- Opportunity to provide promotional materials and giveaways
- 8 attendance passes for staff or guests
- Participation highlighted in all event related advertising
- Full page advertisement in the conference program book
- Digital Marketing
  - NECCF Website presence ([neccf.org](http://neccf.org)) including company logo, link to your corporate URL, & photos from event, and opportunity to post company produced White Paper on the NECCF website for the entire calendar year 2020
  - For sharing on the sponsor's social media channels, sponsor will receive 3 custom social graphics highlighting sponsorship level, partnership & event promotion. This can include content (such as hashtags, articles, links, presentations, etc.) provided by the sponsor.
  - Up to 3 social media posts on NECCF channels (Facebook, LinkedIn, Twitter) leading up to event promoting content relevant to the event (*sponsor must provide the content they wish to be promoted with NECCF*).
  - Sponsor can expect increased frequency of posts leading up to the event, live posting during the event, and recap postings following the event to maximize impact on social media.

## SILVER SPONSOR\* - \$6,000

- Opportunity to host one of three, 20-minute afternoon case study sessions to all attendees
- Opportunity includes a prominently located 10' by 10' booth space with electricity, 8' table skirted and draped, and 2 chairs
- Participation highlighted in all event related advertising
- Full page advertisement in the conference program book
- Unlimited access to all attendees, speakers, sponsors and special guests at the event
- Opportunity to provide promotional materials and giveaways
- 6 attendance passes for staff or guests
- Digital Marketing
  - NECCF Website presence ([neccf.org](http://neccf.org)) including company logo, link to your corporate URL, & photos from event, and opportunity to post company produced White Paper on the NECCF website for the entire calendar year 2020
  - For sharing on the sponsor's social media channels, sponsor will receive 2 custom social graphics highlighting sponsorship level, partnership & event promotion. This can include content (such as hashtags, articles, links, presentations, etc.) provided by the sponsor.
  - Up to 2 social media posts on NECCF channels (Facebook, LinkedIn, Twitter) leading up to event promoting content relevant to the event (*provided sponsor must share the content they wish to be promoted with NECCF*).
  - Sponsor can expect increased frequency of posts leading up to the event, live posting during the event, and recap postings following the event to maximize impact on social media.

## **SPONSORSHIP OPPORTUNITIES: TIER II**

*Any of the below sponsors will receive 2 instances of recognition and tags (where applicable) on the NECCF Facebook, LinkedIn, and Twitter channels as participating sponsors leading up to the event.*

*Sponsors are responsible for providing links to or handles for the channels they wish to be tagged as.*

*Sponsor can expect increased frequency of posts leading up to the event, live posting during the event, and recap postings following the event to maximize impact on social media.*

### **KEYNOTE SPEAKER SPONSOR - \$6,000**

- Exclusive opportunity to sponsor the keynote speaker and have a book signing at your booth, if applicable
- 2020 Keynote: TBD
- Opportunity to provide a short speaking presentation & introduce the Keynote speaker (approximately 3 minutes)
- Opportunity includes a 10' by 10' booth space with electricity, 8' table skirted and draped, and 2 chairs
- Company logo with link to your corporate url posted on the event website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference program book
- Unlimited access to all attendees, speakers, sponsors and special guests at the event
- Opportunity to distribute brochures, promotional materials and giveaways
- 4 attendance passes for staff or guests

### **LUNCHEON SPONSOR - \$5,500**

- Opportunity to make a short presentation (approximately 5 minutes) displayed on the large HD displays throughout the Luncheon area
- Sponsors may distribute brochures or promotional items at each place setting, onsite staff will manage placement and stage on your behalf
- Opportunity includes a 10' by 10' booth space with electricity, 8' table skirted and draped, and 2 chairs
- Company logo with link to your corporate url posted on the event website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference program book
- Unlimited access to all attendees, speakers, sponsors and special guests at the event
- Opportunity to distribute brochures, promotional materials and giveaways
- 4 attendance passes for staff or guests

### **COCKTAIL RECEPTION & RAFFLE PRIZE GIVEAWAY - \$5,000**

- Exclusive opportunity to sponsor the cocktail reception & raffle prize giveaway at the end of the day
- Opportunity to provide a short speaking presentation (approximately 3 minutes)
- Signage will be provided
- Opportunity includes a 10' by 10' booth space with electricity, 8' table skirted and draped, and 2 chairs
- Company logo with link to your corporate url posted on the event website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference program book
- Unlimited access to all attendees, speakers, sponsors and special guests at the event
- Opportunity to distribute brochures, promotional materials and giveaways
- 4 attendance passes for staff or guests

## **SOCIAL MEDIA LOUNGE SPONSOR - \$4,500**

- Exclusive opportunity to host an onsite lounge space dedicated to social media related activities for the entire duration of the event.
- Opportunity includes a 10' by 10' booth space with electricity, 8' table skirted and draped, and 2 chairs along with a 10' by 10' lounge space with 2 comfortable chairs and a coffee table for the guests to sit and relax in
- Company logo with link to your corporate url posted on the event website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference program book
- Unlimited access to all attendees, speakers, sponsors and special guests at the event
- Opportunity to distribute brochures, promotional materials and giveaways
- 4 attendance passes for staff or guests

## **BRONZE SPONSOR - \$4,000**

- Priority table placement given on the Expo floor over Exhibit Booth Sponsors
- Opportunity includes a 10' by 10' booth space with electricity, 8' table skirted and draped, and 2 chairs
- Participation highlighted in all event related advertising both print and web
- Company logo with link to your corporate url posted on the event website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference program book
- Unlimited access to all attendees, speakers, sponsors and special guests at the event
- Opportunity to distribute brochures, promotional materials and giveaways
- 4 attendance passes for staff or guests



## **SPONSORSHIP OPPORTUNITIES: TIER III**

### **CONFERENCE TOTE BAG SPONSOR - \$3,500**

- 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 includes a 10' by 10' booth space with electricity, 8' table skirted and draped, and 2 chairs
- Company logo with link to your corporate url posted on the event website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference program book
- Unlimited access to all attendees, speakers, sponsors and special guests at the event
- Opportunity to distribute brochures, promotional materials and giveaways
- 4 attendance passes for staff or guests

### **CONFERENCE LANYARD SPONSOR - \$3,500**

- 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 includes a 10' by 10' booth space with electricity, 8' table skirted and draped, and 2 chairs
- Company logo with link to your corporate url posted on the event website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference program book
- Unlimited access to all attendees, speakers, sponsors and special guests at the event
- Opportunity to distribute brochures, promotional materials and giveaways
- 4 attendance passes for staff or guests

### **GILLETTE STADIUM TOUR SPONSOR - \$3,500**

- 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 led and narrated by Gillette Stadium staff.
- Opportunity includes a 10' by 10' booth space with electricity, 8' table skirted and draped, and 2 chairs
- 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 to distribute brochures, promotional materials and giveaways
- 4 attendance passes for staff or guests

### **CONTINUOUS BEVERAGE SPONSOR - \$3,000**

- Continuous beverages will be offered to all attendees throughout the day including coffee, tea, juices, bottled waters and sodas
- Opportunity includes a 10' by 10' booth space with electricity, 8' table skirted and draped, and 2 chairs
- Company logo with link to your corporate url posted on the event website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference program book
- Unlimited access to all attendees, speakers, sponsors and special guests at the event
- Opportunity to distribute brochures, promotional materials and giveaways
- 4 attendance passes for staff or guests

### **BREAKFAST SPONSOR: \$3,000**

- Morning refreshment break includes coffee, tea, fresh fruit, yogurt, bagels and muffins
- Signage will be provided
- Opportunity includes a 10' by 10' booth space with electricity, 8' table skirted and draped, and 2 chairs
- Company logo with link to your corporate url posted on the event website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference program book
- Unlimited access to all attendees, speakers, sponsors and special guests at the event
- Opportunity to distribute brochures, promotional materials and giveaways
- 2 attendance passes for staff or guests

### **AFTERNOON DESSERT & REFRESHMENT BREAK SPONSOR: \$3,000**

- The afternoon dessert & refreshment break includes features assorted mini pastries & desserts, coffee, soft drinks, bottled water and snacks
- Opportunity includes a 10' by 10' booth space with electricity, 8' table skirted and draped, and 2 chairs
- Company logo with link to your corporate url posted on the event website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference program book
- Unlimited access to all attendees, speakers, sponsors and special guests at the event
- Opportunity to distribute brochures, promotional materials and giveaways
- 2 attendance passes for staff or guests

### **EXHIBIT BOOTH SPONSOR: \$2,500**

- Opportunity includes a 10' by 10' booth space with electricity, 8' table skirted and draped, and 2 chairs
- Company logo with link to your corporate url posted on the event website, [www.neccf.org](http://www.neccf.org)
- Full page advertisement in the conference program book
- Unlimited access to all attendees, speakers, sponsors and special guests at the event
- Opportunity to provide promotional materials and giveaways
- 2 attendance passes for staff or guests

### **EVENT ADD-ON OPTIONS: (Must Be Ordered In Advance)**

- Internet Access – hard wired - available for an additional \$250.
- Monitor Rentals (60") available for an additional \$500.
- Additional Guest Passes - available for participating sponsors at a discounted rate of \$125.

### **NEW ENGLAND PATRIOT OPTIONS\*: (Must Be Ordered In Advance)**

- Super Bowl Ring - \$1,400 - two hours max. Guests are allowed to touch, try it on and take pictures with it.
- Pat Patriot Mascot - \$800 - two hours max. Great for greeting, taking pics, photo opportunities.
- Patriot Alumni's – TBD - alumni's list and pricing available upon request. They are great for mingling, photo opportunities, signing autographs and drawing traffic to your booth.
- \*New England Patriot options provide nice additions to help attract more foot traffic to your booth

## 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 and provided in partnership with NECCF

### **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 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. 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.

An NECCF Board Member 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 350+ 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: [events@neccf.org](mailto:events@neccf.org).

## 2020 SAMPLE EVENT AGENDA\*

- 9:00 am Check In & Registration
- **Morning Refreshments Offered**
- Show Floor Opens
- 10:00 am Workshop #1 (30 min) Presented by **Gold Sponsor**
- 10:45 am Workshop #2 (30 min) Presented by **Gold Sponsor**
- 11:30 am Workshop #3 (30 min) Presented by **Gold Sponsor**
- 12:15 pm Luncheon for Attendees & Sponsors
- **Three Course Plated Lunch to be Served**
- 1:15 pm Case Study #1 (20 min) Presented by TBD, Sponsored by **Silver Sponsor**
- 1:40 pm Case Study #2 (20 min) Presented by TBD, Sponsored by **Silver Sponsor**
- 2:05 pm Case Study #3 (20 min) Presented by TBD, Sponsored by **Silver Sponsor**
- 2:30 pm Presentation, Presented by **Gold/Silver Sponsor**
- 3:00 pm Presentation, **Keynote Speaker**
- **3:30 pm Cocktail Reception & Raffle Prizes Awarded**
- 4:30 pm Event Concludes
- \*Final program subject to change

## 2019 NECCF CONFERENCE & EXPO SPONSORS

382 Communications	Five9	Nuance Communications	Stafford Communications
ADDASOUND	Fonolo	OnBrand24	Talkdesk
ath Power Consulting	Genesys	Panviva	TASKE Technology
BPA Quality	Gladly	Sharpen	TCN, Inc.
Bright Pattern	ICMI	ShoreGroup	Teleopti, Inc.
Cisco	Kustomer	SOCAP International	Twilio
Contact Center Pipeline	Mitel	Sparkcentral	Verint
Evolve IP	NICE inContact		

*Thank you for your sponsorship!*

## PARTIAL LIST OF PREVIOUSLY ATTENDING COMPANIES INCLUDE:

1A Auto	DST	Odysseys Unlimited
AAA Northeast	Dunkin' Brands	Panorama Education
Acensus	Eastern Connecticut State	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	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	Language IO	South Shore Health
Brigham & Women's Hospital	Lending Club Patient	South Shore Hospital
Cambridge Savings Bank	Liberty Bank	SS&C Technologies/DST
Cape Cod 5 Bank	LinkActiv LLC	Straumann Group
CarGurus	M.T. Communications, Inc.	State University of New York
CCA	MaineHealth	Teladoc Health
Central One Federal Credit	Mallory Headsets	Teli
Claremont Savings Bank	Mass Bay Credit Union	The Bird and Bear Collective
Clarks	MassMutual	The Independent Taxi
COCC	Mercer	Tufts Health Plan
Coldwater Creek	Message Broadcast	Ubiquity Global Services
Commonwealth Care Alliance	Metropolitan Telephone Co.	UMass Memorial Medical
Community Health Center, LLC	Monaghan Marketing	Union Savings Bank
Connect America	MountainOne	Unum Insurance Company
Convention Data Services	Mutualone Bank	Village Bank
Coordinated Systems Inc.	NetWorks Consulting	Virgin Pulse, Inc
CrunchTime! Information	Nexamp	Vista Higher Learning
CS Business Systems Analyst	Noble Systems	Vonage
Cumberland Farms, Inc.	Northeastern University	Watertown Savings Bank
CyberGrants	NWN Corporation	Webster Five Cents Savings
Dedham Savings Bank		WeGotSoccer
DraftKings		

## PARTIAL LIST OF ATTENDEE TITLES:

Accounting Project Manager	Customer Contact Center Manager	Principal Technical Specialist
Assistant Vice President Contact Center Manager	Customer Service Manager	Regional Marketing Manager
Assistant Vice President	Director - Claims Access Center	Senior Capacity Analyst
Associate Vice President Call Center Officer	Director Customer Care Team	Service Center Team Manager
Associate Vice President Client Services and Electronic Banking	Director Customer Service and eCommerce	Service Desk Manager
Associate Vice President Customer Service	Director Inside Sales and Customer Service	Senior Ops Manager
Associate Vice President of Member Support	Director of Business Development	Senior Assistant Vice President
Call Center Manager	Director of Customer Care	Senior Director of Operations
Call Center Representative	Director of Member Sales and Service Center	Senior Director, Workforce Management
Chief Executive Officer	Director, Tech Services	Supervisor Workforce Management
Chief Strategy Officer	Director, Telecom and Operator Services	Supervisor, HR Rep Team
Claims Call Center Supervisor	Director, Vice President Enghouse Interactive	Team Lead/Customer Service/Premium Accounts
Client Care Manager	Internal Systems Technical Lead	Training / Quality Assurance Manager
Client Services Manager	IT Business Analyst	Unified Communication Team Leader
Consumer Experience Supervisor	IT Manager	Vice President of Business Development
Consumer Relations Manager	Manager - Workforce Planning	Vice President Operations
Consumer Services Supervisor	Manager Operator Services & Telecommunications	Voice services Manager
Contact Center Director	Manager, Information Services	Vice President of Sales
Contact Center Manager	Manager, PreServices	Vice President, Branch Administration and Security Officer
Contact Center Performance Coordinator	Manager Information Services	Vice President, Customer Contact Center
Contact Center Supervisor Controller	Ombudsman/Member Service Manager	Vice President, Director of IT Management
Corporate Business Lead	Operations Analyst	Workforce Analyst
Customer Care Center Manager	Principal Technical Specialist	