

Sponsorship Opportunities

CXPA

Customer Experience
Professionals Association™

2019



PROMOTE YOUR BRAND TO

8,000+

INDIVIDUALS

100+

COUNTRIES

60+

INDUSTRIES

A LETTER FROM DIANE & BOB

Thank you for your interest in partnering with the Customer Experience Professionals Association (CXPA)! The CXPA is the premiere, global nonprofit organization dedicated to the advancement of the customer experience profession. With the help of our sponsors, we are able to keep membership and event fees low, and provide the many resources and materials to support thought leadership excellence in the field.

CXPA Reach

As a CXPA sponsor, you have the opportunity to promote your brand to:

8,000+
INDIVIDUALS

100+
COUNTRIES

60+
INDUSTRIES

New in 2019

CXPA sponsorship opportunities have continued to evolve year over year. The following benefit improvements have been made specifically to address your business objectives:

1. **Expand brand recognition and visibility** in the customer experience community with:
 - *Upgraded CX Marketplace listings*, and *a new quarterly newsletter* focused solely on providers to allow your company to showcase your product, services, and thought leadership.
2. **Share industry expertise** amongst decision makers by:
 - Developing and presenting *CXPA webinars*, which are open to the entire CXPA network, and increasing the number and types of resources you can add to our *public CX Toolbox*.
3. **Generate leads** to expand your own customer base by:
 - Asking webinar attendees to *opt in* to receiving direct communication from you (and *other new ways* to connect with our community)
4. **Collaborate** on trends and understand key industry challenges with a focus on:
 - Interacting and networking with CX professionals at *local events* and at *CXPA conferences* in both the United States and Europe.

Next Steps

All of our sponsorship opportunities are available on a first-come, first-served basis, so sign up early to secure your sponsorship. If you secure your 2019 sponsorship by December 14, 2018, you will receive a 10% discount! Please contact Molly Perrin, Membership Community Manager, (molly@cxpa.org) when you are ready to get started.



All the best,

Diane Magers, CCXP, CEO

& Bob Azman, CCXP (Chairman of the Board)

Revised November 2018

GLOBAL SPONSORSHIP PACKAGES

	Platinum	Gold	Silver	Bronze
Global Communications				
<ul style="list-style-type: none"> Inclusion in weekly bulletin and monthly newsletters Opportunity to provide content for new quarterly provider newsletter Webinars, open to CXPA members and non-members 	XL Logo X 4	L Logo X 3	M Logo X 2	S Logo X 1
Network Events				
<ul style="list-style-type: none"> Inclusion in Network Event communications Recognition at Network Events and opportunity to speak and/or have a display table <i>(when time/space allows)</i> 	X X	X		
CXPA Website				
<ul style="list-style-type: none"> Logo and link on CXPA.org CX Marketplace listing Resources in public CX Toolbox Organizational events posted on CXPA.org <i>(in-person or virtual)</i> Ability to post 4 jobs on CXPA.org 	XL Logo Upgraded 8 4 X	L Logo Upgraded 6 4 X	M Logo Standard 4 4 X	S Logo Standard 2 4 X
Marketing				
<ul style="list-style-type: none"> Use of CXPA sponsor logo on website or in print Inclusion in CXPA press releases Use of CXPA/company-specific press release <i>(also posted on CXPA.org)</i> Social media post announcing CXPA/company partnership and additional posts throughout the year <i>(tagged when available)</i> 	X X X X	X X X	X X X	X X X
CX Day				
<ul style="list-style-type: none"> Logo and link on CXDay.org Inclusion in CX Day communications Prerecorded webinar to post on CXDay.org Ten Minute Takeaway video to post on CXDay.org 	X X X	X X X	X X X	X X X
Large Events				
<ul style="list-style-type: none"> # Events to sponsor <i>(booth, communications, signage)</i> # Sponsor attendee passes per event sponsored Inclusion in social media posts leading up to and at events sponsored Sponsor listing and page link in event app <i>(when applicable)</i> 	2 4 X X	2 2 X X	1 2 X X	X X X
Membership Seats	150	75	50	25
Quantity Available	2	4	8	Unlimited
Price	\$90,000	\$60,000	\$30,000	\$15,000

PROMOTION:

EARLY BIRD DISCOUNT

Secure your 2019 global sponsorship package by December 14, 2018 and receive a 10% discount.

A LA CARTE SPONSORSHIP PACKAGES

A LA CARTE OFFERINGS	Cost
Global CX Day Sponsorship (logo and link on CXDay.org, inclusion in CX Day communications, Ten Minute Takeaway video posted on CXDay.org)	\$5,000
Global CX Day Content Sponsorship (logo and link on CXDay.org, inclusion in CX Day communications, prerecorded webinar posted on CXDay.org)	\$7,500
CX Marketplace Sponsorship	
• Standard listing (logo, organization information, contact information, web link, social media links)	\$1,000
• Upgraded listing (standard listing plus 1-month web ad and 1 resource in the public CX Toolbox)	\$2,500
• Deluxe listing (upgraded listing plus 1 webinar for CXPA members and non-members)	\$6,000
Member Survey Sponsorship (hosted on a platform of your choice, cobranded with CXPA, web/social promotion, final data to be shared between CXPA and sponsor) <i>max. 3 per year</i>	\$2,000
Membership Bundles (25 memberships per bundle) – 22% discount	\$4,000

EVENT - US INSIGHT EXCHANGE Salt Lake City, Utah – May 15-16, 2019 Expected audience: 350	Cost		Cost
• Large event package (booth, communications & event app, 1 conference admission) – 15 available	\$5,000	• Wi-Fi sponsor – 1 available	\$3,000
• XL booth upgrade – 5 available	\$2,500	• Learning Lab presentation – 4 available	\$4,000
• Room drop sponsor – 1 available	\$3,000+gift	• Day break sponsor – 4 available	\$1,000
• Check-in gift sponsor – 1 available	\$2,000+gift	• First time attendee mixer reception sponsor – 1 available	\$2,500
• Welcome gift sponsor – 1 available	\$2,500+gift	• Welcome party entertainment sponsor – 1 available	\$7,500+
• Event lanyard sponsor – 1 available	\$2,500	• Welcome party drink sponsor – 1 available	\$1,500+bar
• Notebook sponsor – 1 available	\$3,000	• Innovation Awards luncheon sponsor – 1 available	\$5,000
• Chair massage sponsor – 1 available	\$5,000	• Special event sponsor – 1 available	\$10,000+
• Charging station sponsor – 1 available	\$2,500	• Networking lunch sponsor – 1 available	\$3,000
		• Executive luncheon sponsor – 1 available	\$5,000

EVENT - EUROPEAN INSIGHT EXCHANGE Dublin, Ireland – March 13-14, 2019 Expected Audience: 150	Cost	EVENT A LA CARTE	Cost
• Large event package (booth, communications & event app, 1 conference admission) – 15 available	\$3,500	Other Events TBD	TBD
• Welcome gift sponsor – 1 available	\$2,500+gift		
• Event lanyard sponsor – 1 available	\$2,500		
• Wi-Fi sponsor – 1 available	\$2,000		
• Learning Lab presentation – 4 available	\$2,500		
• Welcome reception sponsor – 1 available	\$7,500		
• Day break sponsor – 3 available	\$2,000		
• Lunch sponsor – 1 available	\$3,500		
• Event app sponsor – 1 available	\$7,500		

SPONSORSHIP NOTES

2019 global packages and a la carte offerings are granted on first-come, first-serve basis. Sponsorship is not confirmed until countersigned agreement is completed.

Sponsorship options subject to availability. Payment within 30 days (or as stated within contract) is required to maintain benefits. CXPA reserves the right to withhold sponsor benefits if payment is not received.