



SPONSORSHIP OPPORTUNITIES

Get major visibility for your brand by becoming a sponsor of CX Day. In 2013, the inaugural event had participation from almost 3,000 CX professionals around the world in online and in-person events. Not only will CX Day sponsorship get your brand in front of your target audience, but it will enforce your brands' commitment to great CX.

As a CX Day 2014 Sponsor you'll be staking your claim as a leader in the fast-growing Customer Experience field. Sound interesting? Contact us today to become a sponsor!

CX Day Sponsorship Benefits	<u>Platinum</u> \$5,000* Limit of 4	<u>Gold</u> \$2,500* Limit of 10	<u>Supporter</u> \$500 Unlimited
Premium placement of logo, link on CXDay.org. It will remain on the site at least through March 2015.	✓		
Fifty word company description on CXDay.org	✓		
Logo and link on CXDay.org (size relative to sponsorship level)		✓	
Company name and link listed on CXDay.org			✓
Logo and link in CXPA newsletters in September, October and November (size relative to sponsorship level)	✓	✓	
Logo and link in dedicated CX Day email announcements to members and non-members (size relative to sponsorship level)	✓	✓	
Identified as sponsor of CX Day webinar. Logo and link included in CX Day dedicated webinar announcements. Logo will be shown during CX Day webinar and sponsors will be verbally thanked during webinar.	✓		
Logo and link included in CX Day related calendar of events listings	✓	✓	
CX Day Sponsor logo for use on your company website and collateral	✓	✓	✓
Mention in CXPA social media sites: • Twitter • Facebook • Google+	✓	✓	
Mention in CXPA press release	✓	✓	
Mention in up to three CXPA weekly bulletins	✓	✓	

OCTOBER 7, 2014 - WWW.CXDAY.ORG

Questions? Megan Cannon, mcannon@cxpa.org

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Local Networking Event Sponsorship Benefits <i>Full details on Local Networking Event Sponsorship are available on CXPA.org.</i>	\$1,500** Limit of 1 per city
Pre-Event Visibility: - Sponsor's logo and link will be displayed on the event registration page on the CX Day website - Sponsor's logo and link will be displayed on the event registration page on the CXPA website - Sponsor's logo and link will be included in the event invitation emails sent to members and non-members	✓
On-Site Visibility: - Up to 5 minute remarks at the event (greeting, no sales pitches please) - Display table (We cannot guarantee the size or shape of the display table for individual events and this does not include A/V equipment such as an electrical connection, internet connection, monitor, laptop, etc.)	✓
Post-Event Visibility: - Sponsor's logo and link will be displayed on the post-event page - Dedicated html email sent on sponsor behalf by CXPA to the registrants of the event	✓

*Sponsorship discounts for existing CXPA Global Sponsors and Corporate Members who purchase Platinum or Gold Sponsorships:

- Gold Sponsors: \$500
- Silver Sponsors: \$250
- Bronze Sponsors: \$150
- Corporate Members: \$150

** Sponsorship discounts for existing CXPA Global Sponsors and Corporate Members who purchase a Local Networking Event sponsorship:

- \$1,200

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