

Invitation to Exhibit and Sponsor



# Call Center 2.0™

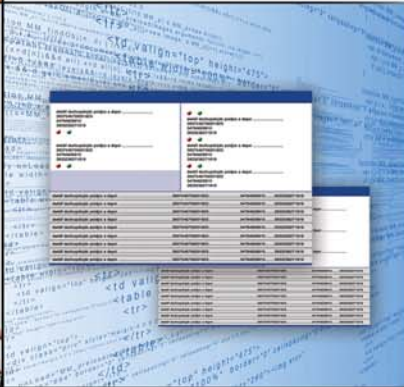
**Meet High-Level Decision Makers Looking to Make Their Call Centers More Efficient & Profitable with Cutting Edge Technology**



Sponsored And Endorsed By *Customer Interaction Solutions* Magazine, The Industry's 1<sup>st</sup> And Pioneering Publication Since 1982!

## **Timely Topics Presented By World Class Speakers:**

Unified Communications In The Contact Center • CRM Software  
Software As A Service (SaaS) • Customer Care Solutions  
VoIP / IP Call Centers • Advanced Workforce Optimization  
Effective Agent Training and Management • Speech Technologies  
Call Recording Technologies • Deploying Global IP Solutions  
IP-Based Home Agent Solutions



**Call Center 2.0™**

**September 16-18, 2008**

**Los Angeles Convention Center  
Los Angeles, California USA**

**[www.callcenter20.com](http://www.callcenter20.com)**

## Reach The Most Call Center Leaders Seeking Solutions to Drive Improvements



Rich Tehrani  
TMC President &  
Conference Chair

**C**ontact centers have changed considerably over the past decade or so, with many technological innovations, an increasingly globalized economy and diversified workforce, heightened customer expectations, and an overall change in the way people communicate. In fact, when you think of all the changes that have happened, it's obvious that there are now many new pressures on the leaders of these contact centers who must stay on top of all that is happening.

That is why large numbers of contact center leaders will be coming to the premier conference focusing on the ever changing nature of the contact center – **Call Center 2.0**, which is being held September 16-18, 2008 at the Los Angeles Convention Center.

**Call Center 2.0** is quickly becoming the premier event where influential call center executives and senior technical managers find solutions. And in addition to finding the solutions they are seeking, attendees to **Call Center 2.0** will leave with a coveted professional certification from TMC University.

Because we know you need to reach an audience of people who actually make purchases for their call centers – and I mean the top leaders like CEOs, Presidents, CTOs, VPs, etc. with the ultimate buying authority for their call centers – we have built a conference especially for them at **Call Center 2.0**.

Our vast team of experts, including the editorial staff of *Customer Interaction Solutions* magazine, has carefully assembled the educational curriculum of **Call Center 2.0** to reflect the most important topics facing the industry, and the end result is an event that more than justifies their valuable time and investment.

No other event focuses on the key technological aspects of change affecting all contact centers like **Call Center 2.0**, and no other event will bring the leaders of these companies together in one place. It truly represents your best opportunity to meet face to face with hundreds of potential customers in one place.

Regards,

A handwritten signature in black ink that reads "Rich Tehrani".

Rich Tehrani  
TMC President & Conference Chairman





## The Premier Event for Call Center Decision Makers

At TMC, we have been teaching contact center professionals how to evaluate and select products for their centers since 1982.

Today, **Call Center 2.0** is the accepted forum for learning, networking, and setting a course for contact centers to run at maximum efficiency - and profitability. Technology solutions, management techniques and

judicious business decisions combine to help contact leaders increase sales and service and grow their company.

Only at **Call Center 2.0** will you meet contact center leaders coming to learn new ways to effectively run their business while simultaneously forming relationships with new business partners.



Where other call center events focus more on leadership issues and attract more supervisors than top-level decision makers, **Call Center 2.0** focuses strictly on issues that will bring about improved efficiency and effectiveness of these call centers.

As a result, **Call Center 2.0** attracts the highest level call center decision makers - those who are ultimately responsible for their call center's bottom line and are looking for ways to improve the overall performance, increase productivity, and reduce operating costs.

That is why the audience at **Call Center 2.0** is senior-level management - executives, with titles such as CEO, President, CTO, CIO, and Vice President. They come to learn about the latest technological advances in the in-depth educational sessions, and then to see these technologies in person on the exhibit floor as they meet with vendors who are able to provide the solutions they are seeking.

### Attendees Learn to Properly Select and Deploy Today's Most Powerful Management Solutions

- TMC University Certification Courses offer a cohesive series of classes on a single topic, training how to select, deploy and manage complete systems.
- Conference tracks present a range of views on the most important challenges and opportunities faced in today's contact centers.
- All sessions and courses are taught in a non-commercial manner, ensuring you get an unbiased assessment of each technology and solution.
- Certification courses and conference tracks present the perfect mix of technical and business-related information, allowing you to determine which solutions best fit your company.
- New this year, TMC is offering full and partial scholarships to qualified professionals for TMC University Courses.

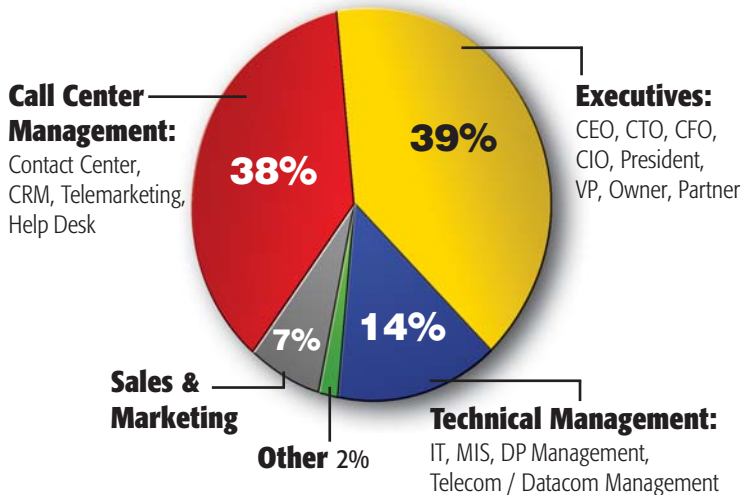


## Who Attends **Call Center 2.0™**?

Over 1,000 attendees are expected to come to the Los Angeles Convention Center for **Call Center 2.0**. The majority of these attendees are top level executives and decision makers, coming to the show to learn more about the latest technological innovations, industry trends, and to make final purchasing decisions on the products they need to maximize productivity in their call centers. They come from a variety of industries including services such as financial and travel, telecommunication providers, government agencies, manufacturers, and more. But the one thing they all have in common is the desire to find more information about technology to improve their contact center performance.

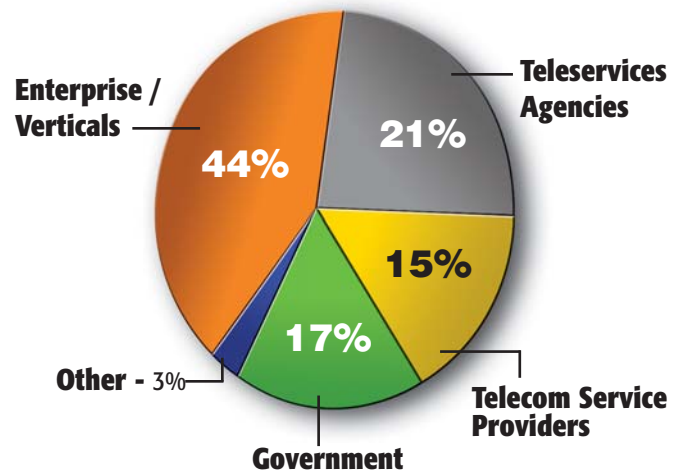
### High Level Decision Makers

*Call Center 2.0 attracts more top level executives with buying authority than any other event*



### Cross Section Of Industries

*Call Center 2.0 attracts representatives of call centers from a variety of industry sectors.*



**77%** of attendees are high level decision makers\*

**95%** of attendees are personally involved in making buying decisions\*

**81%** said the show influenced a product or vendor selection\*



\*Source: Attendee registration forms and surveys

## Support of the Industry's Longest Running and Most Trusted Publications

TMC has the most popular Web site – TMCnet – and the most read publications – *Customer Interaction Solutions* and *INTERNET TELEPHONY* – in the industry, which not only provides us access to millions of potential attendees of the event, but our vast collection of award winning writers and editors helps ensure the highest quality educational content, which in turn delivers the highest quality attendee. This unprecedented support is one of the reasons that **Call Center 2.0** remains the premier event in the industry.

*Customer Interaction Solutions*, referred to as “The Bible of the Industry” by the Wall Street Journal, is the longest running and most read publication in the call center industry. The award winning editorial team will be assembling the educational content for **Call Center 2.0**, and hand picking the speakers from hundreds of applicants. This will ensure the highest caliber educational content, which in turn guarantees the absolute best attendees.



### TMC's Vast Network Helps You Reach Millions of Potential Customers



In addition to *Customer Interaction Solutions*, TMC also publishes *INTERNET TELEPHONY* magazine, the #1 publication for IP Communications. Due to the technical nature of **Call Center 2.0**, there are many who will read both publications. Beyond that, TMCnet is the #1 destination for both the Call Center and IP Communications industries, with nearly 3 million unique visitors per month. This vast reach enables us to contact millions of potential customers and attendees before, during, and after the event, ensuring not only the highest quality, but quantity.



### Collocated Event Draws Even More Potential Customers

Along with the nearly 1,000 top level call center leaders expected, exhibitors have full access to all 7,000+ attendees of the collocated INTERNET TELEPHONY Conference & EXPO. At our last ITEXPO, 28% of attendees were seeking call center solutions, meaning there will be thousands of additional potential customers.



## Flexible Sponsorship/Exhibit Packages

The sponsor and exhibit packages for **Call Center 2.0** have been created to maximize your exposure to this powerful audience. Each package includes space in the high-traffic exhibit hall along with additional strategic promotional activity, which for the Diamond Sponsor could potentially generate up to 10 million impressions.

### Diamond Sponsor

*includes 8 X 20 Booth Space*

- One **8' x 20'** booth space on the exhibit floor.
- Opportunity to sponsor additional items during the conference – lanyards, notepads, networking receptions, etc.
- Your logo included on all promotional materials created for the event (**Greater Than 500,000 Impressions** – based on date of signing.)
- Your logo on the cover of the Conference Directory distributed at the event.
- Your company logo on banners and signage created for the event.
- Your company logo and link from the Call Center 2.0™ homepage to your Web site.
- Full page ad in the Conference Directory.
- Internet banner (including a link to your site) rotating on the Call Center 2.0™ Web site.
- 200-word description in Conference Directory and on Call Center 2.0 Web site with your company's logo.
- Four-color logo with your listing in Conference Directory.
- Meter-board sign displayed in a prominent area at the show.
- Three full-conference passes.
- Inclusion of a special one-page company promotional piece in all attendee bags.
- Your company name mentioned in conjunction with the event in press releases, eNewsletters, e-mail promotions, and editorial content on the show Web site.
- Priority sponsorship options for future Call Center 2.0 Conferences™.

**Greatest Value!**

### Platinum Sponsor

*includes 8 X 20 Booth Space*

- One **8' x 20'** booth space on the exhibit floor.
- Opportunity to sponsor additional items during the conference – lanyards, notepads, networking receptions, etc.
- Four-color logo with your listing in Conference Directory.
- Banner ad on Call Center 2.0™ Web site.
- Three full-conference passes.
- Inclusion of a special one-page company promotional piece in all attendee bags.
- Your company name mentioned in conjunction with the event in press releases, eNewsletters, e-mail promotions, and editorial content on the the show Web site.
- Priority sponsorship options for future Call Center 2.0 Conferences™.

### Gold Sponsor

*includes 8 X 10 Booth Space*

- One **8' x 10'** booth space on the exhibit floor.
- Two full-conference passes.
- Inclusion of a special one-page company promotional piece in all attendee bags.
- Your company name mentioned in conjunction with the event in press releases, eNewsletters, e-mail promotions, and editorial content on the the show Web site.
- Priority sponsorship options for future Call Center 2.0 Conferences™.



## Maximize Your Presence at Call Center 2.0

Sponsors of **Call Center 2.0** can receive millions of impressions before, during, and after the event through TMC's vast promotional campaign. Have your logo in all print ads promoting the show, company description with a link to your site from the **Call Center 2.0** Web site, mentions in press releases, marketing emails, and prominent exposure within the conference brochure and on-site program, and on-site signage. All together, this can lead to millions of impressions which strengthens your brand as a leader in the field, and also helps drive more traffic to your booth during the show itself.

But to maximize your sponsorship, you need to be in it from the beginning so you don't miss out on any ads, any mailings, or any Web traffic. Reserve your sponsorship now to maximize your exposure - before, during, and after **Call Center 2.0!**

TMC **Call Center 2.0™**



## Stay at the Official Show Hotel!

Save Time, Save Money, & Network with Colleagues all in one location!

### Westin Bonaventure Hotel & Suites

404 South Figueroa St.  
Los Angeles, CA 90071  
Phone: 213.624.1000

In the heart of Los Angeles' downtown financial district, and just blocks from the LA Convention Center, the landmark Westin Bonaventure Hotel & Suites, Los Angeles is ideally located. Guests have easy access to cultural and business centers, as well as nearby beaches, the Los Angeles Convention Center, Staples Center, and Dodger Stadium.

Get the best value, most convenience, and option to network with hundreds of other Call Center 2.0 attendees by staying at the official show hotel.

Special Room Rate: \$189/night

Call 213.624.1000 to reserve your room.

Mention that you are a Call Center 2.0 attendee for discount



Special group rate. Subject to availability.

Group rate expires Friday August 15, 2008 at 5:00pm (PDT)  
or when room block is filled.

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to Make Their Call Centers More Efficient  
& Profitable with Cutting Edge Technology**

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## **Call Center 2.0™**

Hosted by TMC  
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[www.callcenter20.com](http://www.callcenter20.com)

