

CMP CUSTOMER
MANAGEMENT
PRACTICE™

2026 BUSINESS OPPORTUNITIES KIT

CMP OVERVIEW

CONFERENCES

EXCHANGES

CCWOMEN

DIGITAL

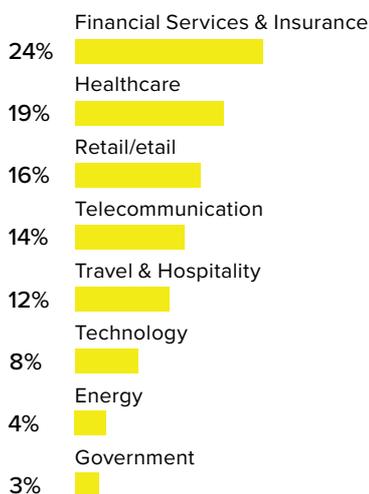
RESEARCH

OUR CUSTOMERS

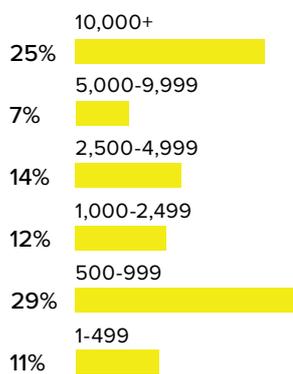
Customer Management Practice (CMP) is the ultimate hub for all things customer management – ranging from customer service, customer experience (CX), and contact center operations. With a community of over 185k+ members, we provide year-round engagement, insights, and networking opportunities through our four key divisions, ensuring that our community stays connected, informed, and ahead of the curve.

| RESEARCH | EVENTS | DIGITAL | CCWOMEN |
|--|---|---|--|
| <p>CMP Research, the research and advisory arm of CMP which hosts Customer Contact Week (CCW), delivers unlimited advisory support, diagnostic tools, and data-driven insights. We help customer contact & CX executives optimize experience, technology, and operations, while enabling solution providers with go-to-market strategies and customer insights.</p> <p>Through in-depth research, data, and analyst support, we help solution providers enhance product development, refine value propositions, understand buyer requirements, and drive go-to-market success through strategic guidance on positioning, transformation, ideation, and the customer mindset.</p>  | <p>CMP Events produces the premier industry events in customer management for customer contact and experience professionals who prioritize customer-centricity as their competitive advantage. The events portfolio includes the world's largest customer contact event series, Customer Contact Week (CCW), including the flagship conference and tradeshow, CCW Las Vegas. We also host invitation-only, executive benchmarking events in the form of our Exchanges, providing buyers and sellers the opportunity to meet 1:1 through curated business meetings tailored to specific investment priorities. Our events showcase CMP Research and serve as the in-person connection opportunity for both our Digital and CCWomen communities. If you have a customer, you belong at a CMP event.</p>   | <p>CCW Digital is the global online community and research hub of more than 185,000+ customer contact members. Representing organizations big and small from all corners of the globe, our members stay up-to-date on the latest tools, techniques, and technologies by accessing our reports, innovative research formats, and various forms of digital media that all complement our industry leading live event series.</p> <p>We specialize in creating powerful digital and demand generation campaigns for our service provider partners that connect you with your target audience. Whether you're looking to boost brand awareness, generate high-quality leads, or establish yourself as a thought leader, we've got you covered. Our unique, tailored approach ensures your campaigns are not only effective but resonate with your customers and prospects to deliver real results.</p>  | <p>A dedicated community for empowering women in the customer contact space. Through active discussions, leadership insights, and career guidance, we champion diversity and progress within the industry. Our mission is to revolutionize the customer contact industry through community, one woman at a time. We're here to build a stage for you to stand on.</p>  |

OUR COMMUNITY
INDUSTRY



COMPANY SIZE





200,000+
Members



50,000+
Content Downloads
Every Year



150,000+
Social Media
Members

CONTROLS OR DIRECTLY INFLUENCES BUDGET

86% YES

14% NO

79% Decision Makers

68% Director-Level or Above

BUILD YOUR CAMPAIGN: PARTNERING FOR ROI: YOUR PATH TO MAXIMUM VALUE

From intelligence to influence, from visibility to velocity, from strategy to sales, let us guide your strategy to success every step of the way.

CCW DIGITAL BUILD MOMENTUM DIGITALLY.

- Targeted campaigns to boost visibility
- Generate high-quality leads
- This is the amplification phase—get noticed by the right people

CMP RESEARCH INSIGHT-DRIVEN, ADVISORY-POWERED.

- Go-to-market strategy, product innovation & advisory
- Leverage robust research & data
- This is the planning and intelligence phase—know before you go

CCW CONFERENCES IN-PERSON ENGAGEMENT.

- Live demos & showcase solutions & educate
- Embed brand in your industry
- This is the influence phase—be present, be impactful, be remembered

CMP EXCHANGES DEAL ACCELERATION.

- Engage senior-level buyers
- Align with executive whose priorities match your solutions
- This is the acceleration phase—shorten sales cycle and close business

CCWOMEN EMPOWER WOMEN, ENRICH BUSINESS.

- Buyers can't distinguish vendors—brand trust drives decisions
- Diversity messaging feels hollow without proof
- CCWomen builds credibility, connection, and buyer confidence

| | Conference | CMP Research | Exchange | CCW Digital Seminar Series |
|-------------|---------------------------|--|--|---|
| 2026 | | | | |
| January | CCW Orlando (Jan 21-23) | Workforce Management Customer Analytics Automated QA/QM | | |
| February | | | CCW Emerging Tech Exchange (Feb 4-6) | Emerging Contact Center Technology |
| March | | | CCW Executive Exchange (Mar 4-6) | |
| April | | | CCW BFSI Exchange (Apr 8-10) | |
| May | | | CXO Exchange (May 13-15) | CX in 2030: Future of the Omnichannel Contact Center |
| June | CCW Las Vegas (Jun 22-25) | Chatbot/Virtual Agent Conversational IVR/Voicebot Real-Time Agent Assist/Copilot | Executive Leadership Exchange at CCW Las Vegas (Jun 23) | |
| July | | | CCW Retail Exchange (July 15-17) | |
| August | | | CCW Executive Exchange (Aug 5-7) | |
| September | | | CCW Healthcare Exchange (Sep 16-18) | Modernizing Service Experiences with AI & Digital |
| October | CCW Nashville (Oct 7-9) | Workforce Management Customer Analytics Automated QA/QM | Executive Leadership Exchange at CCW Nashville (Oct 7-8) | |
| November | | | CCW Executive Exchange (Nov 4-6) | |
| December | | | | Redefining Customer Service: Trends, Challenges & Opportunities |

| | CCW Digital Market Study | CCW Digital Magazine | CCWomen |
|-----------|--|-------------------------------|--|
| 2026 | | | |
| January | Emerging Contact Center Technology | | <ul style="list-style-type: none"> • Pre-Summit Dinner (Jan 20 - Paid Member Exclusive) • CCWomen Summit at CCW Orlando (Jan 21-23) • CCWomen Magazine Issue 4 |
| February | | | <ul style="list-style-type: none"> • Webinar • Podcast |
| March | Rethinking Banking, Finance & Insurance CX in the Age of AI | | <ul style="list-style-type: none"> • Webinar • Podcast • Women's History Month Leadership Forum (Mar 3 - Free for Paid Members, Registration Fee for Non-Paid Members) |
| April | | | <ul style="list-style-type: none"> • Webinar • Podcast |
| May | | State of AI | <ul style="list-style-type: none"> • Webinar • Podcast |
| June | CX in 2030 | | <ul style="list-style-type: none"> • Pre-Summit Lunch (June 21 - Paid Member Exclusive) • CCWomen Summit & Breakfast at CCW Las Vegas (June 22-25) • CCWomen Magazine Issue 5 |
| July | State of Generative & Agentic AI in Travel & Hospitality | | <ul style="list-style-type: none"> • Webinar • Podcast |
| August | Modernizing Service Experiences with AI & Digital | | <ul style="list-style-type: none"> • Webinar • Podcast • Leadership Forum (Aug 11) • CCWomen Session at CCW Executive Exchange (Aug 12-14) |
| September | Optimizing Healthcare & Patient Experiences with Emerging Technology | Technology vs. Humanity in CX | <ul style="list-style-type: none"> • Webinar • Podcast |
| October | | | <ul style="list-style-type: none"> • Webinar • Podcast • Pre-Summit Dinner (Oct 6 - Paid Member Exclusive) • CCWomen Summit at CCW Nashville (Oct 7-9) • CCWomen Magazine Issue 6 |
| November | Redefining Customer Service: Trends, Challenges & Opportunities | | <ul style="list-style-type: none"> • Webinar • Podcast • Leadership Forum (Nov 3) • CCWomen Session at CCW Executive Exchange (Nov 4-6) |
| December | | 2027 Predictions | <ul style="list-style-type: none"> • Podcast • NYC Meet Up (Paid Member Exclusive) |

ORLANDO



**CUSTOMER
CONTACT
WEEK**

JANUARY 21-23, 2026

JW Marriott Orlando Bonnet Creek

LAS VEGAS



**CUSTOMER
CONTACT
WEEK**

JUNE 22-25, 2026

Caesars Forum

NASHVILLE

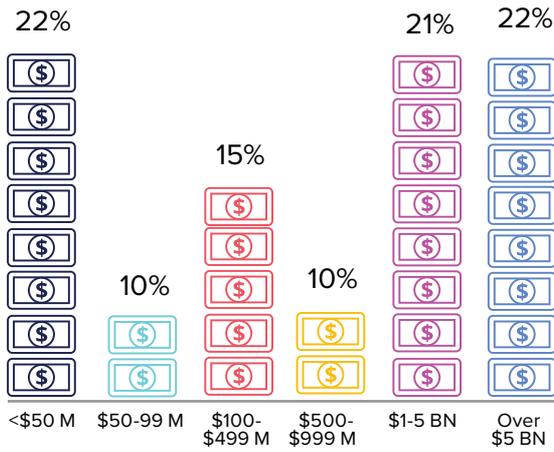


**CUSTOMER
CONTACT
WEEK**

OCTOBER 7-9, 2026

Omni Nashville

ANNUAL COMPANY REVENUE



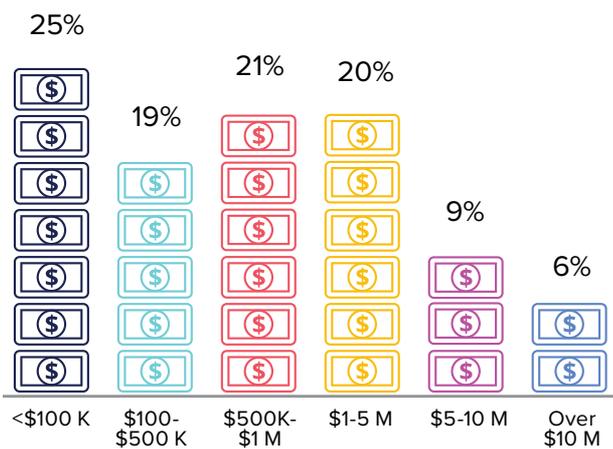
COMPANY SIZE (# OF EMPLOYEES)



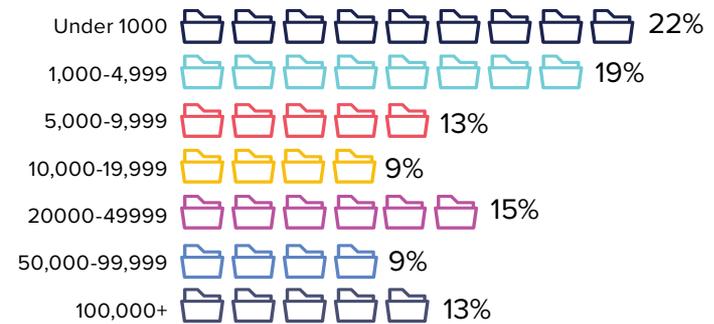
CONTROLS OR DIRECTLY INFLUENCES BUDGET



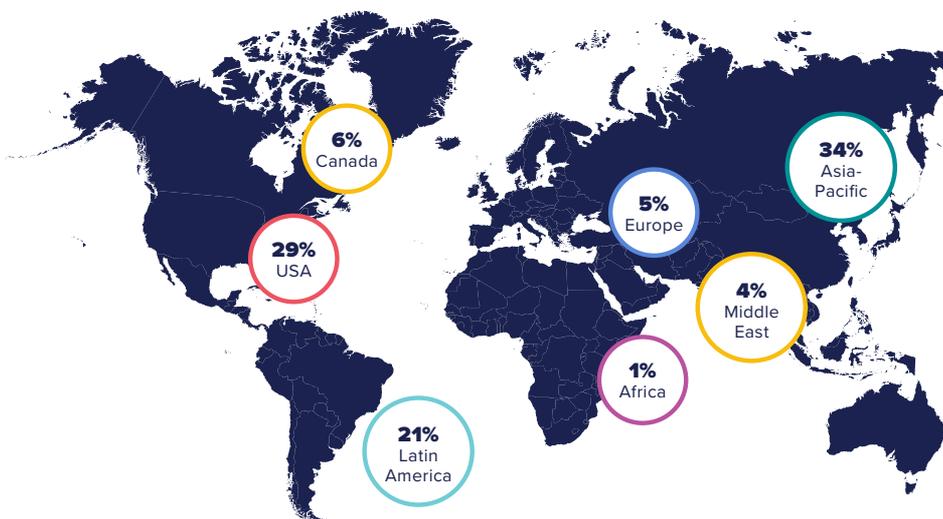
BUDGET FOR CX SOLUTIONS



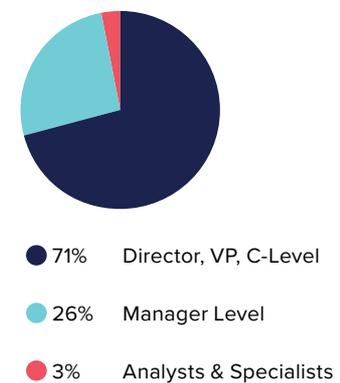
OF TICKETS HANDLED EACH MONTH



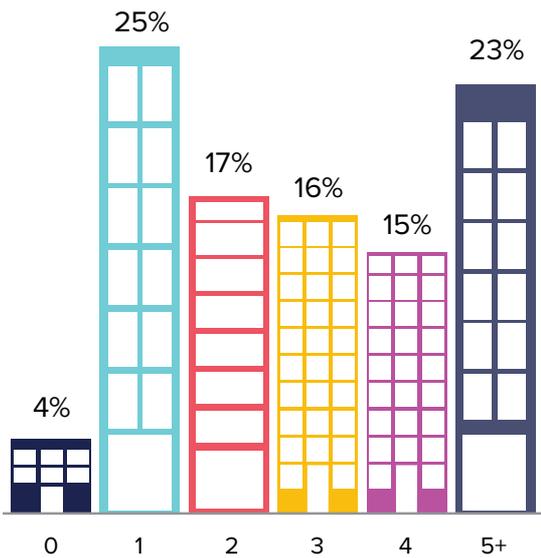
ATTENDEES POTENTIAL OUTSOURCING REGIONS



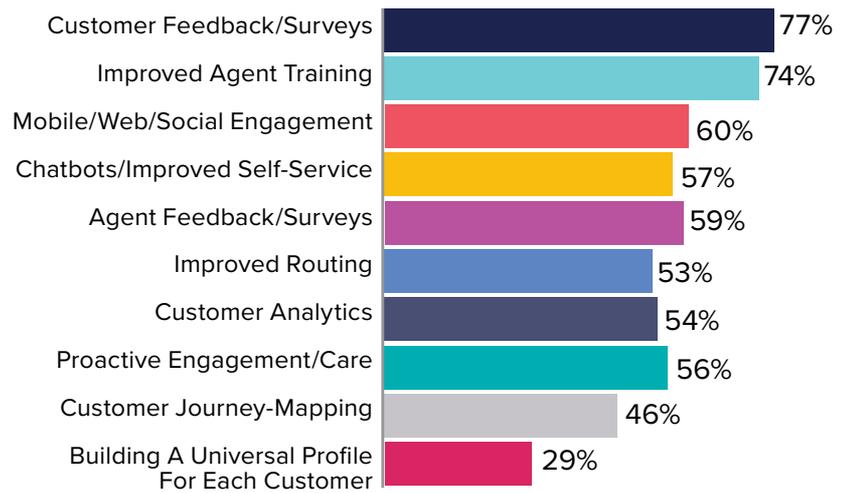
ATTENDEE SENIORITY



NUMBER OF CONTACT CENTER SITES



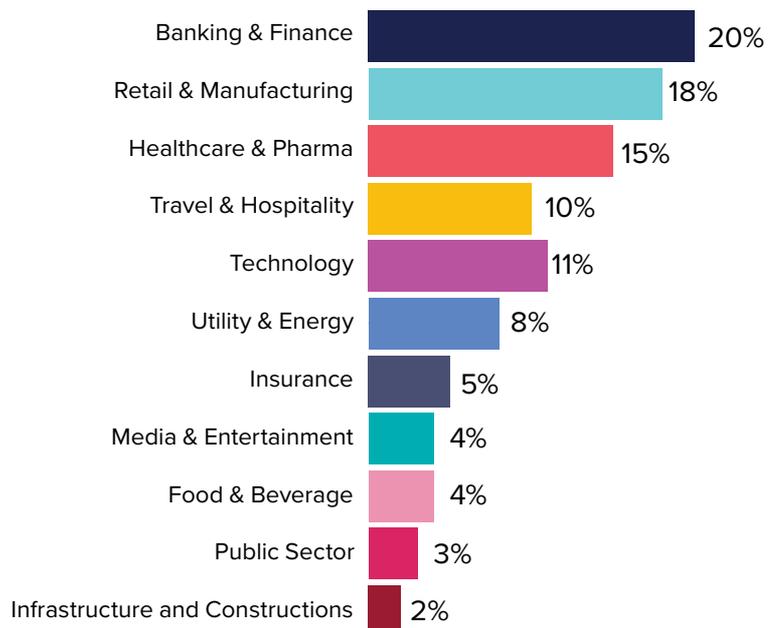
TOOLS USED TO REDUCE CUSTOMER EFFORT



MOST URGENT PRIORITIES



INDUSTRY



76%

Of attendees plan to outsource customer contact.

58%

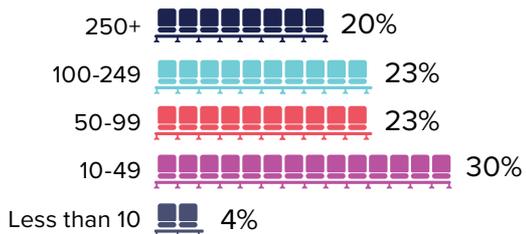
Of attendees identify AI/Automation as their top investment priority.





ATTENDEE DEMOGRAPHICS

AVERAGE AGENT SEATS PER SITE



35%

Profiled delegates sit or report directly to the c-suite.

86%

Profiled delegates influence or control the contact center & CX budget.



3 OUT OF 4

Plan to outsource their contact centers within the coming year.



1 OUT OF 4

Attend for customer technology partners.



1 OUT OF 4

Are from companies with over 10,000 employees.



150%

In buyer attendees.



125%

In buyer attendee brands.



80%

Of attendees are decision makers.

THOUGHT LEADERSHIP

| | CCW LAS VEGAS | CCW NASHVILLE/ORLANDO |
|--------------------|-----------------------------|-----------------------|
| Main Stage Panel | \$250,000 (SOLD OUT) | \$50,000 |
| Client Case Study* | \$29,000 | \$15,000 |
| Think Tank* | \$24,000 | - |
| Workshop* | \$29,000 (SOLD OUT) | \$18,000 |
| Fireside Chat* | \$29,000 (SOLD OUT) | \$18,000 |
| Panel* | \$29,000 | \$18,000 |

*Session runs concurrently with other content

GENERATE LEADS

| | CCW LAS VEGAS | CCW NASHVILLE/ORLANDO |
|------------------------------|---------------|-----------------------|
| Pavilions | \$150,000 | - |
| Single Exhibit Booth (10x10) | \$19,000 | \$15,000 |
| Double Exhibit Booth (10x20) | \$38,000 | \$25,000 |
| Quad Exhibit Booth (20x20) | \$76,000 | - |
| Meeting Room | \$25,000 | \$15,000 |
| Private Lunch | \$23,000 | \$20,000 |





BUILD BRAND AWARENESS

| TIER 1 | CCW LAS VEGAS | CCW NASHVILLE/ORLANDO |
|--|---------------|-----------------------|
| Content Card | \$28,750 | \$12,000 |
| Mobile App Sponsor | \$23,000 | \$15,000 |
| Conference Bag Sponsor (Not Exclusive) | \$23,000 | \$15,000 |
| Sponsored Seat Covers (Not Exclusive) | \$23,000 | \$20,000 |
| Branded Lanyard (Not Exclusive) | \$23,000 | \$10,000 |
| Expo Hall Aisle Signs | \$23,000 | - |
| Welcome Party (Limited to 3) | \$35,000 | \$20,000 |
| TIER 2 | CCW LAS VEGAS | CCW NASHVILLE/ORLANDO |
| Video Wall | \$17,250 | - |
| Demo Drive Sponsor | \$17,250 | \$10,000 |
| Vendor Guide Sponsor | \$17,250 | \$10,000 |
| Name Badge (Not Exclusive) | \$15,000 | \$8,000 |
| TIER 3 | CCW LAS VEGAS | CCW NASHVILLE/ORLANDO |
| Seat Drops | \$13,800 | \$13,800 |
| Welcome Bag Drops | \$12,650 | \$8,000 |
| Cocktail Bars | \$11,500 | - |
| Push Notifications | \$4,600 | \$4,600 |





**WALL
OPTION 1**

West Hotel Connector
2 Sets of 6
\$15,000



**WALL
OPTION 2**

Pre-Function 2
Size: 23'6"W x 3'6"H
\$15,000



**WALL
OPTION 3**

Pre-Function 1
Size: 31'W x 18'H
\$10,000



**FOYER
WALL**

Pre-Function 2
Size: 36'W x 12'H
\$20,000



**WALL
OPTION 5**

Pre-Function 1
4 Total Pillars
\$20,000



**DIGITAL
OPTION 1**

Welcome Entrance
Size: 32'W x 20'H
\$25,000



**DIGITAL
OPTION 2**

Welcome Foyer Display
Size: 13' 1 3/4"W x 7'5"H
\$20,000



**DIGITAL
OPTION 3**

Foyer Display
30 Sec. Advert Slot
\$25,000

★ Exclusive sponsorship opportunity!



SOLD OUT

FLOOR OPTION 1



Entrance
Size: 21'L x 31'W
\$15,000



SOLD OUT

FLOOR OPTION 2



West Hotel Connector
6 Tiles
\$10,000 each



WINDOWS OPTION 1



Hotel Connector
2 Sets of 7 Windows
\$20,000 per set of windows



SOLD OUT

STAIRWAY OPTION 1



Hotel Connector West
36 Steps, 2 Sets
\$20,000



SOLD OUT

STAIRWAY OPTION 2



Entrance
72 Steps
\$20,000



★ Exclusive sponsorship opportunity!

5X AWARD CATEGORIES AVAILABLE | \$30,000 PER SPONSOR

A CCW Excellence Awards sponsor will have the naming rights to one of the below End User award categories for CCW Las Vegas 2026 (e.g. “Five9 Customer Contact Leader of the Year”).

**Customer Contact
Leader of the Year**

**Best in Class
Contact Center
(1-99 Seats)**

**Best in Class
Contact Center
(100+ Seats)**

**Manager of
the Year**

**Agent of
the Year**

SPONSORSHIP DELIVERABLES

**6-MONTH BRANDING CAMPAIGN
PRE EVENT (JANUARY - JUNE 2026)**

- Logo and Branding included in a dedicated CCW “Awards Sponsor” tier
 - Immediately below “Premium Sponsor”
- Logo and Branding on CCW Excellence Awards website and applications
- Logo and Branding on all CCW Excellence Awards emails and communications
 - Predominantly sent to end users regarding applications, gala tickets, and general promotions.
- Logo and Branding on menus, signage, graphics/slides onsite at the CCW Excellence Awards Gala

**ONSITE BRANDING AT CCW
LAS VEGAS EVENT (JUNE 2026)**

- Naming of one of the End User award categories - See above for Sponsorable Awards
- 1 Table at the CCW Excellence Awards Gala (10 Seats)
- 1 Bag Drop at CCW Las Vegas
- Ability to provide a gift for CCW Excellence Awards Gala attendees
- Logo and Branding on menus, signage, graphics/slides at the CCW Excellence Awards Cocktail Reception & Gala



The Premier Invite-Only Event for Visionary CX & Customer Contact Leaders

Where the world's most influential customer leaders converge to shape strategy, share intelligence, and accelerate execution. This is more than an event — it's your strategy in motion.

What Is An Exchange?

The **Executive Leadership Exchange** is the definitive gathering for visionary CX and Customer Contact leaders. This invitation-only experience unites the industry's most influential executives to redefine the future of customer engagement.

Built to inspire bold thinking and meaningful collaboration, the Executive Exchange empowers leaders to benchmark strategies against the best, uncover breakthrough innovations, and tackle mission-critical challenges head-on.

This is where strategy meets impact — a powerful platform to accelerate growth, elevate customer value, and shape the next era of customer experience leadership.

A New Tier at CCW Las Vegas

After a record year for CCW Las Vegas—**5,000+ attendees, a sold-out floor, and major press**—demand for 2026 is already high.

This year, we introduce our top-tier **Executive Leadership Exchange**: an invitation-only cornerstone experience within the world's largest customer contact event series.



Your Vision. Executed.

Your vision is only as powerful as your ability to bring it to life. This isn't just another industry event — it's your execution strategy in motion.

A high-impact, high-value experience designed for senior leaders who act with purpose and don't have a moment to waste.

1 An Executive Room with Real Influence

Step into a hand-selected community of **Director-to-C-Level peers** from across industries — the leaders defining the future of customer experience, digital transformation, and operational excellence.

Here, every conversation drives change and every connection has intent.

2 Real Insights. Real Priorities.

Every session is powered by **proprietary CMP Research** — from AI investment trends to self-service adoption benchmarks.

Benchmark your performance against elite peers and set the right priorities for **2026–2027**.

No hype. No filler. Just the insights and strategies that matter most, guided by the **CCW Executive Advisory Board**.

3 No Expo Halls. No Vendor Noise. Just Real Dialogue.

This is a **discussion-first environment** — candid, focused, and high-trust.

Every interaction is curated to align with your strategic imperatives and business goals, ensuring your time delivers tangible value.

4 Immersive. Collaborative. Actionable.

Forget passive listening.

Engage in **Think Tanks, Executive Workshops, and Interactive Panels** built to challenge assumptions, ignite innovation, and transform ideas into impact.



EMERGING TECH



FEBRUARY 4-6, 2026
San Diego

RETAIL



JULY 15-17, 2026
Denver



MARCH 4-6, 2026
Austin



AUGUST 5-7, 2026
Chicago

BFSI



APRIL 8-10, 2026
Fort Lauderdale

HEALTHCARE



SEPTEMBER 16-18, 2026
Scottsdale



MAY 13-15, 2026
Charlotte, NC



OCTOBER 7-8, 2026
*Nashville



JUNE 23, 2026
*Las Vegas



NOVEMBER 4-6, 2026
Miami

QUALIFYING CRITERIA FOR OUR 700+ EXECUTIVES:



Director level & above from the CX and Customer Contact Space



Represents a Fortune 1000 company or disruptor in their industry

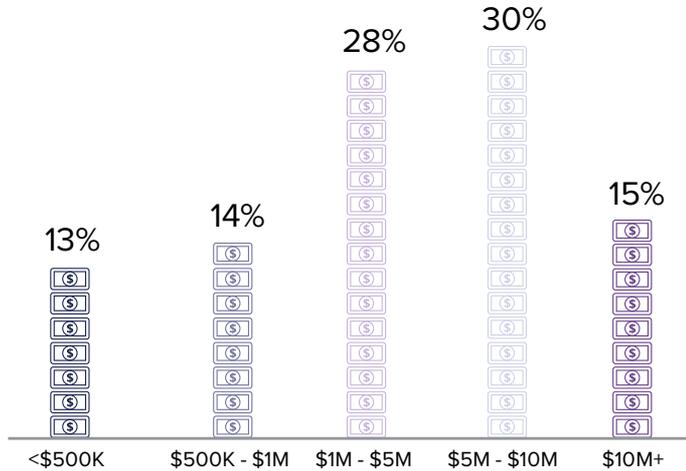


Directly controls or influences budgetary decisions

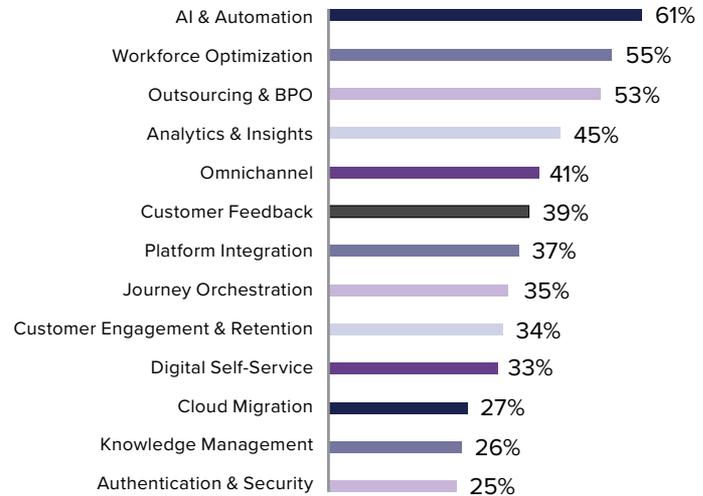


Active projects needing CX & Customer Contact solutions within the next 6-12 months

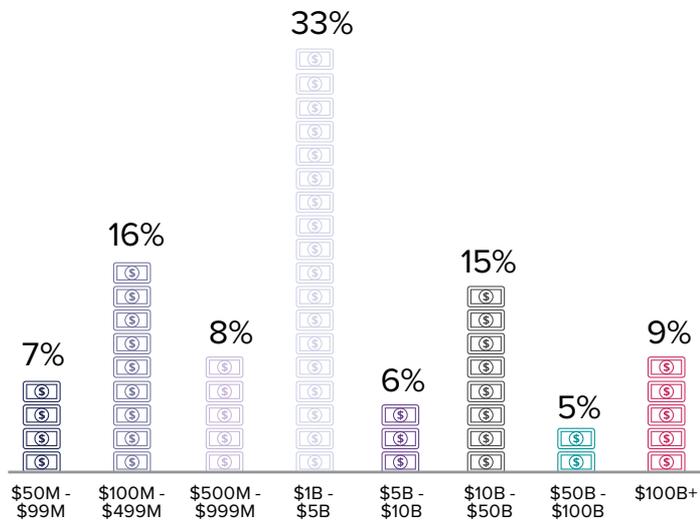
BUDGETS FOR CX SOLUTIONS



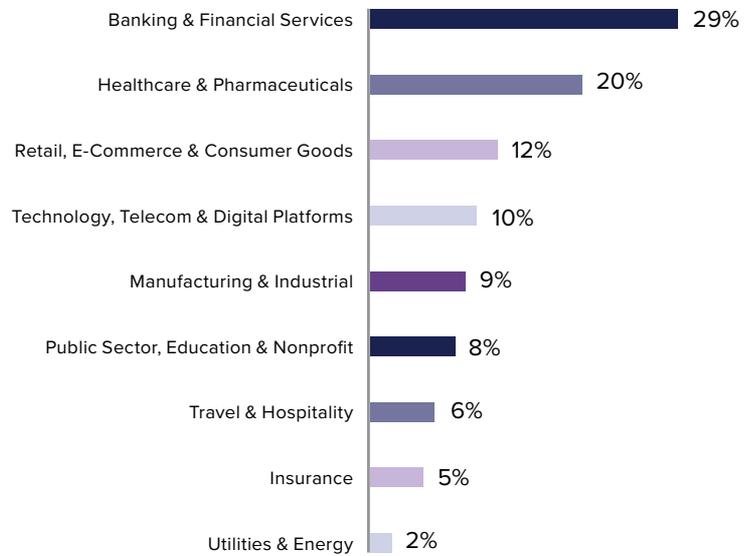
TOP PRIORITIES FOR EXECUTIVES



ANNUAL COMPANY REVENUE



INDUSTRY BREAKDOWN



(Data compiled from 2025 CCW Executive Exchange Series)

JOB TITLES

VPs, Directors & Heads of:

- Business Insights
- Call Center
- Call Center Care and Service Centers
- Call Center Operations
- Call Center Technology
- Client Experience
- Client Services
- Consumer Experience
- Consumer Insights
- Contact Center
- Contact Center Analytics

- Contact Center Training
- Customer and Employee Experience
- Customer Care
- Customer Engagement
- Customer Experience
- Customer Experience/CX Customer Operations
- Customer Operations
- Customer Service
- Customer Service Technology
- Customer Success
- Customer Support

- CX Learning
- CX Training
- Employee Development
- Employee Engagement
- Employee Experience
- Engagement Center
- Fraud Detection
- Knowledge Management
- Learning & Development
- Member Experience
- Member Services
- Omni-Channel

- Operations Strategy and Performance
- Quality and Training
- Quality Assurance Training and Development
- Service Centers
- Service Operations
- Social Care/Social Media Care
- User Experience/UX
- Voice of Customer
- Workforce Management
- Workforce Planning

The Exchange offers solution providers custom sponsorship packages highlighted by numerous 1:1 business meetings and thought leadership opportunities to meet specific goals.



ONE-TO-ONE BUSINESS MEETINGS

Before the exchange, delegates and solution providers strategically select their preferred meeting partners based on pressing business needs. Every attendee gets a tailored agenda, and these exclusive 30-minute one-on-one meetings offer a unique chance to highlight your company’s strengths and collaborate on strategies that drive mutual success and growth.



NETWORKING RECEPTIONS

The Exchanges will host a series of breakfasts, networking breaks, luncheons, and cocktail receptions designed to maximize your engagement opportunities. Our dedicated team is committed to collaborating with you closely, ensuring that every aspect of the experience meets your specific objectives.



MAIN STAGE SESSIONS

You will have the unique opportunity to moderate a panel with industry leaders discussing a topic that addresses the challenges and priorities faced by the market. Alternatively, consider sharing a compelling client case study that highlights your journey—discussing the specific challenges faced, the innovative solutions implemented, and key benchmarks that demonstrate your success.



THINK TANKS & MASTERCLASSES

This session is positioned to present the solution provider as an “expert” in the topic, as delegates will be attending for the opportunity to hear thought leadership on strategies, tactics, or case studies.

INVESTMENT PACKAGE OPTIONS

All packages include branding on the event website, brochure and signage onsite.

| BRONZE LEVEL | SILVER LEVEL | GOLD LEVEL |
|---|---|--|
| <p>MEETINGS ONLY PACKAGE</p> <p>10x Business Meetings 2x Attendee Passes</p> <p>\$35,000</p> | <p>MEETINGS ONLY PACKAGE</p> <p>15x Business Meetings 3x Attendee Passes</p> <p>\$45,000 (Standard: \$52,500)</p> | <p>MEETINGS ONLY PACKAGE</p> <p>20x Business Meetings (Includes 2 meeting spaces) 4x Attendee Passes</p> <p>\$55,000 (Standard: \$70,000)</p> |
| <p>THOUGHT LEADERSHIP PACKAGE</p> <p>10x Business Meetings 2x Attendee Passes 1x Think Tank or Quickfire Spotlight</p> <p>\$40,000 (Standard: \$45,000)</p> | <p>THOUGHT LEADERSHIP PACKAGE</p> <p>12x Business Meetings 3x Attendee Passes 1x Masterclass or Breakfast Workshop</p> <p>\$45,000 (Standard: \$57,000)</p> | <p>THOUGHT LEADERSHIP PACKAGE</p> <p>15x Business Meetings 3x Attendee Passes 1x Main Stage or Afternoon Workshop</p> <p>\$50,000 (Standard: \$72,500)</p> |

BRANDING UPGRADES + ADD ONS

TIER 1 | \$5,000 EACH

- Lanyard
- Name Badge
- Networking Meals
- Welcome Folder
- Ride Share Codes
- Prize Drawing

TIER 2 | \$7,000 EACH

- 1-Minute Video Spotlight
- Attendee Amenity Kit
- Welcome Drink
- Mobile App
- WiFi Code

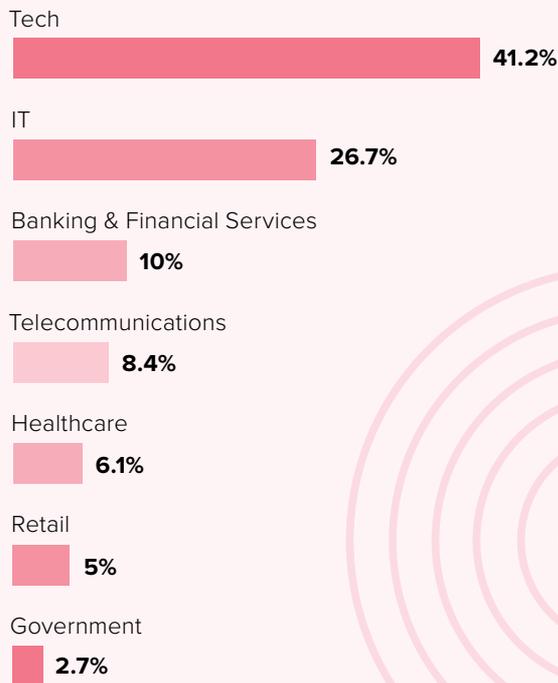
TIER 3 | \$10,000 EACH

- Private Lunch Table
- Welcome Folder Invite
- Local Experiences & Activities

CCWomen is a community platform that aims to support, celebrate, and connect women and allies. Our mission is to transform the customer contact industry and business world, making it a more diverse, equitable, and inclusive place for all women professionals.

We partner with businesses to elevate their corporate identity and facilitate transformative gender equity and workplace belonging initiatives. Our diverse sponsorship and membership packages offer consistent, year-round engagement, including networking, branding and individual development opportunities to drive organizational success.

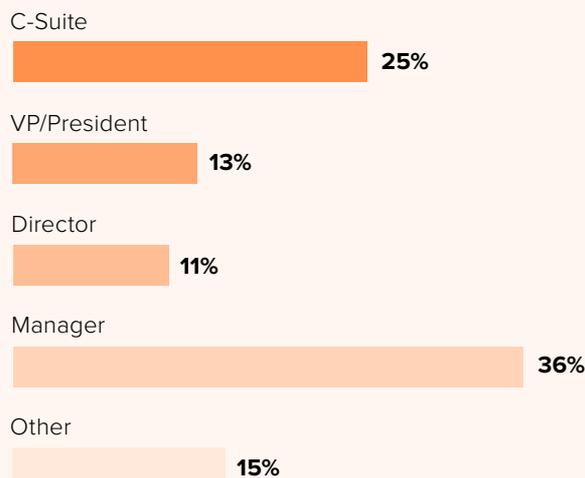
INDUSTRY



JOB TITLES

- Chief Customer Officer
- Chief Marketing Officer
- Chief Operations Officer
- Chief Partnership Officer
- Contact Center Project Coordinator
- Chief Customer Officer
- Director, Customer Service Operations
- Global Vice President of Customer Success
- Head of Customer Care
- Head of Support
- Senior Director of Contact Center Infrastructure
- Senior Director of Contact Center Operations
- Senior Manager of CX Partner Management
- Senior Manager of Human Resources
- Senior Manager of Partner Programs
- Senior Vice President & Director of Mass Market Servicing
- Senior Vice President of Customer Relations
- Vice President of Client Solutions
- Vice President of Contact Center
- Vice President of Customer Experience
- Vice President of Marketing & Partnerships
- Vice President of Strategy & Operations

SENIORITY LEVEL



CCWOMEN MAGAZINE ADVERTISEMENT

STRONGER TOGETHER: HUMAN-CENTERED EXPERIENCE (ISSUE 5)

The CCWomen Magazine is more than a publication.. it's a movement. Distributed digitally to the CCWomen network and in print at aligned CCW events, it positions your brand at the center of the conversation around leadership, diversity, and equity in customer contact.

- Print distribution at CCW Las Vegas (June 22-25, 2026)
- Marketing across CCWomen Network
- 2x Annual CCWomen Memberships
- 2x Passes to the Pre-Event Networking Dinner at any CCW Event
- Outbound link in our appendix (digital version only)
- Sponsor deliverables due 5/8/26



| | |
|-------------------------|----------|
| Inside Front/Back Cover | \$10,000 |
| Full-Page Ad | \$7,500 |
| Half-Page Ad | \$5,000 |

DECEMBER MEET UP

CELEBRATE THE SEASON WITH CCWOMEN IN NEW YORK CITY

Our annual December Meet-Up is an exclusive, members-only, three-day experience designed to connect, inspire, and celebrate women leaders.

Highlights include private dinners, iconic NYC outings (Rockettes, Rockefeller Center Christmas Tree, and more), a professional portrait session, and the highly anticipated unveiling of our Times Square billboard.

- Premium brand visibility pre, during, and post event
- Logo placement on the Times Square Billboard
- Logo on dinner menus (where available)
- Opportunity for branded swag items



| | |
|---------------------|----------|
| Networking Dinner | \$7,000 |
| Billboard Inclusion | \$7,500 |
| Logo on Dinner Menu | \$7,500 |
| Dinner Toast | \$7,500 |
| Happy Hour | \$10,000 |

THOUGHT LEADERSHIP

| | |
|------------------------------------|----------|
| Leadership Forum Panel (Exchanges) | \$10,000 |
| Summit (CCW Las Vegas) | \$25,000 |
| Summit (CCW Orlando/Nashville) | \$13,000 |
| Webinar | \$9,000 |
| Podcast | \$5,000 |

BUILD BRAND AWARENESS

CCW LAS VEGAS

CCW ORLANDO/NASHVILLE

| | | |
|---------------------------------------|----------|----------|
| Networking Breakfast | \$15,000 | \$5,000 |
| Member & Speaker Welcome Lunch/Dinner | \$15,000 | \$10,000 |
| Magazine Launch Champagne Toast | \$10,000 | \$5,000 |
| Branded Tabletop at CCWomen Zone | \$5,000+ | - |

EXTRA ADD ONS

| | |
|---|----------|
| Leadership Forum Dinner (Co-Sponsored) | \$5,000 |
| Leadership Forum Dinner (Exclusive Sponsor) | \$10,000 |
| Leadership Forum Dinner Menu Logo | \$5,000 |
| Meet Up Group Activity | Custom |



WHO WE ARE

CCW Digital, a division of Customer Management Practice (CMP) is the global online community and research hub **of more than 185,000+ customer contact members.**

With the mission of creating customer contact rockstars, CCW Digital provides the customer contact community with the research, analysis, and network required to optimize their customer contact operations. Representing organizations big and small from all corners of the globe, our members stay up-to-date on the latest tools, techniques, and technologies by accessing our reports, innovative research formats, and various forms of digital media that all complement our industry leading live event series.

Transform your marketing strategy with our expertise! We specialize in creating powerful digital and demand generation campaigns that connect you with your target audience. Whether you're looking to boost brand awareness, generate high-quality leads, or establish yourself as a thought leader, we've got you covered. Our unique, tailored approach ensures your campaigns are not only effective but resonate with your customers and prospects to deliver real results. Let us help you achieve your goals with precision and impact!



BY THE NUMBERS



185,000+
Members



59,000+
Weekly Opt-in
Subscribers



13,000+
Seminar Series
Registrants Yearly



24,000+
Content Downloads
Every Year



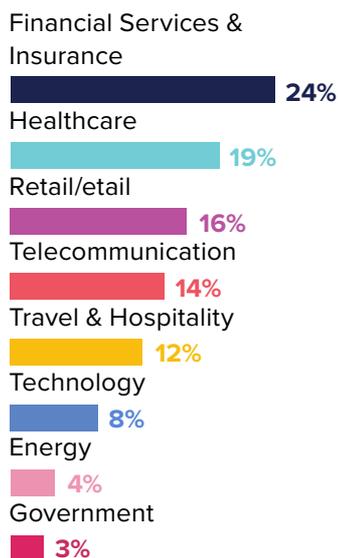
150,000+
Social Media
Members



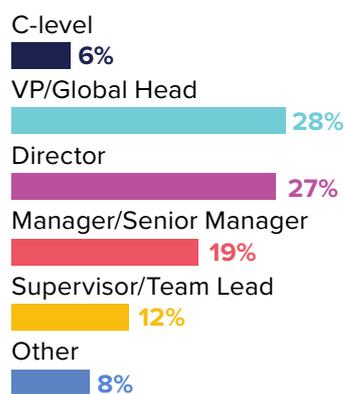
NEW
Content
Weekly

OUR MEMBERS

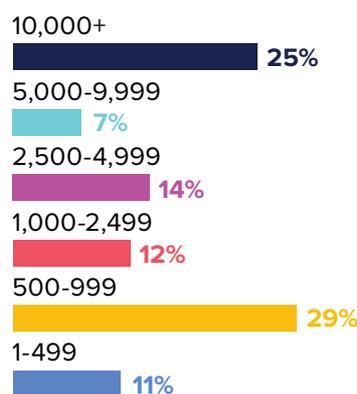
INDUSTRY



SENIORITY



COMPANY SIZE



79%

Decision Makers

68%

Director-Level or Above

3.2 HRS

On-site Per Month (Average)



| MARKET STUDIES | PUBLISH DATE |
|--|----------------|
| Emerging Contact Center Technology | January 2026 |
| Rethinking Banking, Finance & Insurance in the Age of AI | March 2026 |
| CX in 2030 | June 2026 |
| State of Generative & Agentic AI in Travel & Hospitality | July 2026 |
| Modernizing Service Experiences with AI & Digital | August 2026 |
| Optimizing Healthcare & Patient Experiences with Emerging Technology | September 2026 |
| Redefining Customer Contact: Trends, Challenges & Opportunities | November 2026 |

| SEMINAR SERIES | PUBLISH DATE |
|---|----------------|
| Technology vs. Humanity: Redefining the Agent Role | December 2025 |
| Emerging Contact Center Technology | February 2026 |
| CX in 2030: Future of the Omnichannel Contact Center | May 2026 |
| Modernizing Service Experiences with AI & Digital | September 2026 |
| Redefining Customer Contact: Trends, Challenges & Opportunities | December 2026 |

| MAGAZINE | PUBLISH DATE |
|-------------------------------|----------------|
| State of AI | May 2026 |
| Technology vs. Humanity in CX | September 2026 |
| 2027 Predictions | December 2026 |

| CUSTOM WEBINAR & ANALYST REPORT OPPORTUNITIES | PUBLISH DATE |
|--|-------------------------|
| Voice AI: The Key to Better CX in 2026 and Beyond | <i>Custom to Client</i> |
| What Customers Really Want from Chatbots | <i>Custom to Client</i> |
| Hyper-personalization in the Age of Digital CX | <i>Custom to Client</i> |
| New Trends in Knowledge Management | <i>Custom to Client</i> |
| Predictive Analytics for Coaching and Quality Management | <i>Custom to Client</i> |
| Empowering the “Consultative Agent” with Next-Gen Technology | <i>Custom to Client</i> |
| The Future of Agent Assist & Copilot Technology | <i>Custom to Client</i> |
| The Power Of Sentiment: Grow CLV Through Real-Time Analytics | <i>Custom to Client</i> |
| Rethinking Customer Trust and Security | <i>Custom to Client</i> |
| Social Listening and the Future of Reputation Management | <i>Custom to Client</i> |
| Journey of an Insight: Turning VoC Data into CX Results | <i>Custom to Client</i> |
| Restoring Humanity to B2B Experiences | <i>Custom to Client</i> |
| New Standards for Contact Center Outsourcing | <i>Custom to Client</i> |

PREMIER PACKAGES

ENGAGEMENT AMPLIFIER

Objective:

Raise brand awareness & build your database with in-market prospects that match your Ideal Customer Profile (ICP).

Plan Includes:

- Banner Advertisement
- Content Syndication
- Speaking Engagement at Seminar Series

Additional Benefits:

- Approximately 700 Opted-in Leads
- Real-time lead dashboard
- Dedicated Marketing Support team
- Access to CCW Analyst

\$35,000 INVESTMENT (~~\$41,700 value~~)

GENERATE LEADS

Objective:

Generate high-quality leads from your Ideal Customer Profile (ICP) through thought leadership content.

Plan Includes:

- Content Syndication
- Thought Leadership in Market Study
- Speaking Engagement at Seminar Series

Additional Benefits:

- Approximately 1,400 Opted-in Leads
- Real-time lead dashboard
- Dedicated Marketing Support team
- Access to CCW Analyst

\$45,000 INVESTMENT (~~\$57,500 value~~)

MOST POPULAR

INSPIRE ACTION

Objective:

Inspire entire buying group during their decision-making process with enhanced educational and leadership content.

Plan Includes:

- Thought Leadership in Market Study
- Webinar with Precision Targeting
- Analyst Report (exclusive to your brand)
- Tech Demo

Additional Benefits:

- Approximately 1,700 Opted-in Leads
- Real-time lead dashboard
- Dedicated Marketing Support team
- Access to CCW Analyst

\$67,500 INVESTMENT (~~\$85,500 value~~)

ACCELERATE SALES

Objective:

Accelerate sales cycles, boost conversions, and revive cold deals with a holistic campaign that influences the entire buying cycle.

Plan Includes:

- Content Syndication
- Speaking Engagement at Seminar Series
- Masterclass
- Analyst Report (exclusive to your brand)
- Tech Demo

Additional Benefits:

- Approximately 1,700 Opted-in Leads
- Real-time lead dashboard
- Dedicated Marketing Support team
- Access to CCW Analyst

\$95,500 INVESTMENT (~~\$113,200 value~~)



| PRODUCT DETAILS | RATE | EXPECTED LEADS |
|---|---------------------|---------------------|
| TOP-OF-THE-FUNNEL | | |
| Content Syndication | \$17,000 | Inquire for Details |
| CCW Magazine: Full Page Back Cover | \$15,000 | - |
| CCW Magazine: Front Cover Ribbon | \$15,000 | - |
| CCW Magazine: Quarter Page Ad | \$6,000 | - |
| CCW Magazine: Half Page Ad + 300 word spotlight | \$9,000 | - |
| CCW Magazine: Full Page Ad + 600 word spotlight | \$14,000 | - |
| CCW Magazine: Thought Leadership | \$8,000 | - |
| Website/Newsletter Ad | \$10,000 - \$15,000 | - |
| MID-FUNNEL | | |
| Seminar Series: Gold | \$20,700 | 700-800+ |
| Seminar Series: Silver | \$19,500 | 700-800+ |
| Seminar Series: Bronze | \$16,100 | 700-800+ |
| Analyst Reports | \$23,000 | 200 |
| Market Studies: Gold | \$21,850 | 800+ |
| Market Studies: Silver | \$17,250 | 800+ |
| Market Studies: Bronze | \$12,650 | 800+ |
| Verticalized Market Studies: Gold | \$21,850 | 300-400 |
| Verticalized Market Studies: Silver | \$17,250 | 300-400 |
| Verticalized Market Studies: Bronze | \$12,650 | 300-400 |
| Webinar | \$23,000 | Inquire for Details |
| Webinar: Analyst Session | \$18,400 | - |
| 3rd Party Webinar Promotion | \$13,000 | - |
| BOTTOM-OF-THE-FUNNEL | | |
| Custom Research Report | \$46,000 | Inquire for Details |
| Masterclass | \$30,000 | 150+ |
| Executive Roundtable | \$20,000 | - |
| Tech Demo | \$20,000 | - |

TECHNOLOGY ASSESSMENT FRAMEWORK FOR CUSTOMER CONTACT & CX



Differentiate your solution and strengthen your value proposition to capture the attention of target buyers.



Understand how your capabilities **measure up** against key investment criteria to make informed product development and go-to-market decisions.



Engage with our analyst team for feedback to better understand evolving buyer decision criteria to elevate your market position and go-to-market strategy.

| CMP RESEARCH PRISM | PUBLISH DATE |
|--------------------------------|--------------|
| Workforce Management | JANUARY 2026 |
| Customer Analytics | |
| Automated QA/QM | |
| Chatbot/Virtual Agent | JUNE 2026 |
| Conversational IVR/Voicebot | |
| Real-Time Agent Assist/Copilot | |
| Workforce Management | OCTOBER 2026 |
| Customer Analytics | |
| Automated QA/QM | |

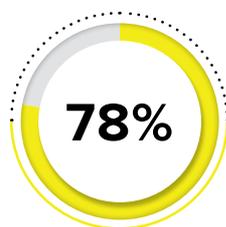


PRODUCT FEATURES

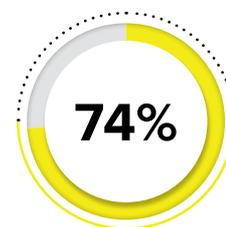
| Product Feature | Solution Providers |
|--|--------------------|
| Signature Research Studies and Whitepapers | ✓ |
| Aggregate Benchmarking Reports and Custom Datacuts | ✓ |
| Prism (Technology Assessment Framework) Interactive Tool | ✓ |
| CMP Research webinars, virtual events, and replays | ✓ |
| Client Webinars | ✓ |
| Online Research Portal | ✓ |
| Unlimited Advisory Support and Analyst Hours | ✓ |
| Complimentary All-Access Pass & Additional Discounts to the Customer Contact Week of Your Choice | ✓ |
| Two Complimentary CMP Certifications for Your Clients and Access to Exclusive Discounts | ✓ |
| Virtual and Live Analyst Support at Customer Contact Week Events (capped) | ✓ |
| Discounts on CCW Digital Opportunities | ✓ |



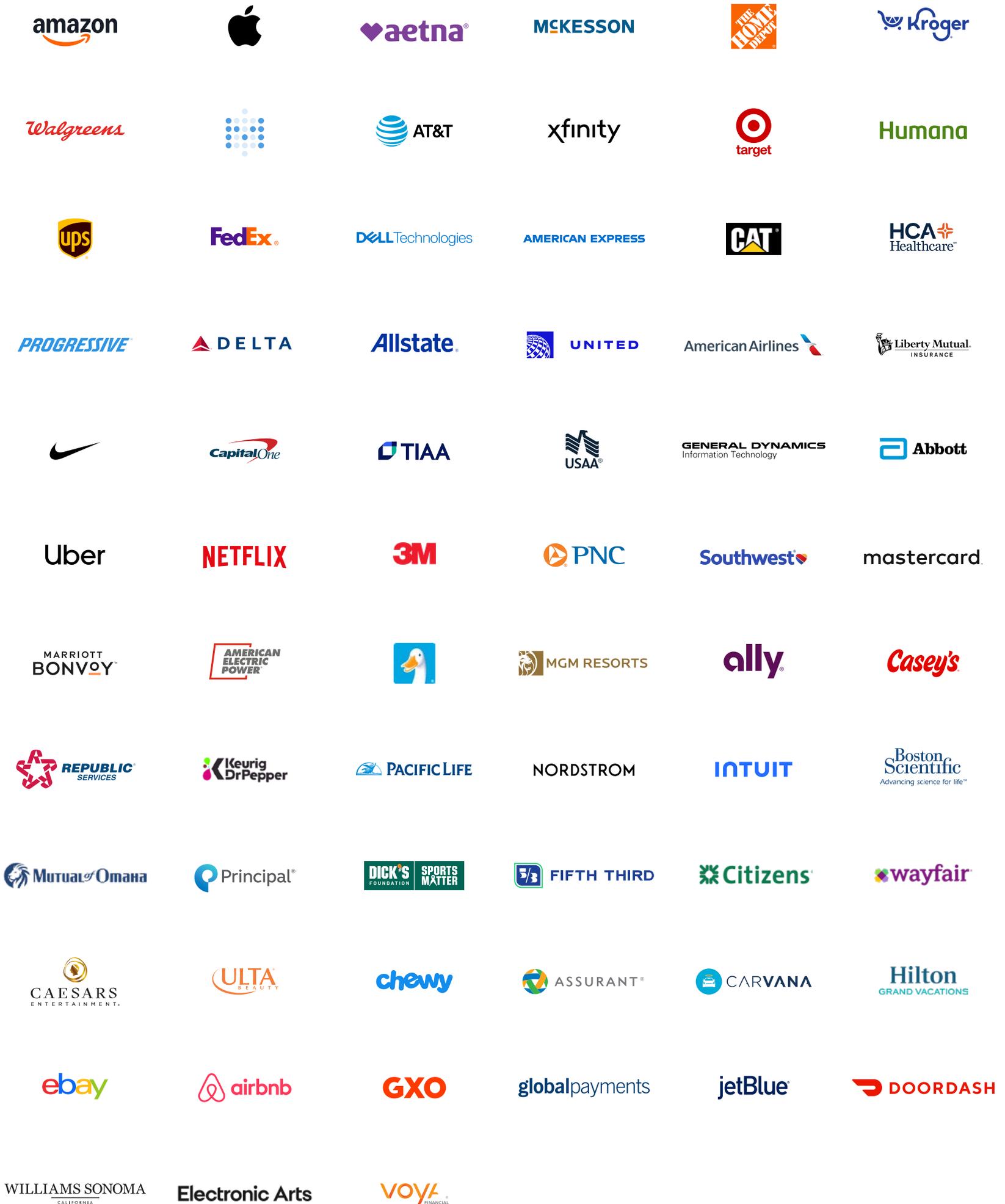
Creating a frictionless CX, increasing adoption of self-service and integrating generative AI are the **top three priorities in 2025.**



of companies are considering increased customer adoption of self-service as a key cost reduction measure.

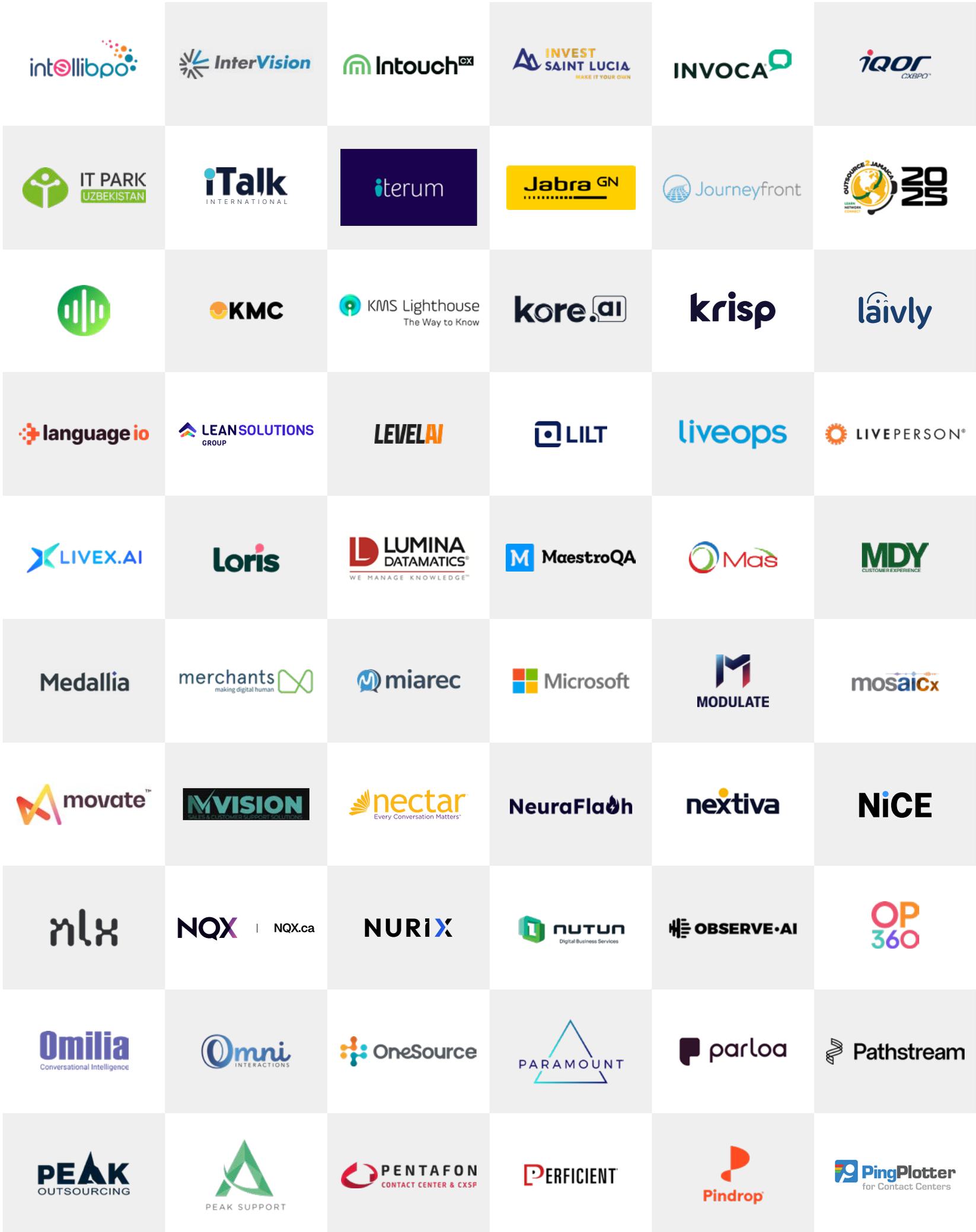


of leaders plan to increase Generative AI investment by 2025.



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|---------------------------------------|--|--------------------------------------|------------------------------|---------------|----------------|
| | CRESTA | ASL NOW POWERED BY CSD | | | |
| | | Your Premier Outsourcing Partner | DATAMATICS | | |
| Deepgram | | | | | eGain |
| ElevenLabs | | | | Emapta | |
| chat, voice, video contact center | | | | | |
| Five9 | from kyvos | | BUILT ON SITEL & SYKES | | |
| | | Gladia | | | |
| | | | | | |
| HEXAWARE | | | | | ibex. |
| | SOCIAL IMPACT DRIVES BUSINESS IMPACT | | CONTACT CENTER SOLUTIONS | | inspiro |



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