

MOST INFLUENTIAL GATHERING ACROSS THE ENTIRE CUSTOMER EXPERIENCE ECOSYSTEM



THE CUSTOMER SHOW

EXEC FORUM

4-5 AUGUST 2026

Melbourne, Australia



The Customer Show is Australia's #1 event to get the latest and greatest on CX insights and practice.

*Chief Customer Officer,
Energy Queensland*

S P O N S O R S H I P P R O S P E C T U S



[Visit our site](#)

[Email Us](#)

WELCOME & OVERVIEW

In August 2025, The Customer Show returned in a bold new format: a high-impact, curated forum built exclusively for customer experience leaders.

Across two dynamic days, 150+ senior CX leaders came together for immersive workshops, thought-provoking sessions, and meaningful brand engagement.

This reimagined experience brought CX leaders face-to-face in an intimate, interactive environment designed to spark innovation, inspire strategy, and shape the next frontier of customer excellence. The Customer Show 2026 is the ultimate springboard for new ideas, collaboration, and connection.

We're proud to invite you to be part of the journey in 2026! Get ready for:



More interactivity and face-time with decision makers and CX leaders through expanded roundtable discussions, private functions & VIP experience packages, speed networking, 1-2-1 matchmaking and solution clinics



Bigger and more impactful thought leadership opportunities through the Exec-led conference with keynotes and dedicated streams: Customer Experience Transformation, Customer Insights & Contact Centre Transformation



Immersive and engaging exhibition spaces to drive meaningful conversations and lead generation opportunities



The Exec After Party!
A fun experience driven social event at the end of day 1



'The Customer Show Exec Forum 2025 was an excellent opportunity to learn from CX leaders across industries. The agenda covered AI, data, and customer journey strategies with real-world insights. I valued the peer-to-peer learning and practical workshops. A must-attend event for anyone shaping the future of CX.'

*Digital Optimisation Specialist,
BankVic*



[Visit our site](#)

[Email Us](#)

ADVISORY BOARD

THE 2026 EDITION WILL BE BUILT WITH THE SUPPORT OF THE CUSTOMER SHOW ADVISORY BOARD TO CREATE THE MOST VALUABLE EVENT EXPERIENCE POSSIBLE!



HEATH WALKER

Director Marketing,
GM Australia & New Zealand,
General Motors



ANDREW HARRISON

Head of Customer Experience
and Go-to-Market,
NAB



CHRISTOPHER CRAMOND

General Manager, Member Strategy,
Product & Experience,
Aware Super



KIERAN BOYCE

General Manager Operations,
Woolworths Marketplus



JAIMI FARREY

Group Senior Loyalty and CRM Manager,
Hanes Brands Australasia



JASMYNE MUNRO

Head of CX,
Lake Macquarie City



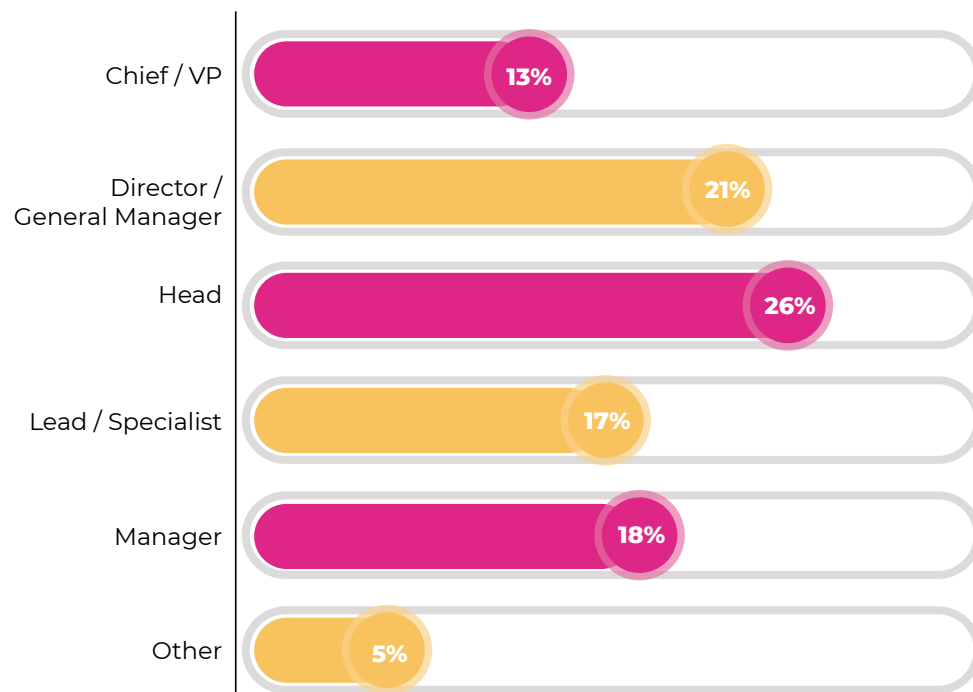
[Visit our site](#)

[Email Us](#)

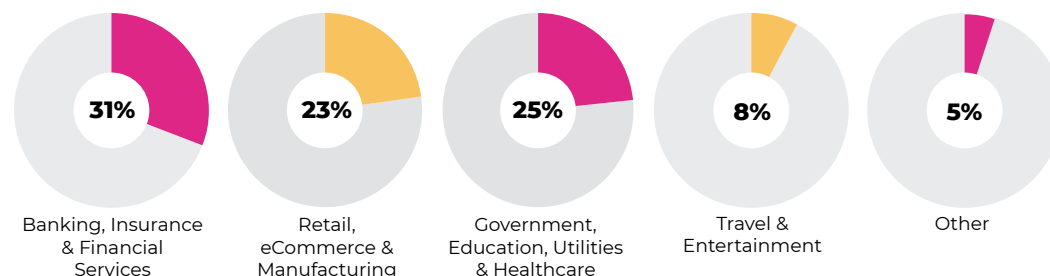
EXCLUSIVE CX LEADER FORUM:

OUR NEW, INTIMATE FORMAT GUARANTEED PREMIUM ENGAGEMENT AND CURATED PEER-TO-PEER NETWORKING.

ATTENDEE PROFILE & AUDIENCE INSIGHTS



INDUSTRY



ATTENDEES LOVED:

“Great conversation and excellent attendees at a well-run, seamless event.”

Head of Member Strategy, Product & Experience, Aware Super

“The customer show was an incredibly insightful experience. Over the two days, I gained valuable perspectives on how different industries prioritise their customers. I was especially struck by the role of data and data-driven insights in shaping decision-making. It reinforced the importance of staying customer-focused and leveraging analytics to drive meaningful outcomes.”

Head of Customer Engagement, Bayer

“The event brought together a vibrant community of CX leaders and innovators, all committed to elevating the client experience. I appreciated the opportunity to share insights on how we’re shaping seamless and value-driven journeys for our clients, and it was energising to engage with peers who are equally passionate about transforming outcomes for their clients. The conversations were rich, the audience was engaged, and the forum truly reflected the future-forward spirit of our industry”

Head of CX, Digital & Partnerships, Vanguard



Visit our site

Email Us

WHO ATTENDS



TRUSTED BY THOUSANDS OF BRANDS:

Global Brands:



DAVID JONES



Major Australian Corporates:



Government & Public sector bodies:



[Visit our site](#)

[Email Us](#)

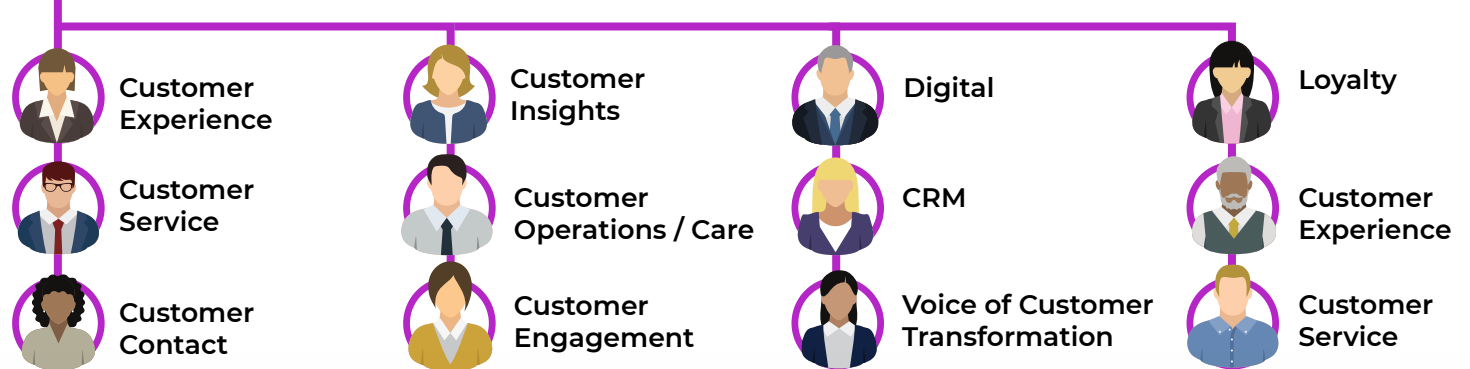
WHO ATTENDS

C-LEVEL



DEPARTMENT LEADERS

Directors/Heads/General Managers/Senior Managers of:



Visit our site

Email Us

SPONSORSHIP OPPORTUNITIES

THOUGHT LEADERSHIP

- Plenary Session Host
- Interactive Discussion Group Facilitator
- Masterclass or Workshop Leader
- Panel Moderator and Host



NETWORKING OPPORTUNITIES

- Exhibition Space + Demonstration Drive
- Private VIP Lunch
- Coffee Cart Sponsor
- Cocktail Reception Host
- Lunch Sponsor



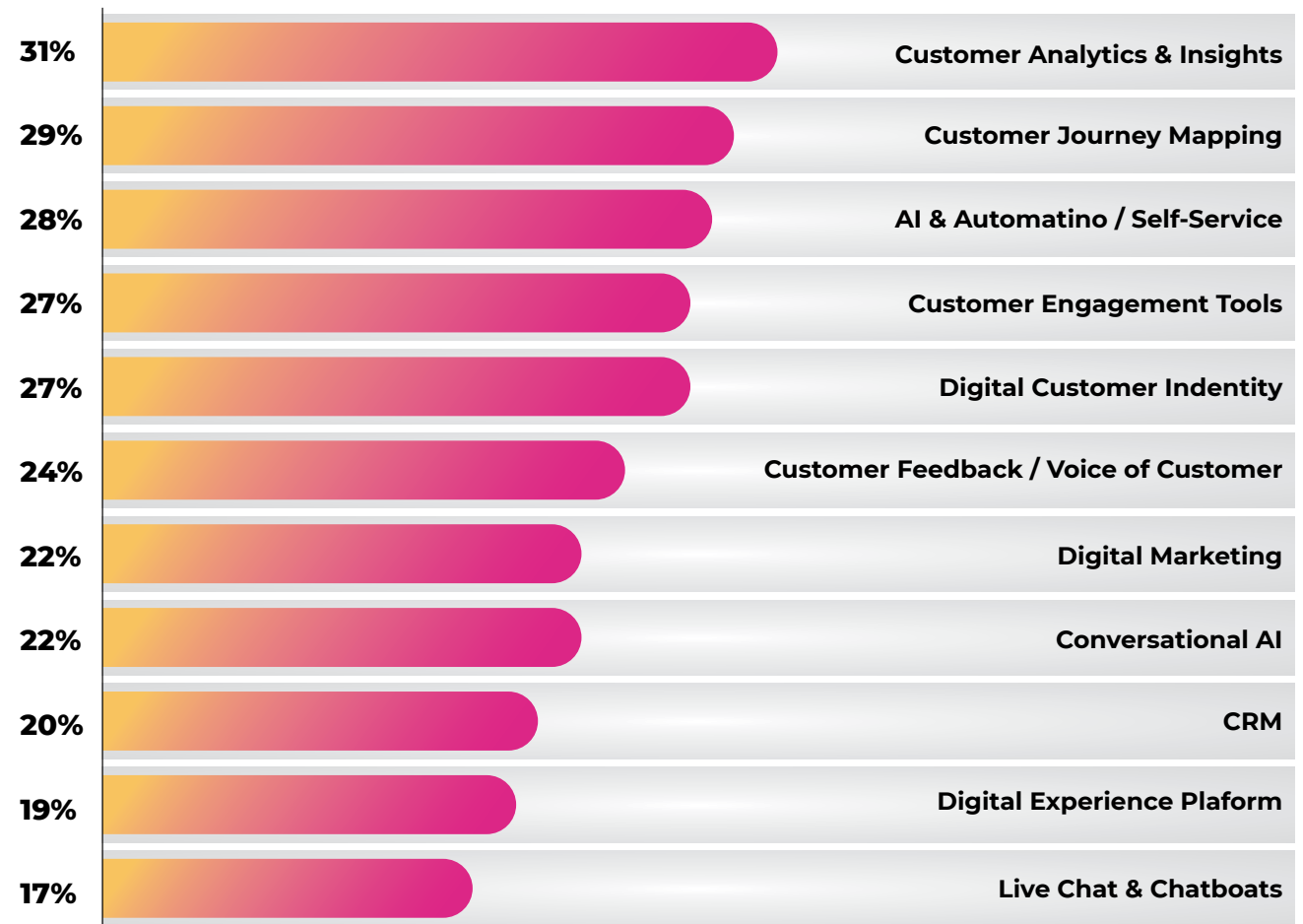
BRANDING OPPORTUNITIES

- Attendee Lanyards
- Registration
- Attendee Conference Bags
- Branded Seating
- Signage and Banners



DO YOU SUPPLY THE PRODUCTS OUR AUDIENCE ARE LOOKING TO INVEST IN?

Check out attendees top 10 investment priorities in the next 12 months.



Visit our site

Email Us

GETTING INVOLVED

SEE OUR EXCLUSIVE PACKAGES



FOUNDATION PARTNER PACKAGE

**Limited to 3 sponsors*

Highest level of branding on show signage

Get all-day branding and the opportunity to drive capability awareness on the exhibition floor.

Opportunity to lead discussion, opportunity to be seen as dominant player in the space!

6x6 statement booth

Make an impact and stop people in their tracks by spotlighting your brand on the exhibition floor with a 6x6 statement booth.

1x Speaking session on the main stage

Share your expertise and insights with our esteemed audience.

On floor theatre branding on a stage of your choice

Maximise your brand exposure by being in the spotlight and getting in front of all attendees.



NETWORKING DRINKS PARTNER

**Only 1 package available*

6x3 double booth

Have a central location so every attendee can find you and your team on the expo floor.

Networking Drinks Host:

Host the Day One Networking drinks for delegates and senior attendees! Make the most of after-hours mingling and deepen your connections with senior leaders at the event.

1x Speaking session in the stage of your choice

Share your expertise and insights with our esteemed audience.



EVENT PARTNER PACKAGE

**5 packages available*

6x3 double booth

Have a central location so every attendee can find you and your team on the expo floor.

Grand prize giveaway (passport)

Increase foot traffic coming to your stand by being part of the grand prize giveaway.



LEAD GENERATOR PACKAGE

**3 packages available*

6x3 double booth with in-built juice/coffee stand

Increase foot traffic organically by having a juice/coffee station at your stand.

“Great event, from the audience, to the content to the execution! From a sponsor perspective we rated the experience highly, and added to that our sales team were pumped with the level of conversations had!”

TWILIO



Visit our site

Email Us

MOST INFLUENTIAL GATHERING ACROSS THE ENTIRE CUSTOMER EXPERIENCE ECOSYSTEM



**LET'S BUILD THE FUTURE OF
CUSTOMER EXPERIENCE TOGETHER**

EARLY COMMITMENT DEADLINE:

Secure your preferred package in 2025
and enjoy early-booking upgrades!

**Photo credit to Rosie Anderson.*



[Visit our site](#)

[Email Us](#)