

CX ACCELERATOR



Minneapolis, MN
August 26th & 27th, 2020

GO BOLD

A CX UNconference

Welcome to Go Bold!

Here it is – everything you need to know about sponsoring **Go Bold!**

We know that vendors play a huge part in the delivery of fantastic customer experiences. Our new event, Go Bold, provides the platform for vendors to take part in in-depth conversations, relationship-building and lead generation from within our community. This your chance to have your products and services featured as potential players in the delivery of bold, exceptional customer experiences, and to connect with an elite leadership audience.

What makes this an **UN**conference? This is a strictly not-for-profit event, organized with the goal to advance the CX industry and the professionals within it. Any proceeds from Go Bold will be used as the foundation for our next event.

Key Info

Dates & Times: Wednesday August 26th & Thursday 27th, 2020

Wednesday 08/26/20: 7:30 AM – 6:30 PM

Thursday 08/27/20: 7:30 AM – 1:30 PM

Registration opens at 7:30 AM, first presentation at 8:30 AM.
Attendees can fly home on Thursday afternoon/ evening.

Location: *Muse Event Center* (107 3rd Ave N, Minneapolis, MN 55401)
Location details & venue information [can be found later in the document](#).

Event Abstract

If you've walked away from other events feeling like you didn't get actionable tips or that the big issues weren't truly tackled, Go Bold is the CX event for you.

Come to Minneapolis for a day and a half of bold, vital and tactical conversations on tenacious CX issues. From developing vital leadership skills: like improving conversations with the C-Suite and battling imposter syndrome - to tackling the employee experience and building true workplace inclusivity.

This event is proudly brought to you by the CX Accelerator team.

Go Bold | Sponsorship Opportunities

Sponsorship Tier	Amount	Available	What's Included
Gold	\$4,750	4	<ul style="list-style-type: none"> Premier booth space (with extra wiggle room!) <ul style="list-style-type: none"> Bring your own setup (up to 10' x 10') or use our 6 ft x 18in exhibitor table (with 2 chairs) Sponsor logo + signage at meal buffet table for one (1) meal 10-minute speaking slot during that meal's time Recognition in the Event Guide information book Two (2) complimentary event registrations
Silver	\$2,250	4	<ul style="list-style-type: none"> Prime table space (closest to the entryways to exhibitor space!) 6 ft x 18in exhibitor table (2 chairs) Recognition in the Event Guide information book Two (2) complimentary event registrations
Bronze	\$1,750	8	<ul style="list-style-type: none"> 6 ft x 18in exhibitor table (2 chairs) Recognition in the Event Guide information book Two (2) complimentary event registrations
Happy Hour Sponsorship	\$4,500	1	<ul style="list-style-type: none"> Sponsor logo at bar Sponsor logo on appetizer table 10-minute speaking slot at the start of happy hour Recognition in the Event Guide information book <i>Vendor does not have to have a table/booth to participate in this sponsorship</i>
Fuel Up! Sponsorship	\$1,000	2	<ul style="list-style-type: none"> Coffee & drink sponsorship; branded signage put out at the drink tables Recognition in the Event Guide information book <i>Vendor does not have to have a table/booth to participate in this sponsorship</i>
Registration Sponsor	\$1,500	1	<ul style="list-style-type: none"> Sponsor logo (co-branded with CXA) on the lanyards Sponsor-branded signage at welcome desk/ at registration Recognition in the Event Guide information book <i>Vendor does not have to have a table/booth to participate in this sponsorship</i>
Uber Credits Sponsor	\$2,500	1	<ul style="list-style-type: none"> Recognition in the Event Guide information book Monday evening (happy hour timeframe): <ul style="list-style-type: none"> Sponsor-Branded signage at the exit on Monday evening Signage for "safe ride home brought to you by: [Your Company Here]" placed at the bar Monday evening <i>Vendor does not have to have a table/booth to participate in this sponsorship</i>
Brighter Than the Sun Sponsorship	\$5,000	1	<ul style="list-style-type: none"> Sponsor our swag bags to be co-branded with CX Accelerator! <ul style="list-style-type: none"> This will include a pair of sunglasses for each participant! What better than a cool set of shades for the late summer sun? Recognition in the Event Guide information book <i>Vendor does not have to have a table/booth to participate in this sponsorship</i>

Go Bold | Sponsorship Opportunities

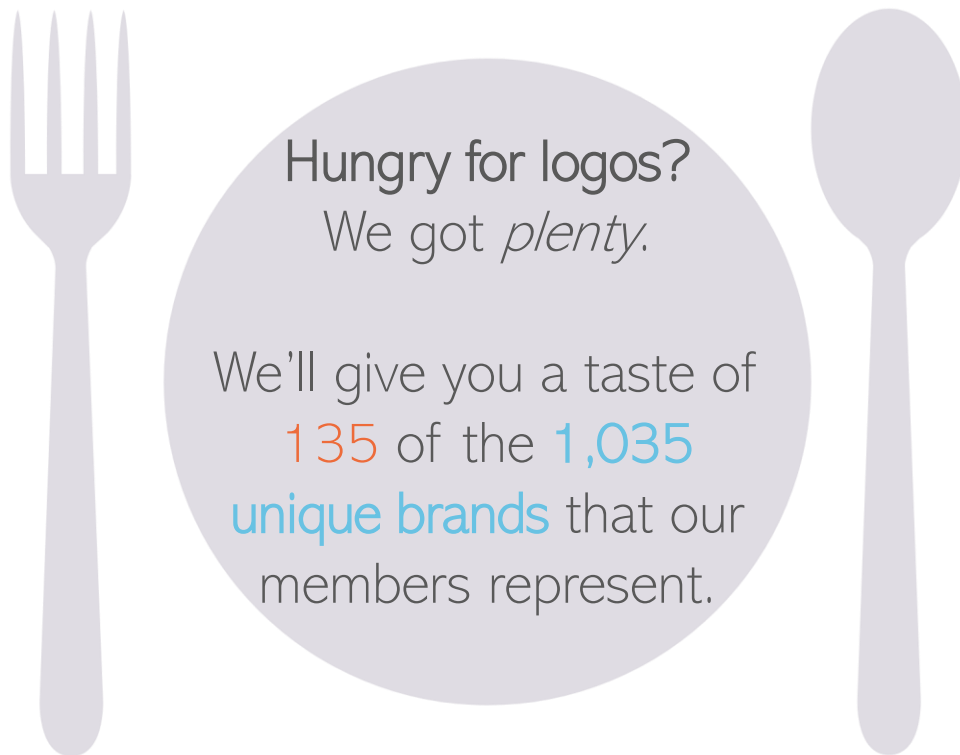
Ready to join us at **Go Bold**? Sponsorships can be purchased at:
<https://www.cxaccelerator.com/go-bold-event-sponsor>

Our space is limited so please book your desired sponsorship tier early.

Need registration assistance? Please reach out to Becky Roemen at becky@beckyroemen.com or 651.707.4283.

Other key information:

- A welcome & event preparation packet will be sent out to all sponsors in May
- You will receive a confirmation email shortly after registration; this email will contain hotel block information, tips on how to spread the word that you're sponsoring **Go Bold**, how to prepare for the conference, & other crucial details
 - Hotel rooms under the block rates will book fast so please reserve your team's rooms at your earliest convenience



Get the details in the [Lead Generation](#) section.

Go Bold | CX Accelerator Membership Details

CX Accelerator is constructed of a forward-thinking, driven community member base that has leadership influence; this influence shapes CX delivery all over the world.

59% of our members hold a management or leadership role and an additional 14% hold a role where they can influence decision making within their organization.

Here's a breakdown of the roles our community members hold:

- 29% of members are in a Manager/ Senior Manager role
- 20% of members are in a Director/ Senior Director role
- 10% of members are in a Specialist role
- 9% of our members are in a Vice President role
- 9% of our members are in a Chief Officer role
- 7% of our members are in a Consulting role
- 5% of our members are in a Supervisor/ Team Lead role
- 4% of our members are in an Analyst role

3 out of 4

CX Accelerator members influence Customer Experience & Contact Center decision making within their organizations.

Our members are both Customer Experience & Contact Center driven.

58%

of CX Accelerator members state **Customer Experience** as their core focus.

40%

of CX Accelerator members state **Contact Center** as their core focus.

Go Bold | Lead Generation





Our community base represents some of the biggest, industry-leading brands in the world. Our members are driving innovation and CX strategies at the **1,035+ unique brands** that they represent.

Sponsoring us means you can tell the world that you're playing a key part in this new, exciting event, and we'll be proud to share our partnership with our community too, by including your logo & social media handle when sharing the news.

CX Accelerator will also include your logo in member newsletters from February through August 2020 as we are promoting this event.

CX Accelerator does not normally sponsor or promote other organizations within our community, so this is a unique opportunity to get your brand in front of our unique audience.

Utilities & Telecommunications

Hospitality & Entertainment

				
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Healthcare

Food & Beverage

Technology & Online Services











Insurance

Banking, Financial & Legal

Automotive, Transportation & Shipping











Education

Retail & Consumer Goods

Business Services

Your colleagues enjoy our community, too! Here's just a taste of the 180+ vendor & consulting organizations that actively participate on CX Accelerator.

Go Bold | Event Space & Venue Layout

Location: Muse Event Center
107 3rd Ave N, Minneapolis, MN 55401

Key information about the venue/space:

- The venue is divided into three floors:
 - **First Floor** will house the entry & welcome area, the main keynote stage, and tables & chairs for meals/ main sessions. All meals will be served on the first floor. Wednesday's happy hour networking session will be hosted on this floor as well.
 - **Second Floor** houses the exhibitor space. This unique “u” shaped floorplan allows for easy traffic flow as people walk through to meet sponsors. Additionally, the second floor is open to the first floor allowing for those exhibitors who want to stay on the second floor to listen/watch all keynote & main sessions.
 - **Third Floor** is a grand boardroom-style room with ample seating for breakout sessions. This allows for speakers/ sessions to be held simultaneously on different topics.
- All three floors are accessible by elevator.
- Exhibitor tables are sectioned off by sponsorship tier. Exhibitor tables are reserved on a first-come, first-served basis indicated by sponsorship payment received date stamp. On the [second floor map](#), each of these sections are denoted as follows:
 - **Section 1** – For Gold Tier Sponsors. Marked on the map as S1TX.
 - **Section 2** – For Silver Tier Sponsors. Marked on the map as S2TX.
 - **Section 3** – For Bronze Tier Sponsors. Marked on the map as S3 TX.

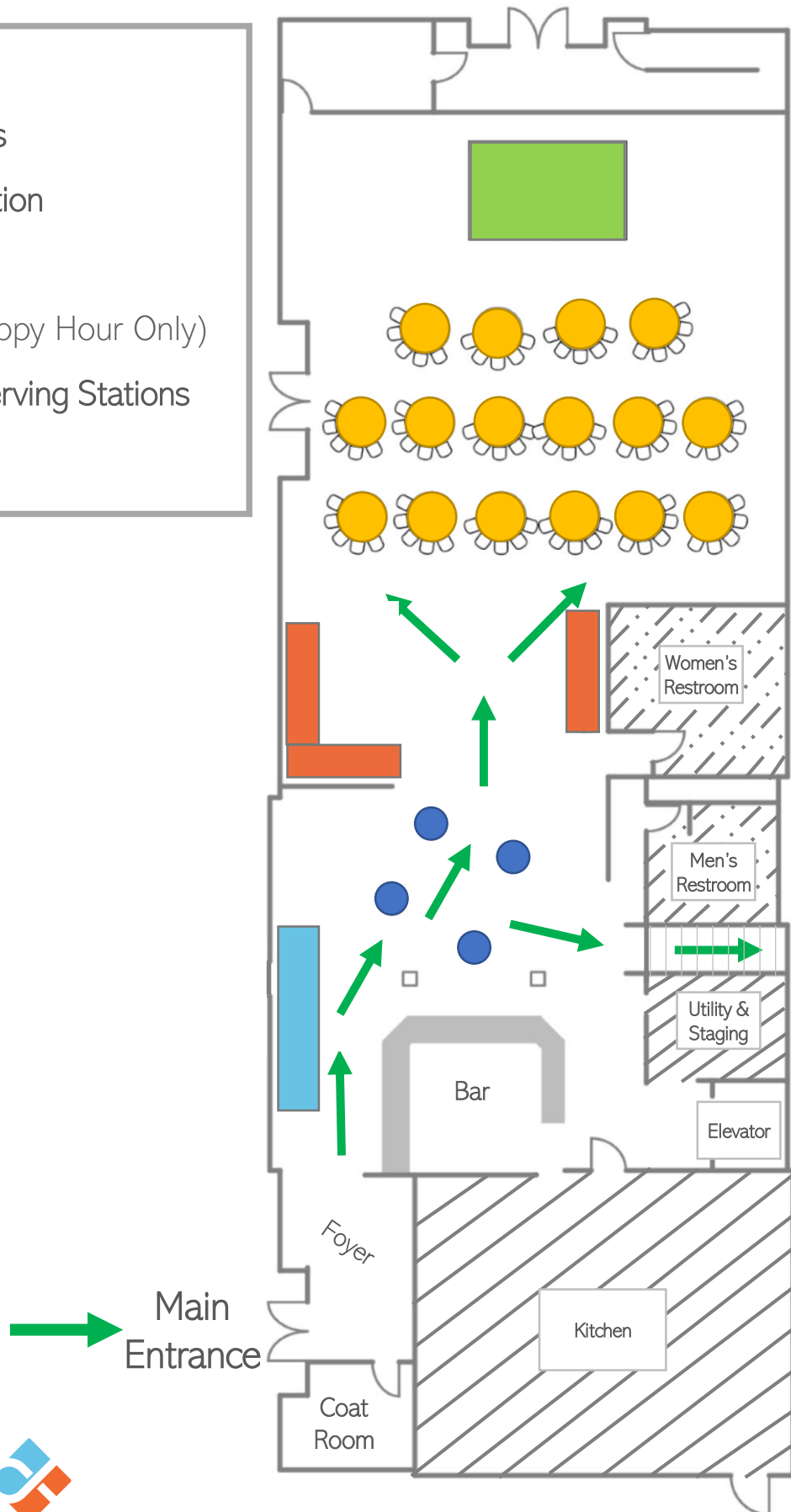
Reserve your space today by completing our [online sponsorship registration](#). If you require an invoice or have any questions, please contact us at cxaccelerator@gmail.com.

Go Bold | Event Space & Venue Layout

First Floor Map: Main Stage & Networking Space

Main Floor Key

- Mainstage/ Keynotes
- Welcome & Registration
- Main Seating
- High-top Tables (Happy Hour Only)
- Food & Beverage Serving Stations
- ➔ Traffic Flow

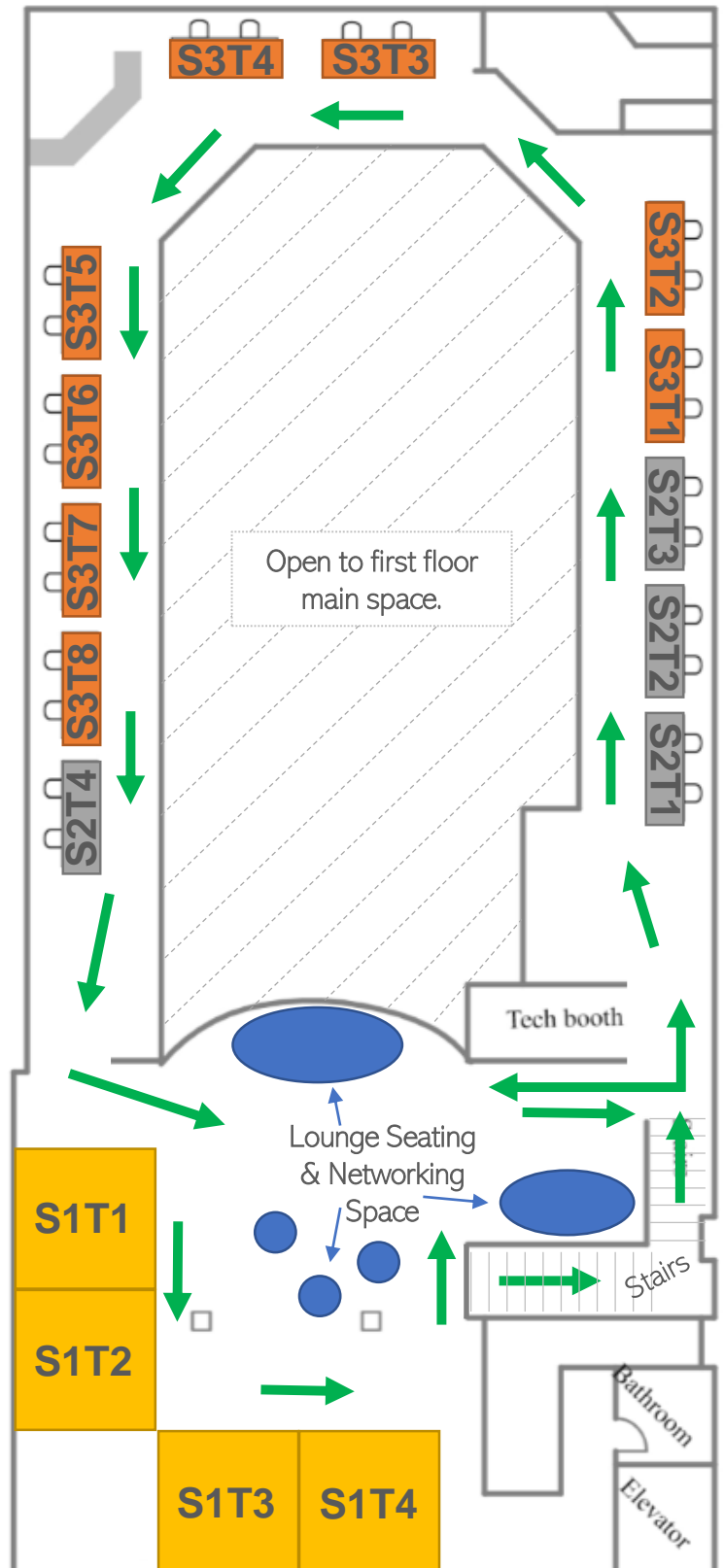


Go Bold | Event Space & Venue Layout

Second Floor Map: Exhibit Floor + Networking Space

Exhibit Floor Key

- Section 1: Bronze Tier Sponsors
- Section 2: Silver Tier Sponsors
- Section 3: Gold Tier Sponsors
- Networking Space + Lounge Seating
- Traffic Flow



Go Bold | Event Space & Venue Layout

Third Floor Map: Breakout Session Space + Lounge Area

Exhibitors & sponsors are welcome to use this as quiet space whenever breakout sessions are not gathering.

