



2005

中国国际呼叫中心与客户关系管理大会  
The International Contact Center & CRM Expo China 2005

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The International Contact Center & CRM Expo China 2005

2005年4月11日—15日  
April 11 – 15, 2005

中国 上海 光大会展中心  
Everbright Convention & Exhibition Center, Shanghai, P.R.China

**The Largest Gathering of Call Center and Customer Management Professionals  
in Asia-Pacific**

The 5<sup>th</sup> Annual Conference & Expo on

## Contact Center Management & CRM Solution China

**Exceeding your customer's expectation to develop profitable customer relationships and win a competitive advantage !**

**Official Endorser:**



**Supported by:**



**Produced by:**



**A MUST ATTEND for all Customer Service Organization !**

5<sup>th</sup> Annual ICC China Conference & Exposition, an unparalleled event in China for customer contact management and CRM solution.

Some of the highlights for this year's ICC China 2005 program include:

- ◆ Industry-leading exhibitors
- ◆ CRM Solutions sessions
- ◆ Customer Learning Conference
- ◆ Famous world-class expert dedicated seminar
- ◆ Awards presentation, the 2005 China Best Call Center & CRM of the Year
- ◆ Site tours to Shanghai area call centers
- ◆ Keynote addresses given by industry leaders and a thought-provoking Power Panel general session
- ◆ Courses for call center professional certification
- ◆ Industry Forums held on the show floor, offering an in-depth look at the latest trends & technologies
- ◆ Technology solutions presented by leading exhibitors and sponsors
- ◆ Exhibit hall happy hour

### Why You Should Attend ICC China 2005

China is a large country and has huge population; it possesses various industries and enjoys large development space for the market. Today, China is the biggest potential market for Contact Center and CRM in the world, the most important things is that it's just begin!



## Conference & Expo Agenda

April 12, 2005	Call Center Site Tours	
	1st Site Visit	2nd Site Visit
09:30am - 11:30am	Call Center A	Call Center B
	Lunch	
02:00pm - 04:00pm	Call Center C	Call Center D

April 13, 2005	
09:15am – 09:25am	Opening Ceremony
09:30am – 10:15am	Keynote 1
10:15am – 11:00am	Keynote 2
11:00am – 11:15am	Coffee Break
11:15am – 12:00am	Keynote 3
	Lunch
01:15pm – 02:00pm	Keynote 4
02:00pm – 02:45pm	Keynote 5
02:45pm – 03:00pm	Coffee Break
03:00pm – 03:45pm	Keynote 6
03:45pm – 04:30pm	Keynote 7
06:00pm – 07:30pm	Banquet for Expo Opening China's Best Call Center & CRM of the Year Awards

April 14, 2005			
	Operation and Management of Call Center	Technology and Application of Call Center and CRM	Industry Study of Call Center and CRM
09:30am – 10:10am	T211	T221	T231
10:10am – 10:50am	T212	T222	T232
10:50am – 11:10am	Coffee Break		
11:10am – 11:50am	T213	T223	T233
	Lunch		
01:30pm – 02:10pm	T214	T224	T234
02:10pm – 02:50pm	T215	T225	T235
02:50pm – 03:30pm	Coffee Break		
03:30pm – 04:10pm	T216	T226	T236
04:10pm – 04:50pm	T217	T227	T237
06:30pm – 08:30pm	A Party for Call Center Manager Association (CCMA)		

## April 15, 2005

The International Contact Center & CRM Expo China 2005

	<b>Operation and Management of Call Center</b>	<b>Technology and Application of Call Center and CRM</b>	<b>Industry Study of Call Center and CRM</b>
09:30am – 10:10am	T311	T321	T331
10:10am – 10: 50am	T312	T322	T332
10:50am – 11:10am	Coffee Break		
11:10am – 11:50am	T313	T323	T333
	Lunch		
01:30pm – 03:30pm	Experts Free Forum		

**The Open Time of Expo Hall:** April 13, 1:30pm — April 15, 3:30pm

(Attending any of campaigns for Conference & Expo, pre-registration is required.)

## Who should Exhibiting

If you are a supplier of call & contact center products and CRM solution, services, including:

### Call & Contact Technology

Integrated Call Center Systems  
 Call Center Software  
 Call Management Systems  
 Communication Servers  
 PABX / Switches  
 CTI  
 IVR (Interactive Voice Respond)  
 ACD (Automatic Call Distribute)  
 Voice Process/ Messaging  
 Voice Based System Integration  
 Speech Recognition Software  
 Unified Messaging Systems  
 Database  
 Headsets  
 Call Logging Systems  
 Internet & Web-Enabled Call Center  
 Internet Telephony and fax  
 Web-based Service and Support Technology  
 Data Recorders

### Bureau Services / Teleservices

Outsourcing services  
 Telecommunication services  
 Telemarketing service providers  
 Consultancy Services

### CRM

Customer Relationship Management Software  
 Customer Support Management Solutions  
 Database software, services and management  
 Loyalty and eLoyalty programmes  
 Customer Information Systems

### People & Workplace

Construction Design  
 Workforce Management  
 Lead Generation and Tracking Technology  
 Quality Monitoring  
 Training / scripting consultants  
 Recruitment  
 Retention  
 Motivation and Human Resource Management  
 Siting/Location

### Business process & Strategy

Business Continuity Consultancy  
 Customer Relationship Management (CRM)  
 eBusiness Measuring  
 Multi-Media Contact Strategy  
 Star-up Call Centers  
 Local and Remote Contact Solutions  
 Marketing Information Systems  
 Customer Information Systems

and any organisation that provides call Center or CRM related products or services, then you should be exhibiting at **Contact Center Management & CRM Solution China 2004 !**



## Pricing Guide

### 1. Sponsorship:

Main Sponsor	US\$ 30,000	See " <a href="#">Sponsor Metrics</a> "
Special Sponsor	US\$ 13,000	See " <a href="#">Sponsor Metrics</a> "
Sponsor	US\$ 7,000	See " <a href="#">Sponsor Metrics</a> "

### 2. Meeting Cost:

Keynote	US\$ 4,500 / 45 minutes
General Session	US\$ 1,800 / 40 minutes

### 3. Exhibiting Cost:

Demonstrate Place (9 sqm, a booth)	US\$2,500 / per
	<p>A ready-for-display package stand has been designed for exhibitors to use a cost-effective way of participation.</p> <p>Includes partition walls on three closed sides of the stand, (two panel walls for the two-entrance stand, which the reservation in advance and additional 10% charge is necessary).</p> <p>One information counter, Two chairs, Fascia board with exhibitor's English and Chinese name thereon, Carpet full booth, Two spotlights, One 5A/220V socket and stand cleaning.</p>
Original Place (27 sqm)	US\$ 4,860 / per
	<p>All the exhibitors please send the company briefing (both Chinese and English) to the Organizing Committee before March 15th for related proceedings making. Decoration and construction management fee for the raw space in demo area will be responsible by the exhibitors themselves.</p>

#### 4. Optional Supplies & Services:

Advertisement in the Exhibition Directory	The Cover Page and Extend Page (color):	US\$1,800 / page
	Back Cover Page (color):	US\$1,600 / page
	Back Cover Extend Page (color):	US\$900 / page
	Second Seal:	US\$800 / page
	Third seal:	US\$800 / page
	Inside Page:	US\$600 / page
	President Oration (one color, photo):	US\$450 / page
	The cost for translation, typing, proofread artwork and colors separation is excluded.	
Company Logo on the Theme Board	US\$ 450 / per / duration	
Inflating Rainbow Gate outside the conference main entrance	US\$1,800 / per / duration	
	Size: 5.6m high x 10m span with a 10m x 0.5m banner	
Inflating Balloon outside the conference main entrance	US\$1,800 / per / duration	
	Size: 3.5m diameter with a 12m long banner	
Site Advertisement	US\$450 / per / duration	
	Two sides of the main entrance, exhibition halls and conference halls	
Advertisement on representatives belt	US\$900; 5,000 pieces	
Advertisement on material bags	US\$2,700; 5,000 pieces	
Advertisement on the back of entrance permission	US\$900; 5,000 pieces	
Conference gift sponsor	US\$2000	
	Logo on the sponsored lucky draw gifts	
Conference souvenir sponsor	US\$2000	
	Logo on the conference souvenir	
	5,000 pieces	
Outdoor advertising banner	US\$ 90.00 / per / duration	
	Size: 0.7m x 1.6m, literal ad., one color silk screen printing	

#### 5. Sponsor Items:

Naming Banquet on April 13,2005 Evening	US\$5,400
	Sponsor's speech 5-10min and the backboard with Logo can be arranged
Coffee Break Sponsor for April 11-15	US\$3,600

	Sponsor's speech can be arranged
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For more supporting ways, please contact to the Show Management for details

## Sponsor Metrics

### "A" Main Sponsor US\$30,000

#### Benefits:

1. Keynote speech (General Manager level above) 45min.
2. Two divisions in General Session 80min.
3. Offer necessary Demo space (27 square meters)
4. Company Logo on the Main Back Board, the Proceeding and media
5. Become the sponsor of Banquet on April 13,2005 Evening
6. Advertisement on representatives belt
7. One Back Cover page of colored ad & 300-500 words of company introduction on the Proceedings (Both Chinese and English)
8. Advertisement on the column of ICC China 2005 of CTIforum and the homepage of <http://www.crmunion.com> (Size: 140 x 120 pixels)
9. Interview with the conference specified media can be arranged.
10. Help spread the company brochures, gifts and publications
11. One cube of indoor advertisement
12. Four of free individuals' registrations for Banquet on April 13,2005 Evening
13. 5 min speech on Opening Ceremony and the Banquet on April 13,2005 Evening

4. One cube of indoor advertisement
5. Company Logo on the Main Backboard, the proceeding and the media
6. One page of colored ad & 300-500 words of company introduction on the Proceeding (Both Chinese & English)
7. Advertisement on the column of ICC China 2005 of CTIforum and the homepage of <http://www.crmunion.com> (Size: 140 x 90 pixels)
8. Two of free individuals' registrations for Banquet on April 13,2005 Evening

### "C" Sponsor US\$7,000

#### Benefits:

1. One session in General session 40min
2. Provide necessary Demo space (Two standard booths)
3. Company Logo on the Main Backboard, the proceeding and the media.
4. One page of colored ad & 300-500 words of company introduction on the Proceeding (Both Chinese & English)
5. Advertisement on the column of ICC China 2005 of CTIforum and the homepage of <http://www.crmunion.com> (Size: 140 x 60 pixels)
6. Two of free individuals' registrations for Banquet on April 13,2005 Evening

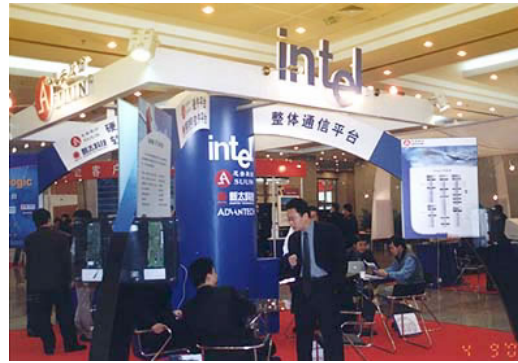
### "B" Special Sponsor US\$13,000

#### Benefits:

1. One session in General session 40 min
2. Provide necessary Demo space (27 square meters)
3. Becoming the Special Sponsor company of the



Coffee Break



## Event at a Glance

### Site Tours

The call center site tours give you an inside view of China's most advanced centers. Take this unique opportunity to meet other managers and industry experts, learning about the technologies they use, the challenges they face, improvements they have made and successes they have realized. See how your operation sizes up!

### CCMA Party

Topics that are hotly debated will be addressed by a panel made up of international and local experts. This is where you get an up-front view of the real thoughts behind the issues. Get involved during the question and answer segment but be prepared for a straight up response.

### Awards presentation

The 2005 China's Best Call Center & CRM of the Year Awards. You can meet them and learn more about these committed, best-of-class individuals, and to celebrate the evolution of the call center industry around China.

### World-class Expert Course of lectures

Invite world-class expert to give a dedicated course of lecture for Contact Center management and CRM solution. Speak to them, get their expert advice and make it happen in your company.

## China's Best Call Center & CRM of the Year Awards



Jointly presented by the China Customer Relationship Management Committee, CTI Forum and ICC China 2005, the award recognized leading companies in China that have implemented innovative and dynamic customer-driven strategies that deliver clear and quantifiable customer benefits.

