





PACE IS

Daceacx.com

Today, PACE is a community of professionals who advocate for and promote personal growth through regulatory guidance, best practices, emerging technology, and thought leadership. We serve hundreds of organizations in performance marketing, contact centers, customer experience, business process outsourcing, compliance, and related technology.

PARTNERSHIPS THAT BUILD BRANDS

 DIGITAL ENGAGEMENT: Make your message heard across multiple channels by meeting your audience where they are...online!
 40,000 Followers+ 12,000+ email contacts

• EVENT ENGAGEMENT: PACE has long been a meeting place for customer engagement professionals who value the opportunity to discuss shared challenges and share new ideas.

► ACX ► DC Summit ► National Customer Service Week

• **CONTENT PROMOTION:** From white papers and case studies to checklists, research, and more, we'll help promote the content that sets you apart as a thought leader and industry expert.

3000+
 Members

Fortune 500 Brands

50%+
 VP Level or Higher

Senior/Director Level

PILLARS OF PACE



COMMUNITY

Relationships drive business and are the foundation of the PACE community. For more than two decades, PACE members have done business with each other. From ideas and inspiration to recruitment, career opportunities, and more, PACE members know they can rely on their peers.



EDUCATION

Each year, PACE hosts two premiere events - Annual Convention & Expo (ACX) and Washington Summit featuring hours of content from industry experts. Through our partners, we also offer training options, from agent soft skills to management and leadership best practices.



ADVOCACY

Through the work of its Government Affairs committee, PACE provides years of legislative experience and contact center expertise to advocate on behalf of businesses, employees, and the industry as a whole.



DEI&A

Face of PACE is the core of what PACE stands for. Ensuring the industry operates in a Diverse, Equitable, Inclusive, and Accessible manner is a top priority. From Women of Martech, Blacks in Performance Marketing, Comunidades, and other DEI&A-focused groups, our suite of organizations focused on delivering value continues the industry-leading charge.



TECHNOLOGY

From ad technologies, SAAS, AE, and AR to machine learning, technology is at the forefront of everything we do in the customer engagement industry. PACE helps members stay on top of evolving technologies that impact us today and into the future.



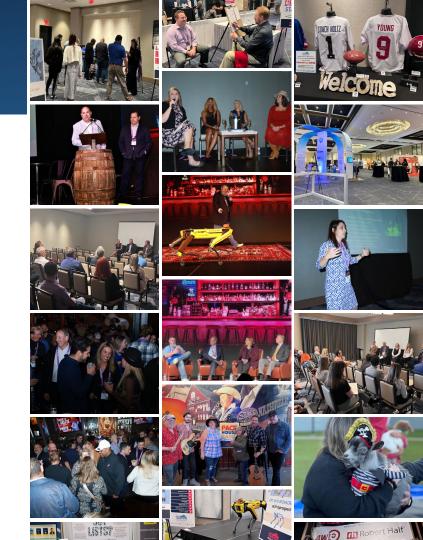


COMMUNITY

2023 EVENTS

PACE Washington Summit SUCCESS May 21–23, Washington, DC

- National Customer Service Week Oct. 2–6 (online)
- PACE Annual Convention & Expo (ACX) Oct. 10–12, Charlotte, NC



PACE ACX



- Nearly 1,000 Attendees Anticipated
- 75+ Exhibitors
- Exciting event space at the Charlotte Convention Center in the heart of Charlotte, NC
- Decision makers from all areas of Performance marketing including but not limited to, contact centers, (inbound & outbound) compliance pro's, Lead buyers/sellers, BPO and related technology & services
- Top Industry Brands in Attendance
- Multiple content tracks focused on important issues facing our industry

paceacx.com | PACE ACX 2023 | CHARLOTTE

LAST YEAR'S SPONSORS anura **Th** Robert Half[®] **activeprospect iconectiv**[®] COMCAST TANGO convoso FUSION CH Consulting Group CARD Expert Guidance - Proven Results Ũ Verisk[®] LEADS Careington Transcom Incept TrackDrive **G**() Infinity POSSIBLENOW Consent Preferences Insights Compliance Call Gurus **gryphon.ai** Somos AWÍO drips ABSI What if avcomm **FLUENT** (nd INTEGRISHIELD 🔁 zenarate AFFORDACARE DM DARNEY MARKETING Wirrosoft @ Google Contact Center CECI Career Education QUALITY VOICE & DATA PROSPIRE Cyonus

SPONSORSHIP HALL OF FAME

Exclusive 12-month PACE partnership including monthly branding and title sponsor to two title events.

\$130,000

Title Sponsorship – ACX 2023

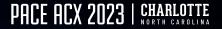
- 10x20 Booth
- Opening Reception Exclusive sponsorship of private event at the NASCAR Hall of Fame
- Private Meeting Room
- Keynote Sponsorship (your choice of days)
- PIT Crew Challenge & Racing Simulators Exclusive Sponsorship NASCAR Hall of Fame attractions
- Dedicated Breakout speaking opportunity with A/V recording
- Presidential Suite Upgrade for 5 nights at JW Marriot Charlotte

Title Sponsorship – Washington Summit

Miscellaneous 12 month Inclusions

- Joint press release at PACE expense announcing partnership
- I webinar per month (12) promoted by PACE, produced by DNC

- First right of refusal for 2024/2025 Title Sponsorship
- 1 PACE newsletter sponsorship per quarter with inclusion
 of desired content



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Video produced by PACE for brand introduction on main stage during opening remarks
Dedicated Social post and email to PACE members prior to the event
Listing as Title Sponsor in all event related communication
Event attendee list pre and post show
Branded signage throughout venue including floor clings
Listing in the event app as Title Sponsor
8 event passes

25% off additional event passes

SPONSORSHIP WINNER'S CIRCLE



High Visibility – ACX 2023

- WiFi
- Opening Reception Sponsor (1 of 2)
- Brand Room Key Sponsorship
- 10x20 Booth premium location

- Key Note Speaker Intro (Day 2)
- Private Sponsor Meeting Room
- Hotel Room Suite upgrade 5 nights
- 6 conference passes additional at 25% off

- 1 Webinar Promoted by PACE via Email & Social Media
- Listing on Dedicated Event Web Page
- Pre-conference Email Promoting Reception & Sponsorship

Event Attendee List Pre & Post Conference

- Listing in Event App As Premium Sponsor
- First Right of Refusal for Comparable Sponsorship at the next PACE Event

PACE ACX 2023 | CHARLOTTE

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EXHIBIT

	10X10 BOOTH \$5,500	10X20 BOOTH \$15,000	20X20 BOOTH \$20,000
Event Passes	2	4	6
6' Table, 2 Chairs, Trash Can (Upon Request)	\checkmark	\checkmark	\checkmark
Additional Passes at 25% OFF	\checkmark	\checkmark	\checkmark
Choice of Booth Location	\checkmark	\checkmark	\checkmark
Priority Booth Placement for PACE ACX '24 Event	\checkmark	\checkmark	\checkmark
Event Attendee Lists	\checkmark	\checkmark	\checkmark
Listing on Sponsor Page at Paceacx.com	\checkmark	\checkmark	\checkmark
Listed in Whova App	\checkmark	\checkmark	\checkmark
Booth Location Listed in Whova Event App with Options for Building a Virtual Booth Space	\checkmark	\checkmark	\checkmark
Listed in All Event Emails	\checkmark	\checkmark	\checkmark
Sponsor for Breakout Session with Signage		\checkmark	\checkmark
Executive Suite Upgrade			\checkmark
Webinar with PACE			\checkmark
Dedicated Social Post and Email			\checkmark
Private Meeting Room			\checkmark

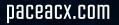
<u>SPONSORSHIP</u>

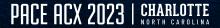
SUPER SPEEDWAY

Harry Mack Keynote		\$25,000
Game Room (High Visibility)		\$ 25,000
Motor City Bash (3)	SOLD OUT	\$20,000
Registration Area	SOLD OUT	\$ 17,500
IV Station Sponsor		\$ 17,500
Golf Outing	SOLD OUT	\$17,500
NASCAR Pit Crew & Simulators	SOLD OUT	\$15,000
WiFi		\$15,000
DEI&A Sponsorship		\$15,000
Lanyards	SOLD OUT	\$12,500
Badges	SOLD OUT	\$12,500

SPEEDWAY

Tailgate Party (Yard Games)	SOLD OUT	\$25,000
Charging Stations	SOLD OUT	\$12,500
Keynote Sponsorship (2) 1LEFT		\$10,000
CEO Dinner (Invitation Only)		\$10,000
Pads/Pens		\$10,000
Exhibit Hall Bars	SOLD OUT	\$10,000
Room Keys (Both Hotels)	SOLD OUT	\$10,000
Keynote Book & Book Mark Sponsor		\$10,000
Refreshment Room Sponsor (Full Event)		\$10,000





SPONSORSHIP

ROAD COURSE

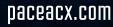
Start Your Engines - Opening Reception (2)		\$7,500
Branded Umbrellas	SOLD OUT	\$7,500
Lunch Sponsor (2)		\$7,500
Post Conference Video		\$7,500

ADD-ON	
Pre or Post Email Blast	\$2,500

SHORT TRACK

Branded E-Cars		\$7,500
360 Degree Camera		\$7,500
Bloody Mary Bar	SOLD OUT	\$7,500
Refuel Row	SOLD OUT	\$6,000
Lead Retrieval/Passport Sponsor		\$6,000
Seat Drop – One Per Day (2)		\$6,000
Silent Auction	SOLD OUT	\$5,500
Aisle Floor Cling and Booth Directory Sponsor		\$5,500
Chair Massage Station	SOLD OUT	\$5,500
Know Before You Go		\$5,000
Meeting Rooms		\$5,000
Large Window Cling		\$5,000
Starbucks Sponsor	SOLD OUT	\$4,500
Caricature Station	SOLD OUT	\$4,500
Yoga		\$3,500





TESTIMONIALS

I LOVE THE FACT THAT THEY BROUGHT IN THE LOCAL AREA." **C** TO BE HONEST, I GO TO A LOT OF CONFERENCES AND THE QUALITY OF THE SESSIONS HAVE BEEN THROUGH THE ROOF. EVERYTHING HAS BEEN REALLY WELL RUN."

SPEAKERS SO FAR HAVE BEEN AMAZING."

C EVERYONE IS REALLY ENERGIZED ABOUT WHY THEY ARE HERE AND WHAT THEY ARE ACCOMPLISHING."

I WOULD USE THE WORD INTIMATE - IT IS SO EASY TO TALK TO PEOPLE." **G G** I WILL DEFINITELY BE THERE NEXT YEAR."

6 IT'S BEEN A BIG WIN FOR US BEING HERE." **G G** WE HAVE HAD A GOOD EXPERIENCE FOR OUR FIRST YEAR AND LOOK FORWARD TO BUILDING ON THAT IN CHARLOTTE."

A LOT OF FUN, A LOT OF GREAT INFORMATION AND A LOT OF NEW RELATIONSHIPS."







2023 SPONSOR/EXHIBITOR PACKAGES For More Information, Contact:

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