

SETTING THE PACE IN CHARLOTTE

***OCT. 10-12, 2023***

PRESENTED BY  **Contact Center  
Compliance**  
DNC.com



PROFESSIONAL ASSOCIATIONS  
FOR CUSTOMER ENGAGEMENT

[paceacx.com](https://paceacx.com)

# PACE IS

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**



**25%+**

**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.

## A collage of 18 photographs from the 2019 PGA TOUR Champions event. The images show various activities: a group of people in a hallway, two men playing pool, a 'Welcome' sign with jerseys, a man speaking at a podium, a panel discussion, a man on a yellow robot, a woman presenting, a group of people in a bar, a band performing, a man on a yellow robot, and a man holding a goat.

- ▶ ***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

paceacx.com | PACE ACX 2023 | CHARLOTTE  
NORTH CAROLINA



# PAGE 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

## LAST YEAR'S SPONSORS



# SPONSORSHIP

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

## HALL OF FAME

**\$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
- 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

### **Title Sponsorship – Washington Summit**

### **Miscellaneous 12 month Inclusions**

- Joint press release at PACE expense announcing partnership
- 1 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

# ***SPONSORSHIP***

## ***WINNER'S CIRCLE***

***\$67,500***

### ***High Visibility – ACX 2023***

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- **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**
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- 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

1 LEFT

SOLD OUT

	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)	✓	✓	✓
Additional Passes at 25% OFF	✓	✓	✓
Choice of Booth Location	✓	✓	✓
Priority Booth Placement for PACE ACX '24 Event	✓	✓	✓
Event Attendee Lists	✓	✓	✓
Listing on Sponsor Page at Paceacx.com	✓	✓	✓
Listed in Whova App	✓	✓	✓
Booth Location Listed in Whova Event App with Options for Building a Virtual Booth Space	✓	✓	✓
Listed in All Event Emails	✓	✓	✓
Sponsor for Breakout Session with Signage		✓	✓
Executive Suite Upgrade			✓
Webinar with PACE			✓
Dedicated Social Post and Email			✓
Private Meeting Room			✓



# SPONSORSHIP

## SUPER SPEEDWAY

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

## SPEEDWAY

Tailgate Party (Yard Games)	<b>SOLD OUT</b> \$25,000
Charging Stations	<b>SOLD OUT</b> \$12,500
Keynote Sponsorship (2)	<b>1 LEFT</b> \$10,000
CEO Dinner (Invitation Only)	\$10,000
Pads/Pens	\$10,000
Exhibit Hall Bars	<b>SOLD OUT</b> \$10,000
Room Keys (Both Hotels)	<b>SOLD OUT</b> \$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	<b>SOLD OUT</b> \$7,500
Lunch Sponsor (2)	\$7,500
Post Conference Video	\$7,500

## ADD-ON

Pre or Post Email Blast	\$2,500
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## SHORT TRACK

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

# TESTIMONIALS

**“ I LOVE THE FACT  
THAT THEY BROUGHT  
IN THE LOCAL AREA.”**

**“ 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.”**

**“ 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.”**

**“ I WILL DEFINITELY  
BE THERE  
NEXT YEAR.”**

**“ IT'S BEEN A  
BIG WIN FOR US  
BEING HERE.”**

**“ 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.”**



# **PACE ACX 2023**

**CHARLOTTE, NC**

**PRESENTED BY**  **Contact Center  
Compliance**  
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## **2023 SPONSOR/EXHIBITOR PACKAGES**

***For More Information, Contact:***

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**[paceacx.com](http://paceacx.com)**

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