



ICX 2017

**INTERACTIVE
CUSTOMER EXPERIENCE
SUMMIT**



JUNE 5-7 | DALLAS

SPONSOR PROSPECTUS

IN AFFILIATION WITH:



ABOUT ICX SUMMIT

Explore many of the technologies available to businesses – retail, hospitality, travel, restaurants, healthcare and more – for engaging customers.

Interactive Customer Experience Summit will cover the landscape from kiosks to digital signage to mobile and beyond to give attendees insights they can put in action now to deliver outstanding interactive customer experiences.

Some of the technologies and topics that may be addressed at ICX Summit:

- Assisted Selling
- Augmented Reality
- Automated Retail
- BLE Beacons / iBeacons
- Digital Out-of-Home (DOOH)
- Digital Signage
- Endless Aisle
- Gamification
- Gesture Technology
- Kiosks
- Mobile
- Mobile Payments
- NFC
- Omnichannel
- Self-checkout
- Social Media
- Tablets
- Transparent Displays
- Video Walls
- Wayfinding



WHO SHOULD ATTEND?

Organizations targeted for attendance will include:

- Banks / Credit Unions
- Colleges / Universities
- Entertainment venues
- Government agencies
- Hospitals / Healthcare facilities
- Hotels / Resorts
- Public transportation
- Retailers
- Restaurants

Attendance will include executives with responsibility for:

- CRM
- Customer Experience
- Customer Service
- Loyalty Programs
- Marketing
- M-commerce / E-commerce
- Merchandising
- Mobile Strategy & Solutions
- Operations
- Payments
- Point-of-Purchase
- Point-of-Sale
- Technology / Systems





WHAT OUR ATTENDEES HAVE TO SAY...

"What I liked about the Summit overall was the fact that it really took the digital experience and crystalized how it could best tie into the customer experience. That was really significant to me." - **Craig Zurek, Dallas Cowboys**

"One of the best industry events I've ever attended! The sessions were on-point and provided fantastic real-world examples of interactive customer engagement projects done right." - **Brandon Elliott, Infusion**

"[ICX Summit] has been a great learning ground and networking with people who have a lot of experience in the areas focusing in now." - **Amber Gadsby, Domino's Pizza**

"The Summit was terrific. From the content to the food ... great show!" - **Otelo Vizcaino, Ripley Entertainment**

"I was really impressed to see some of the initial guys that started digital signage years ago, some of the mentors I've followed throughout the years. For them to be here speaks volumes to the show."

- **Lee Summers, Nebraska Furniture Mart**

"It was a great conference overall and I'd love to come back next year." - **Tod Caflisch, Detroit Red Wings**

"I had a great time at the Summit; good speakers and a well-run event overall." - **Mike Templeton, Kum & Go**

"The Summit's been amazing. I would love to come back next year. I expect it to grow and probably be in a bigger venue. So I'll have to bring some colleagues."

- **Sean Anderson, Six Flags Entertainment**



2016 ATTENDEES INCLUDED...





WHAT OUR SPONSORS HAVE TO SAY...

"We are a startup looking to make the most of our marketing budget. The ICX Summit was the perfect conference for us to sponsor. It was focused on technology opportunities for key customers in the Foodservice industry. These were exactly the people we wanted to introduce to our POS Integration technology." - **Mike Wior, Omnivore Technology**

"We've really enjoyed being here. The content's great. The speakers are great. One of the things that we were actually very impressed with is the level of quality of the people who have come." - **Paul Christilaw, Omnivex**

"We had a lot of successful contacts here. It's been intimate enough that we've actually had a chance to speak with them. Everybody's been extremely welcoming. We have been able to interact a lot with all the attendees, which has been great." - **Melissa Reed, CradlePoint**

"I would definitely come back to the show. No doubt about it. I think it was really good. And I liked participating as a moderator as well." - **Jeff Pinc, Panasonic**

"My coaching to all the other service providers trying to come is 'Don't come.' Because this is a gem and we don't want you here. We want to keep all this to ourselves. But in all reality, this is a great place and you guys probably want to look at coming to this conference." - **Kiel Werking, Reflect Systems**

"I definitely enjoyed the ICX experience."
- **Raj Maini, Intel Corporation**

"A great event - worthwhile and insightful."
- **Chris Miller, LG-MRI**



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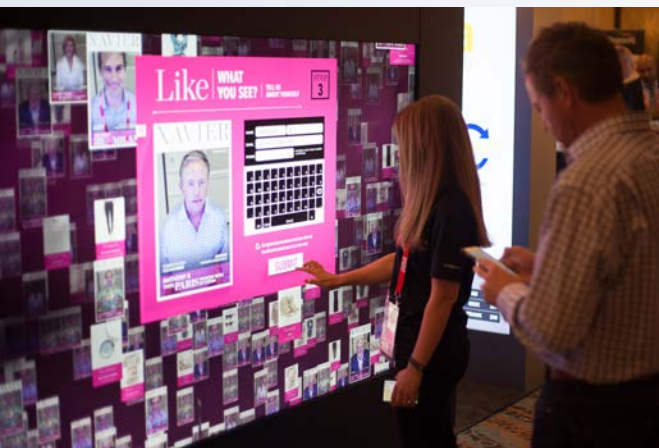


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TOP 5 REASONS TO SPONSOR ICX SUMMIT

1. Get face-to-face with qualified technology decision makers from retail, hospitality, banking and other vertical markets.
2. Have a greater impact at a lower overall cost (and less work!) than exhibiting at a typical tradeshow.
3. Position your company as an industry thought leader.
4. Gain insights into the customer experience challenges faced by Summit attendees.
5. It'll be fun! With great networking over great food in a great locale.



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