

OVERVIEW

SINGAPORE'S FIRST TIME TO HOST 8th APCCAL EXPO & AWARDS

CONNECT WITH HIGHLY TARGETED AUDIENCE FROM OVER 15 COUNTRIES WORLDWIDE

HELD IN CONJUNCTION WITH 11th REGIONAL CCAS SYMPOSIUM AND

15th CCAS ANNUAL CALL CENTRE AWARDS

NEW EXCLUSIVE NETWORKING NIGHT AT A UNIQUE VENUE

BENEFIT FROM REGIONAL ADVERTISING AND BRANDING EXPOSURE

WHY SPONSOR

8th ASIA PACIFIC CONTACT CENTRE ASSOCIATION LEADERS (APCCAL) EXPO & AWARDS
 11th CCAS REGIONAL CONTACT CENTRE SYMPOSIUM
 15th ANNUAL CCAS CONTACT CENTRE AWARDS

ATTENDEES:

100+ (Symposium)

800+ (Awards)

APCCAL LEADERS:

Constitutes of 11 Member Associations:
 Australia, China, Hong Kong, Indonesia,
 Korea, Malaysia, New Zealand,
 Philippines, Singapore, Taiwan, Thailand

EVENT RUN:

2-Day Symposium
 1 Networking Night
 1 Awards Gala Night
 1/2 Day Site Visit

CALL CENTRE PRACTITIONERS:

94.5% (Operators/Owners)

5.5% (Vendor Solutions)

OVERSEAS DELEGATES:

30% (Symposium)

25% (Awards Gala Dinner)

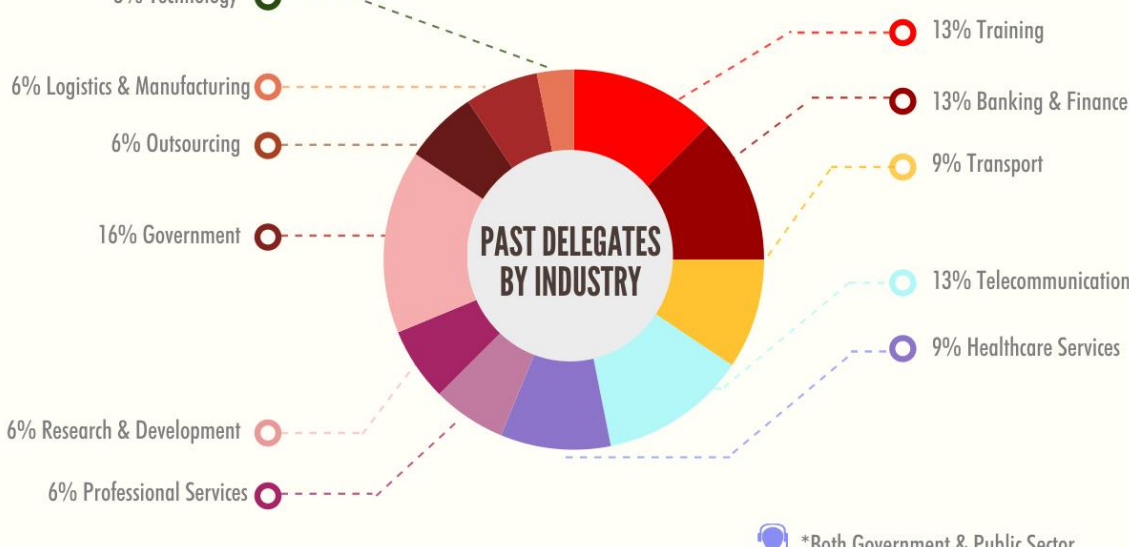


Data presented is an estimation
 based on 2014 Delegates

ENHANCE YOUR COMPANY'S
 VISIBILITY AND IMPACT!



WHO TO EXPECT



DIVERSITY



MANAGEMENT

HEADS, MANAGERS etc.

52%

EXECUTIVES

VICE PRESIDENTS, DIRECTORS etc.

37%

OTHERS

CONSULTANTS, SPECIALISTS, OFFICERS, etc.

11%

Network with Vice Presidents, Directors and Senior Managers of:

- Call Centres
- Contact Centres
- Customer Analytics
- Customer Care
- Customer Contact
- Operations
- Sales & Marketing
- Customer Experience
- Customer Satisfaction and Loyalty
- Customer Service
- IT Analyst and Support
- Quality Assurance



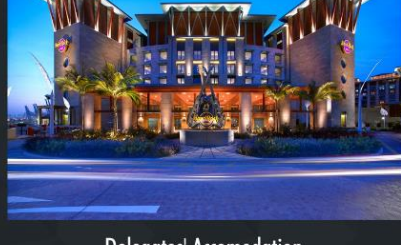
MULTIPLE VENUES



2-Day Regional Symposium
 Equarius Hotel
 Resorts World Sentosa



Exclusive Networking Night
 S.E.A. Aquarium
 Resorts World Sentosa



Delegates' Accommodation
 Hard Rock Hotel Singapore
 Resorts World Sentosa



CCAS & APCCAL Awards Gala Dinner
 Resorts World Ballroom
 Resorts World Convention Centre

OPPORTUNITIES

ITEM / CATEGORY	DIAMOND	PLATINUM	GOLD	BOOTH	SPEAKING SLOT	GALA DINNER	
CORPORATE LOGO On all marketing materials: Event Brochure, Stage Backdrop, Event website, Exhibition Site, Registration Backdrop	✓	✓	✓	✓	✓	✓	DIAMOND USD 25,000
EVENT BROCHURE WRITE UP English write-up in 500 words on the Event brochure	✓	✓	✓	✓	✓	✓	
30 MIN SPEAKING SLOT During Symposium & APCCAL conference	✓	✓	✓	✓	✓	✓	
SOCIAL MEDIA HIGHLIGHTS Across CCAS & APCCAL's Social Media Platforms (Facebook, Twitter, LinkedIn & respective websites)	✓	✓	✓	✓	✓	✓	PLATINUM USD 20,000
EXHIBITION BOOTH Display booth of 3M x 2M at entrance of Exhibition	✓	✓	✓	✓	✓	✓	
CONTRIBUTION TO GOODIE BAG Corporate materials in Delegate's Goodie Bag	✓	✓	✓	✓	✓	✓	GOLD USD 15,000
LOGO DISPLAY Corporate logo displayed the Award Presentation and Gala Dinner site	✓	✓	✓	✓	✓	✓	
PLACEMENT ON DELEGATE PASS Corporate Ad placement on Delegate Pass	✓	✓	✓	✓	✓	✓	BOOTH USD 10,000
ADVERTISEMENT IN SYMPOSIUM BROCHURE 1-full page 4-color advertisement on Symposium Event Brochure	✓	✓	✓	✓	✓	✓	
COMPLIMENTARY PASSES Complimentary Symposium Delegate passes	3	2	1	✓	✓	✓	SPEAKING SLOT USD 9,000
ACKNOWLEDGEMENT IN CHAIRMAN SPEECH Acknowledged by the Chairman in his speech	✓	✓	✓	✓	✓	✓	
POST EVENT LIST Post-Symposium Delegate list	✓	✓	✓	✓	✓	✓	GALA DINNER USD 20,000
COMPLIMENTARY AWARDS GALA DINNER SEATS Complimentary Awards Gala Dinner Seats for the CCAS Awards cum APCCAL Awards	✓	✓	✓	✓	✓	10	

FOR MORE INFO, VISIT:

<http://ccas.org.sg>



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CCAS
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