

interactions  
2024 INTERNATIONAL  
24<sup>th</sup>-25<sup>th</sup> June , London



# Sponsorship Opportunities

Make experiences *flow*

## About NICE

With NICE (Nasdaq: NICE), it's never been easier for organisations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organisations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

[www.nice.com](https://www.nice.com)





# ABOUT INTERACTIONS INTERNATIONAL 2024, LONDON

## SPONSORSHIP OPPORTUNITIES

Dear Partner,

We're very excited to announce the launch of Interactions International 2024, London, the biggest live in-person customer experience event of the year! As our partner, we are pleased to invite you to join us as an official sponsor.

The event will take place on the 24th & 25th of June at the iconic Woolwich Works, a cultural hub on the Royal Arsenal in South East London.

Interactions International is an exclusive, invitation-only event which brings together over 600 decision-makers from a wide variety of industries.

After the success of last year's event, we have decided to make this year's Interactions even greater for the delegates, as we seek to attain a record-breaking number of attendees.

This is being advertised as the must-attend CX event of the year!

Whilst we cannot give away all our secrets, we promise that all delegates can expect a truly spectacular and memorable two-day event.

### WHY SHOULD I SPONSOR INTERACTIONS INTERNATIONAL 2024, LONDON

- **Opportunity to rapidly increase brand awareness** and share your value proposition with a broad and receptive CX audience, before, during and after the event
- **Gain invaluable access to key decision makers and influencers** who are actively looking for NICE solutions
- **Generate leads** at your dedicated booth in the Showcase area
- **Glean best practices and knowledge** from NICE industry experts and analysts
- **Interact with NICE's network of partners and customers**



### WHO ATTENDS INTERACTIONS?

C-level executives and Contact Centre Managers are at the core of our key influencers and decision-makers that attend year after year. Be involved in this unique opportunity to actively reach key industry professionals, technology experts, and decision-makers in organisations from a far-reaching range of industries, such as banking, insurance, telecommunications, utilities, hospitality and travel.



# AN ICONIC VENUE FOR AN ICONIC EVENT

**Woolwich Works** is a multi-disciplinary cultural hub on the Royal Arsenal in Woolwich. The landmark venue opened its doors in September 2021 and has recently been named London's 'best new culture spot' by Time Out. The buildings are rich with stories stretching way back to 1538 when a Tudor mansion was recorded here. Ever since, the site has constantly been in motion, expanding and adapting as the world around it changes. Situated on the historic Royal Arsenal, over the past 300 years, Woolwich Works has housed a firework factory, a theatre, and the Royal Artillery Band.

You can visit their website: <https://www.woolwich.works/>

Site address: The Fireworks Factory, 11 No 1 St, Royal Arsenal, London SE18 6HD  
Easily **accessible** using Elizabeth Line, DLR and UBER Boats



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# SPONSORSHIP PACKAGE

Benefits	Platinum Sponsor £20,000 3 packages available	Gold Sponsor £15,000 3 packages available	Silver Sponsor £10,000 8 packages available
Add-ons: includes your branded signage	Breakfast, lunch or evening entertainment sponsor		
Branding - Before the Event			
<ul style="list-style-type: none"><li>Corporate Logo on the registration site</li><li>1 x co-branded email and 1 x social media post including your logo: Sponsors announced via e-mail to entire NICE database and via social media post to NICE followers</li></ul>	Included	Included	Included
Branding - Before the Event			
<ul style="list-style-type: none"><li>Your branded signage onsite provided by NICE (entrance or plenary)</li></ul>	Included	Included	
<ul style="list-style-type: none"><li>1 x marketing collateral and x 1 event giveaway to be inserted into delegate bags (both to be provided by the partner)</li></ul>	Included	Included	
<ul style="list-style-type: none"><li>Acknowledgement as Platinum / Gold / Silver in the conference guide</li></ul>	Corporate logo and 100-word corporate profile	Corporate logo and 50-word corporate profile	Logo only
Lead Generation			
<ul style="list-style-type: none"><li>Branded 2m demo pod (1 x 43 inch screen)</li><li>1 x scanner to capture leads</li></ul>	Included	Included	Included
Additional Sponsorship Opportunities			
<ul style="list-style-type: none"><li>Delegate bag sponsorship (1,000 branded bags to be provided by partner)</li></ul>	£4,000		
<ul style="list-style-type: none"><li>Bespoke on application</li></ul>	Price TBD		

\* All prices exclude VAT



All Platinum, Gold and Silver sponsors will have the opportunity to apply for a speaking slot (which must include 1 customer speaker). Please apply via [Call for Speakers - Application Form](#).

## DEADLINES

The final date for Call for Speakers is **29th March 2024**.  
The final date for sponsorship submissions is **10th May 2024**.



# NICE SPONSORSHIP APPLICATION

## Application and Agreement for Event Marketing Opportunities



The Total Sponsorship Fee is calculated on the Exhibitor's selection(s) above. 50% of the total Sponsorship Fee is due upon signing of application; 100% of the Total Sponsorship Fee is due once the final invoice is sent by NICE.

All fees are deemed fully earned and non-refundable when due (unless Application is denied). Agreement is non-transferable.

Non-compliance with any payment term or cancellation by Exhibitor will result in loss of space and collection of any fees due.

If NICE accepts this Application, it will countersign the Application, and the terms and conditions of the Agreement will be binding as of the date of the Application.

By signing below, I acknowledge that (i) I am authorised to execute the Sponsorship Agreement for Exhibitor; (ii) I have read and agree to the Sponsorship Benefits, and (iii) Exhibitor will pay the Total Sponsorship Fee and abide by the terms and conditions of this Sponsorship Agreement.

For Sponsor	
Company Name:	Selected Sponsor Package:
	Discount:
	Total Cost: £
Name (printed):	Authorised Signature: 
Title:	Email:
For NICE Use Only	
Accepted by NICE Systems UK Ltd:	Invoice Amount: £
Authorised Signature: 	Date:

Please return the signed agreement to **Bianca Bulat** at [bianca.bulat@nice.com](mailto:bianca.bulat@nice.com). An official invoice will be sent to you when the application is accepted.

Once again, thank you for your support, which is of paramount importance to the success of Interactions International 24.

If you have any questions about the event, please feel free to contact our Channel Marketing Manager, [bianca.bulat@nice.com](mailto:bianca.bulat@nice.com) or at +44 (0) 7436 591335.

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