CS WEEK

Expanding Excellence in **Customer Service**

MEDIA KIT

csweek.org

KEEPING YOU CONNECTED
WITH THE PREMIER ANNUAL CUSTOMER SERVICE
CONFERENCE FOR UTILITIES

CONTENT

Working together, we scale higher, reach wider and drill deeper.

CS Week is recognized as the premiere customer service utilities conference in North America. With more than 2,000 utility professionals and industry partners in attendance each year, CS Week serves the educational and networking needs of electric, gas, water/wastewater and cable utilities from small to large, from municipal to investor-owned. Its exhibit hall, the largest in this industry space, offers 160+ companies multiple opportunities to connect, listen, learn and develop product and service relationships. Executing a conference experience that attendees revisit so enthusiastically year after year takes teamwork with many partners, perhaps including you.

As a 501c3 organization, CS Week invests its registration, sponsor and exhibitor revenues revenues into the Conference experience and year-round webinars. CS Week cannot publish ads from media partners because of this tax designation. Our Board, Planning Committee, venue steering committees and staff mobilize to keep CS Week relevant with trending topics while retaining tried-and-true content that attendees trust from respected utility peers. For the latest Conference, more than 100 utilities were part of these planning efforts. CS Week organizes its core venues, specifically Conference and Synergy Groups, around seven customer experience lifecycle blocks. CS Week aims to inform, delight, build comradery, recognize excellence and offer opportunities for growth and sharing. Almost a thousand attendees use the Conference App each year and thousands more are actively engaged with CS Week via social media. I invite you to visit the venues described on csweek.org to see why CS Week's successful formula evokes such positive reviews.

CS Week's ability to connect media partners with its own extensive attendees' and industry professionals' database makes good business sense for both parties. Since its beginnings, CS Week has followed a policy of providing trade outs for media partners in lieu of paid advertising. These trade outs include partner logos in major collateral like CS Week's quarterly magazine Newsline, Program, On-Site Guide and its Conference App. In exchange for your company providing complimentary email blasts, event listings, full-page and half-page advertisements and features, and banners in your physical and electronic publications, CS Week will, in turn, provide:

• Complimentary Conference registration (1 per company or more depending on service $ value);
• Dedicated, internet-enabled press room at the Conference;
• Distribution of media partner collateral in Exhibit Hall literature bins;
• Physical access to Conference attendees, and CS Week Board, Planning Committee personnel and staff;
• Virtual interview rooms with vendors or attendees for you to gather data points and develop articles;
• 365/24/7 presence of your company logo hyperlinked to your company website on csweek.org; and
• Attendee Directory and Exhibitor Catalog to those who attend Conference.

We have many ideas about how partnering with CS Week can enhance your circulation and reputation in the utility industry. Working together, we can go higher, deeper and wider. Please review the components of CS Week's on-line Media Kit and let me know that we can count on your company as a valued partner. Should you have questions, please contact me or John Sild, Conference Director.

Best regards,

CEO, CS Week
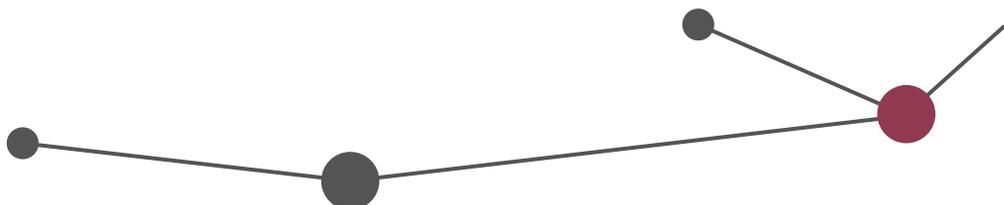
WHAT IS
CS WEEK

MISSION:
To advance utility customer service through the delivery of unbiased educational opportunities, forums for networking, and sharing of innovative best practices that will advance the customer experience.

A 501c3 organization

CS WEEK is more than an annual Conference. Its educational and networking mission reaches thousands of utility professionals and industry partners at least monthly through:

- CS Week Newsline
- eNews
- Webinars
- Email Broadcasts

CONTACT CENTER

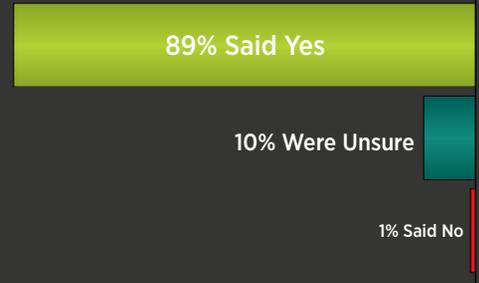ANALYTICS

DIGITAL CUSTOMER ENGAGEMENT

STRATEGIES & MANAGEMENT

CREDIT & COLLECTIONS

FIELD SERVICES

BILLING & PAYMENTS

CS Week provides learning and networking opportunities in support of the utility customer experience lifecycle.
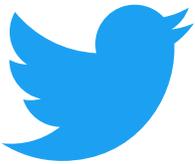
CSweek RESEARCH

ATTENDEE SATISFACTION

95% Very Satisfied
2% Satisfied
2% Neutral/Unsatisfied
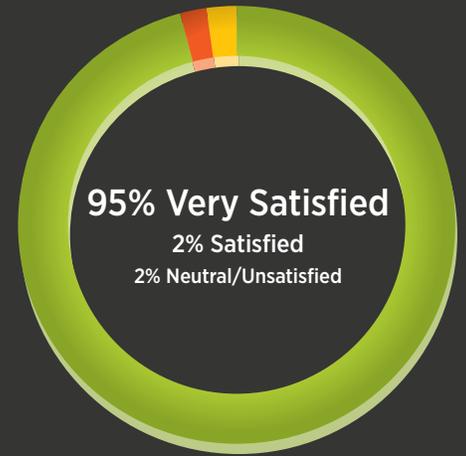
Attendees Who Would Recommend CS Week to a Colleague

89% Said Yes

10% Were Unsure

1% Said No

SOCIAL MEDIA STATS During conference:

Tweet impressions
79.8K

Profile visits
3,634

New followers
1.2K+

Top Demographics:
US (89.47%)
INDIA (5.88%)
CANADA (2.17%)

Organic Impressions:
17.7K+

"**MEDIA PARTNERS PLAY SUCH A CRITICAL ROLE IN CS WEEK'S MISSION.** We appreciate and applaud the circulation impact these partners make to advancing our educational and networking goals to the utility industry."

-Penni McLean-Conner
CS Week Board Chairperson
CCO & SVP, Eversource Energy

WHAT DO OTHERS SAY ABOUT US?

DIRECT MEDIA PARTNER BENEFITS:

- Pre-conference recognition with your company logo featured on the conference website;
- Exposure in the advanced promotional materials with distribution to utility professionals throughout the US and Canada in the CS Week Newsline and again in the CS Week Program;
- Exposure during conference in the CS Week On-Site Guide that is distributed to all attendees;
- Listing in the CS Week Conference App, downloaded and used by a high percentage of attendees, sponsors and exhibitors;
- Special recognition of your company during the general sessions;
- On-site signage to spotlight your partnership;
- Advance premium booth selection; and
- Cross-indexed listings in the Exhibitor Catalog of product/service which also appears on the CS Week website under Utility Industry Products & Services and include links to your website.

WHY PARTNER
WITH CS WEEK?

INDIRECT MEDIA PARTNER BENEFITS:

- Participate in CS Week's mission "to advance utility customer service through the delivery of unbiased educational opportunities, forums for networking, and sharing of innovative best practices that will advancethe customer experience;"
- Collect and share utility and industry contacts to increase your circulation/subscriptions and enhance your industry reputation; and
- Promote best practices, cooperate/coordinate with industry professionals and be recognized as a partner.

1. Media company must serve or have a direct focus on North American utilities and/or related information technology spaces.
2. Media company must regularly publish either an electronic or physical hard-copy magazine or newsletter or both. "Regularly publish" is defined as at least quarterly (4 times/year).
3. Media company must have a mailing/subscriber list of at least 1000 individual names, addresses, email addresses and/or phone numbers.
4. Media company must primarily promote other companies, not itself.
5. Media companies whose primary focus is public relations are ineligible.

HOW TO
BECOME A MEDIA PARTNER

Download and print our CS Week Media Partner Application. Upon completion, scan it to one or both email addresses below.

If your Media company meets these criteria and you are interested in becoming a CS Week Media Partner, please contact:

JOHN SILD

CS Week Conference Director
903-893-3214 or 903-815-1909
jsild@csweek.org

OR

BRYNNA HARRIS

CS Week Media/Marketing/ Communications Manager
903-893-3214 or 903-821-8651
bharris@csweek.org

WAYS TO ENGAGE

BEFORE, DURING AND AFTER CS WEEK CONFERENCE

The possibilities are endless, but here are a dozen ideas on how you can engage as a CS Week Media Partner!

Schedule a Press Conference with our CEO.

Conduct a "No Mics" chat with a Board members.

Promote innovative programs or venues like LeadNext, a leadership development partnership between utilities and CS Week.

Recognize the annual Expanding Excellence Awards, their winners and finalists, and advertise links to the finalists' videos.

Advertise CS Week's five webinar series and/or follow up with presenters for a feature.

Conduct CS Week Publishing author interviews.

Interview Keynote Speakers and feature them in print.

Interview returning and new exhibitors and feature the reasons why they invest in CS Week.

Schedule an interview with the Host Utility Sponsor's executive to find out what being the Host Utility is all about.

Post CS Week's ad for its annual Call for Presentations online or in your magazine.

Promote CS Week Publishing books.

Perform 'Man on the Street' informal surveys with Conference attendees and post the results in your publication(s).

CS WEEK PRESS ROOM

CS WEEK MEDIA PARTNERS HAVE ACCESS TO THE CS WEEK PRESS ROOM ON TUESDAY, WEDNESDAY AND THURSDAY (8:00 AM – 5:00 PM) DURING CONFERENCE.

THIS PRIVATE ROOM ADJACENT TO CS WEEK'S OFFICES IS EQUIPPED WITH:

- Network-enabled computer and printer
- Beverages and light snacks
- Wi-fi access and electric outlets
- Good lighting
- Comfy chairs to relax & work space table and chairs.
- CS Week staff assistance to contact attendees and schedule appointments/interviews
- CS Week personnel as resources (offered for a 2-hour period each day)
- USB drives with CS Week Press Releases and useful Conference documents
- Printers and 8.5 x 11" paper

ADVERTISING CALENDAR

SEPTEMBER   Fall Newsline

NOVEMBER   Registration and Hotel Accommodations Open

DECEMBER   Winter Newsline

JANUARY   Program is released

MARCH   Spring Newsline

APRIL/MAY   CS Week On-Site Guide and Conference App published

JUNE   Summer Newsline

CS Week is seeking trade-out advertising opportunities throughout the year
(with emphasis on November - April)

Print Specs

- CMKY ONLY(No RGB/Pantone Colors)
- All type must be embedded and transparencies flattened-
  - All links and fonts are included if a native file is being provided
- All images must be high resolution (300 dpi+)
- Bleed is provided (.125" or 1/8") for any pictures, graphics, text, or any other objects which either touch or run off of the edge of the page
- All important text, pictures and graphics are at least 1/8" away from the trim edge

Web Specs

- All images must be in GIF, JPG or PNG format
- Files must be No Larger than 2MB
- All files must be RGB format
- No animation
- URL to click-through must be provided
- CS Week is not responsible for inaccurately provided links

Logo Specs

- Logos must be sent in either EPS or AI format
- All fonts must be outlined/flattened
- Logo must be visible on white background-
  - If logo is white, please send alternate options for best use

ARTWORK
AND SPECIFICATIONS

CONTACT INFORMATION

For questions about CS Week policies and CS Week Media Partner Agreement, contact:

John Sild
CS Week Conference Director
903-893-3214 or 903-815-1909
jsild@csweek.org

For questions about specifications, logos, artwork or design issues, contact:

Brynna Harris
**CS Week Media/Marketing/
Communications Manager**
903-893-3214 or 903-821-8651
bharris@csweek.org

For questions about advertising content, contact:

Janet Grabinski
CS Week Writer
903-821-2339
jgrabinski@csweek.org