



# MEDIA KIT

[csweek.org](http://csweek.org)

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

# CONTENT

**3**

**DEAR MEDIA PARTNERS**

**4**

**WHAT IS CS WEEK?**

**WHAT DO OTHERS SAY  
ABOUT US?**

**WHY PARTNER WITH CS WEEK?**

**HOW TO BECOME A MEDIA PARTNER**

**WAYS TO ENGAGE BEFORE,  
DURING AND AFTER CONFERENCE**

**ADVERTISING CALENDAR**

**SPECIFICATIONS AND ARTWORK**

**CONTACT INFORMATION**

## DEAR MEDIA PARTNERS

# 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 into the Conference experience and year-round education outreach. 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 tracks. 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](http://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:

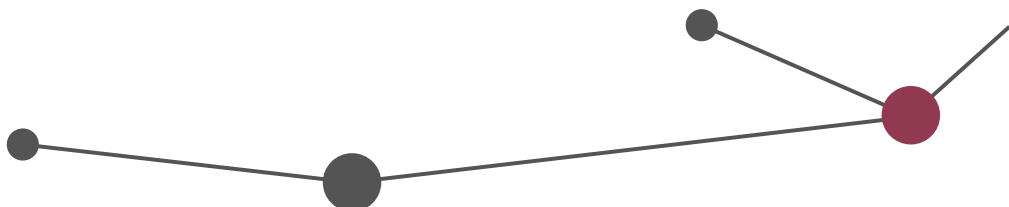
- Complimentary Conference registration (1 per company or more depending on service \$ value);
- Distribution of media partner collateral in Exhibit Hall literature bins;
- Physical access to Conference attendees, and CS Week Board, Planning Committee personnel and staff;
- 365/24/7 presence of your company logo hyperlinked to your company website on [csweek.org](http://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, at (903) 893-3214.



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:

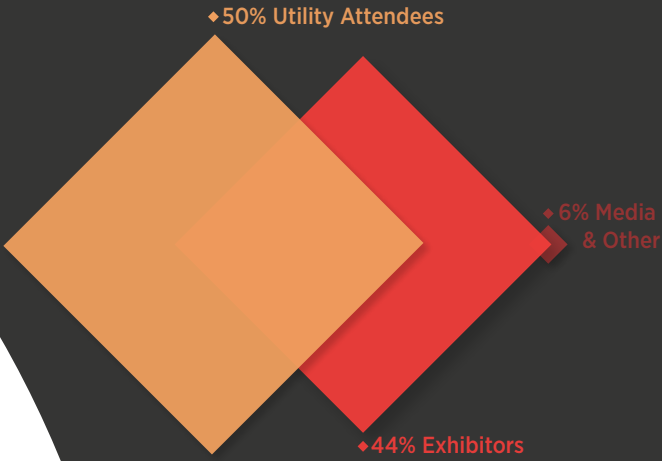
- [CS Week Newsline](#)
- [eNews](#)
- [Webinars](#)
- [Email Broadcasts](#)
- [Social Media](#)



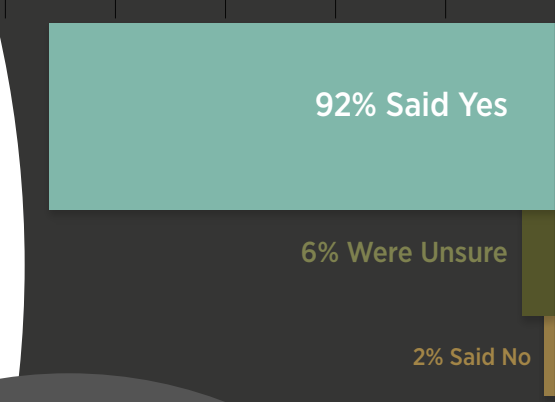
CS Week provides learning and networking opportunities in support of the utility customer experience lifecycle.

# CS WEEK ATTENDEES

"Based on 2019 Attendee Survey Data compiled and reported by Research America"



## Attendees Who Would Recommend CS Week to a Colleague



-Jim Linn  
Managing Director, Information Technology  
American Gas Association

## SOCIAL MEDIA STATS During conference:



Metric	Value
Tweet impressions	126.7K
Profile visits	3,634
Followers	1.3K+



Category	Value
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



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 advance the 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.

## ELIGIBILITY CRITERIA:

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

You can now fill out the CS Week Media Partner Application [online](#).

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@cswweek.org

OR

### BRYNNA HARRIS

**CS Week Media/Marketing/  
Communications Manager**

(903) 893-3214 or (903) 821-8651  
bharris@cswweek.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!

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

Schedule a press conference with our CEO.

Conduct "No Mics" chats with Board members.

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).



# ADVERTISING CALENDAR

**SEPTEMBER**

*Fall Newsline*

**NOVEMBER**

Registration and Hotel Accommodations

**DECEMBER**

*Winter Newsline*

**JANUARY**

Program

**MARCH**

*Spring Newsline*

**APRIL/MAY**

CS Week On-Site Guide, Conference  
App, Expanding Excellence Awards  
Press Release

**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

# 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

# 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

**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