CS Week is the premier customer service utility education conference for industry professionals from electric, gas, water/wastewater utilities throughout North America.

Attendees return year after year for a dynamic, forward-thinking agenda, the opportunity to evaluate the newest products and best solutions offered by our exhibitors.

**Our goal is to plan and deliver an event that exceeds your expectations and becomes an essential, productive element in your annual marketing program.**

**May 19 - 22, 2020**

Fort Worth Convention Center | Fort Worth, TX

For additional information about exhibiting and/or sponsoring at CS Week, please contact:

**Gail Farmer**  
*Exhibitor/Sponsor Manager*  
903-893-3214  
gfarmer@csweek.org

Click here to subscribe to **SPONSORSHIP NOTICES**  
Click here to subscribe to **EXHIBITOR NOTICES**
Why Sponsor?

Being a CS Week Conference Sponsor puts your marketing dollars to work from the time you become one, throughout CS Week Conference and after. Beyond the visibility and prestige of being a sponsor, you’ll meet senior level utility decision-makers, management level professionals evaluating software solutions or identifying consultant expertise, and attendees in the areas of Customer Service and IT.

The benefits you derive from sponsorship depend on the level and the nature of your company’s participation. Sponsors may receive:

- Pre-conference recognition with your company logo featured on the conference website;
- Exposure in the advanced promotional materials distributed to utility professionals throughout the U.S. 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;
- Special recognition of your company during the general sessions;
- On-site signage to spotlight your sponsorship;
- Advance premium booth selection;
- Cross-indexed listings in the Exhibitor Catalog of products/services which also appear on the CS Week website under *Utility Industry Products & Services* and include links to your website.

Sponsorships also include complimentary registrations...

- Platinum level sponsors receive eight (8) complimentary Conference registrations.
- Gold level sponsors receive six (6) complimentary Conference registrations.
- Silver level sponsors receive two (2) complimentary Conference registrations.

As a Gold or Platinum Level Sponsor, you are also eligible to present a Sponsor Solution Session during CS Week Conference. These sessions run concurrently with the CS Week Conference workshops and are designed to allow exhibitors an opportunity to present their company’s products, services and industry experience in an educational environment.

Become a Sponsor...

In late summer/early fall, those who have requested sponsorship information or are designated in our database will receive a sponsorship opportunities e-mail blast listing all available sponsorships, fees and entitlements.

One of the many perks of becoming a CS Week Conference Sponsor is the opportunity to secure advance premium booth selection marked by an * asterisk on the floor plan. Once the sponsorship agreement has been submitted, you may proceed to the online Exhibit Agreement to secure your premium booth.

Sponsorships start at $6,300. If you are interested in becoming a sponsor, please contact: Gail Farmer, Exhibitor/Sponsor Manager, at *gfarmer@csweek.org*.

*Click to view 2019 CS Week Conference Sponsors*
Why Exhibit?

Although companies utilize numerous marketing strategies, one of the most cost-effective ways to highlight your firm in front of your clients and potential clients is to exhibit at CS Week Conference. Year after year, companies report tremendous value for their money at CS Week events - meeting with buyers, managers and decision-makers from across the globe.

The benefits are clear:

• **Our database.** CS Week Conference keenly targets a vast database of executive and professional utility professionals to assure their participation in our event. Knowing your audience can help tailor sales objectives, increasing their accuracy and cost effectiveness.

• **The buyer is there and looking.** Conference attendees represent utilities in North America and worldwide, but all have consciously set aside time to attend, learn, meet and do business. The level of attendees at CS Week Conference is always high and includes CIOs, senior VPs of customer service, directors and managers, buyers and representatives of government entities.

• **Networking.** Meeting potential partners and establishing a strong rapport are key goals for making successful business contacts. CS Week networking events are a great opportunity to promote your company and establish long-term relationships.

• **Market reach.** Exhibiting at CS Week Conference promotes your brand, product or launch in a manner that increases top-of-mind awareness and interest as your booth is seen and visited by your focused target group in the CS Week Exhibit Hall. It can introduce you to customers that you might never have had the opportunity to meet or were not aware of their interest.

• **Show your products and services** in a setting that enhances the credibility and appeal of your brand in a relaxed neutral environment. Most vendors achieve a greater impact when customers and prospects can meet and interact with your company representatives and products in person.

• **Private consultations/demos.** CS Week offers exhibitors and utilities time in the Exhibit Hall to make one on one appointments so vendors can prepare to meet with specific utilities and utilities can garner their personal attention.

2019 Featured Exhibitors include:

[Click to view 2019 CS Week Conference Exhibitors](#)
Who Attends?

Attendees depend on CS Week for:

- Evaluating high-quality technology choices and consulting resources.
- Listening to the perspectives of other utility professionals who have been there, done that.
- Learning how to compare and measure customer service success.
- Reviewing business strategies needed to unleash the full potential of utility customer service.

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

Main Influences for Attending CS Week

Click for a sampling of companies who attend CS Week for their customer service education and technology exploration needs.
Who Attends?

The CS Week utility professional attendee profile includes:

- VPs, COOs, CIOs, and Managers/Directors/Supervisors in Utility Customer Service
- Managers/Directors/Supervisors from Supporting IT Departments
- Project Managers
- Analysts and Programmers
- Call Center

CS Week Attendee Titles

- Executives & Directors: 41%
- Managers & Supervisors: 33.5%
- Professionals: 25.4%

CS Week Attendee Satisfaction

- 81% Very Satisfied
- 9% Satisfied
- 5% Neutral/Unsatisfied

Attendees Who Would Recommend CS Week to a Colleague

- 92% Said Yes
- 6% Were Unsure
- 2% Said No

Click to view a video, “What Attendees Say About CS Week”
Click to view a video, “What Vendors Say About CS Week”
Why Do They Attend?

CS Week has been a practical source of utility education since its origins as a CIS user group 44 years ago. The level of information available in 1976 is dwarfed by the reality of current utilities, and the demand for solid, proven, cutting-edge information has never been greater as we approach 2020.

CS Week Conference workshops are developed along the tracks of the Customer Experience Lifecycle to provide discussions, solutions and solid information to utilities: Analytics; Billing & Payments; Digital Customer Engagement; Contact Center; Credit & Collections; Field Services; and Strategies & Management. Workshop speakers are selected for their knowledge of the topic and proven ability to convey information. Workshop formats encourage questions and discussion. And in case you missed something of interest to your workplace, the syllabuses are available online to registered attendees following CS Week.

- **Analytics** - Covers various aspects of the Smart Grid and/or Smart Infrastructure, Advanced Metering Infrastructure, Meter Data Management and the analytics resulting from the data generated by the devices. Covers all devices that monitor consumption and also Internet of Things.

- **Billing & Payments** - Focuses on all aspects of residential, commercial and industrial billing including ebilling; wholesale billing; billing for other services; bill print services; consolidated bills; revenue assurance; complex billing; and dynamic (real-time) pricing. This track also examines various payment issues related to credit cards; debit cards; e-checks; lockbox operations; treasury functions; EBPP; cashier workstations; and kiosks.

- **Digital Customer Engagement** - Utilizes digital tools and techniques to find, listen to and mobilize stakeholders around issues in the utility industry.

- **Contact Center** - Explores current, emerging and enabling processes and technology in the areas of customer acquisition; telephony; DSM/conservation; CRM; call center software; outage management; work management; GIS; kiosks; and document management.

- **Credit & Collections** - Considers new issues and best practices in the areas of credit and collection processes and software; third party collections; mobile workforce management; modeling and scoring; data analytics; e-checks; and remote disconnect through AMI.

- **Field Services** - Concentrates on various aspects of field operations including outage management; materials management; mobile workforce management; employee and customer safety; GIS; communications architecture; GPS; broadband; dispatch; routing; and scheduling.

- **Strategies & Management** - Focuses on trends from a people, process and technology perspective by sharing information related to plans, strategies, trends and management of the Customer Experience Lifecycle.

Workshops also include:

- **Sponsor Solutions** - Provides exhibitor forum for informing utility personnel about their products and services and client success stories.

- **Expanding Excellence Awards** - Sessions designated to showcase the two (large and small utility) award winners and their teams that are announced during general session.
Who Should Exhibit?

- Software vendors supporting specialized facets of customer service.
- Hardware and technology vendors supporting customer service functions.
- Utility and management consultants servicing the customer service areas of a utility.
- Outsourced services providers targeting the customer service areas of a utility.

Click to view Utility Industry Products & Services listing of current and past exhibiting companies cross-indexed by product/service listings on the CS Week website.

Exhibitor Analysis

CS Week Exhibitor Satisfaction

- The overall exhibiting experience at CS Week
- Your company received timely and adequate information regarding exhibiting/sponsorship opportunities
- The Conference adequately promoted exhibit hall attendance
- The resources your company spent to participate were worthwhile
- The time allowed for Invitation-Only Consultation/Demonstration
- The hours that the exhibit hall was open
- The lead retrieval offered
- The number of attendees that visited your exhibit
- The service received from Shepard Exposition Services
- The CS Week staff was courteous, professional and knowledgeable

Attendee Satisfaction with the Exhibit Hall
Become an Exhibitor...

Booth-only selection submissions are secured by completing the online Exhibitor Agreement. This information will be sent via an e-mail blast in December to those designated in our database to receive this information. If you would like to secure a booth space before December, please consider becoming a CS Week Sponsor which allows for advanced premium booth selection as one of the entitlements. All booth/island selections are processed on a first-come, first-served basis. You may view the Exhibit Hall Floor Plan online or download a printable version once available.

Exhibiting at CS Week Conference positions your company at the center of this thriving marketplace. This unique comprehensive educational and exhibition event is your opportunity to reach the most viable, progressive and forward-thinking utilities, municipalities and cooperatives.

• Commit to CS Week, the largest exhibit of the year for Customer Service, Field Service and IT in the utility industry.
• Enjoy a year-round link to your company’s website from the CS Week website: Utility Industry Products & Services, a cross-sorted listing of products and services.
• Renew relationships with the current customers, launch new initiatives, or introduce your presence into the marketplace.
• Reach across the spectrum in utilities from the largest IOUs to co-ops and municipalities.
• 100,000+ square feet in the Exhibit Hall.
• Solidify or firm up new markets as CS Week expands its scope into energy efficiency, conservation, smart grid and other facets of this fast-changing industry.
• Position your company, your products and services, and your sales representatives via face-to-face opportunities with decision-makers who are looking for the newest and the best solutions and the decision-influencers who will be using them.
• Present Invitation-Only private consultations/demons, allowing potential customers dedicated time for hands-on evaluation.

If you are interested in becoming an exhibitor or sponsor, please contact:

Gail Farmer
Exhibitor/Sponsor Manager
903-893-3214
gfarmer@csweek.org

For Exhibitor Booth & Exhibitor Attendee Registration Fees see pages 10 & 11
Exhibitor Booth Fees*

The booth/island rates below apply only to single company space! Multi-company booth rates are available. Please contact Gail Farmer for this information.

<table>
<thead>
<tr>
<th>10’ x 10’ Booth Space</th>
<th>10’ x 20’ Booth Space</th>
<th>10’ x 30’ Booth Space</th>
<th>20’ x 20’ Island Space</th>
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*Booth fees do not include tables, chairs or electrical. These as well as other items can be ordered.

**SINGLE BOOTH FEE will include:**
(10’ x 10’, 10’ x 20’ and 10’ x 30’ booths)
- Carpet
- 3’ side rail drape and 8’ back wall drape
- 7” x 44” ID sign.
- Company listing linked to your company website will be displayed on the CS Week Conference website for the year.
- Company products and services promoted under Utility Industry Products & Services, a special section displayed year-round on the CS week website.
- Company listing advertised in CS Week Newsline with a distribution to utility professionals throughout the U.S. and Canada (if received by publication deadline).
- Company listing promoted in the CS Week Program, delivered to our extensive database of utility professionals (if received by publication deadline).
- Company listing to be included in the CS Week On-Site Guide distributed to all CS Week attendees (if received by publication deadline).
- One set of pre-and post-conference attendee lists in electronic format (*.xls) suitable for direct mail promotion.
- Entitlement to be showcased in (1) one pre-conference marketing e-mail broadcast targeted to registered CS Week utility attendees.
- Company profile (not to exceed 75 words) to be featured in the CS Week Exhibitor Catalog (if received by publication deadline).
- Company products and services to be listed in the CS Week Exhibitor Catalog (if received by publication deadline).

**ISLAND BOOTH FEE will include:**
(20’ x 20’ and larger)
- A prime booth location located in a high traffic area.
- Multi-sided access to your island booth.
- Company listing and logo linked to your company website will be featured on the CS Week Conference website for the year.
- Company products and services promoted under Utility Industry Products & Services, a special section displayed year-round on the CS week website.
- Company listing and logo advertised in CS Week Newsline with a distribution to utility professionals throughout the U.S. and Canada (if received by publication deadline).
- Company listing and logo promoted in the CS Week Program, delivered to our extensive database of utility professionals (if received by publication deadline).
- Company listing to be included and logo will be highlighted in the CS Week On-Site Guide distributed to all CS Week attendees (if received by publication deadline).
- One set of pre-and post-conference attendee lists in electronic format (*.xls) suitable for direct mail promotion.
- Entitlement to be showcased in (1) one pre-conference marketing e-mail broadcast targeted to registered CS Week utility attendees.
- Company profile (not to exceed 75 words) to be featured in the CS Week Exhibitor Catalog (if received by publication deadline).
- Company products and services to be listed in the CS Week Exhibitor Catalog (if received by publication deadline).
Exhibitor Attendee Registration Fee

Please note that we only provide complimentary Conference registrations to those who also elect to sponsor. Exhibitors and all individuals working a booth in the exhibit hall during show hours must be registered Conference attendees. Registration cost is NOT included in Booth/Island fees.

- PLAN AHEAD - REGISTER EARLY - SAVE $$$ -

Save up to $200 on Your Registration*

Become a sponsor, exhibitor or both and register early for CS Week Conference to save $200 off the $1,395 on-site registration fee. For only $1,195 (early bird), each person working in your booth will be welcome at the breakfasts and keynote speakers’ presentations, Exhibit Hall luncheons, CS Week Conference workshops and all social and networking functions including, but not limited to, Exhibit Hall receptions and the perennial favorite – the CS Week Special Event. For two and a half days, you will be surrounded by hundreds of utility professionals looking to take the latest information and newest solutions back to the office.

*Non-exhibiting vendors do not qualify for this discount.
The non-exhibitor fee is $3,100 per person.

CONFERENCE REGISTRATION FEES FOR EXHIBITORS
(2019 Fees - 2020 Fees subject to change)

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Online Registration Opens Fall 2019

Exhibitor & Sponsor Payment Details

- 50% Payment Due upon Receipt of Invoice
- Balance Payment Due on or before **February 1, 2020**
- Credit Card, Check or Electronic Funds Transfer Accepted