



VoCFUSION™ 2012

The Cosmopolitan Hotel, Las Vegas, Nevada
May 14 - 17

**PARTNER
PACKET**

THE WORLD'S LARGEST VOICE-OF-CUSTOMER EVENT

VoCFusion 2012 promises to be the premier industry event. Let's create true fusion by bringing together our collective energy and leadership to help shape the industry, and the future of business.

Your invitation to the biggest VoC event

Let's face it, our industry is noisy. Consumers are confused and hesitant, and therefore reluctant to commit to bigger projects, and bigger outcomes. But there's something we can do to directly influence this problem. We can create calm and clarity where there is confusion. We can offer solid leadership and focus. We can band together to create confidence, momentum and energy – even fusion!

You are invited to become a partner with other leading companies to make this THE industry event. With an open agenda and collaboration as leaders, we can make the VoC industry one of the fastest growing, most prominent, and most talked about industries in the future.

We believe in this 'open collaboration' concept so much, that Allegiance is opening up this conference to select partners like you. We have moved our annual user conference to the day after the conference ends, and will promote the conference to all Allegiance customers and prospects. They already know the value of attending and are planning on being there enforce. We expect approximately 500 attendees, but with your help, we can easily get twice that number to attend.

VoCFusion spans two days and will be packed with over 60 sessions including keynote presentations, panel discussions, case study presentations, workshops, hands-on training and industry certifications. Attendees will join hundreds of other top-level executives and peers representing a variety of industries and job functions.

What attendees should expect at VoCFusion

- The industry's biggest announcements, including new products, partnerships, technology and solutions
- Training, education and certifications – all in one place – from the industry's best companies
- The best networking, including birds of a feather, VIP and practitioner networking
- The best sessions and tracks, led by VoCFusion Premier partners
- The best energy, fun and momentum that creates excitement, inspires attendees and gets people talking



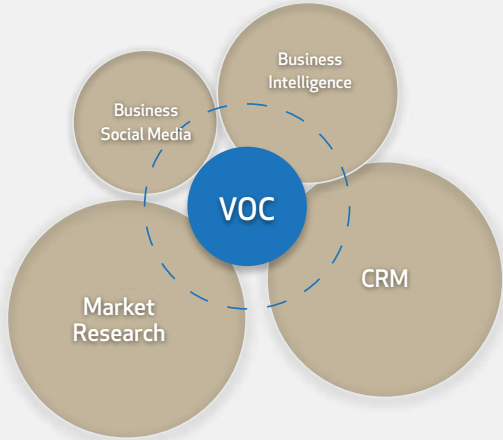
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Hearing how companies implemented their VoC programs and the challenges they overcame was a highlight, and being able to directly ask those speakers specific questions was a great benefit.

The speakers were fantastic. The food was excellent. The entertainment was great. The trainings were useful. The location was beautiful! The overall experience was an extreme success!

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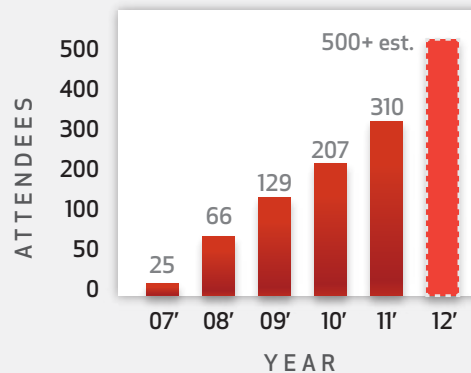
The VoC Convergence

VoC is the convergence of several fast-growth industries. VoC includes the functional disciplines of customer experience, surveys, feedback management, market research relating to customer retention, loyalty and satisfaction, and customer and employee analytics. These markets create a landscape of tremendous opportunity. According to leading analysts, the VoC market is growing swiftly at greater than 15 percent per year.



The Fastest Growing VoC Event

VoCFusion is now the world's fastest growing and largest Voice-of-Customer, customer experience and employee feedback event.



“

I flew across the world to be here, and I'll definitely come again next year. It is the one place where all the big announcements are made; all the big deals are happening; and all the industry pros are gathering.

”

Who Should Attend?

If attendees work in a small, medium or large business in B2B and B2C, they will find courses, training, sessions and networking peers that match their own.

If attendees' functional role and title matches the below, they will find high value by attending: C-Suite, EVP/SVP, VP, Director, Sr. Manager, Manager and Administrators of:

- | | | |
|-----------------------|-----------------------|------------------------|
| Brand Experience | Satisfaction | Marketing |
| Business Intelligence | Loyalty | Operations |
| Customer Care | Employee Training | Quality Assurance |
| Customer Experience | Employee Retention | Relationship Marketing |
| Customer Insights | Employee Satisfaction | Services |
| Customer Strategy | Employee Engagement | Support |
| Customer Service | Feedback Management | Strategic Planning |
| Customer Support | Human Resources | Social Media |
| Contact Center | Market Research | Survey |



Silver Partner

- One 45 minute track session
- One 10' x 10' booth space in Partner Pavillion
- Inclusion in VoCFusion preconference press releases and marketing, at-conference and post-conference releases and marketing
- 1 half-page ad in conference guide
- Logo on show signage
- 100-word description for show materials and website
- Two (2) internal full conference registrations
- Two (2) passes for existing or prospective clients
- Lead retrieval system, standard electricity and internet

Investment
\$11,500

Exhibit Partner

- One 10' x 10' booth space in Partner Pavillion
- Inclusion in VoCFusion preconference press releases and marketing, at-conference and post-conference releases and marketing
- Logo on show signage
- 100-word description for show materials and website
- Two (2) internal full conference registrations
- Lead retrieval system, standard electricity and internet

Investment
\$6,500

2011 Sponsors



5 Reasons to Become a Partner of VoCFusion 2012

- 1 Gain leadership exposure to this fast-growth market
- 2 Create brand presence through direct contact with key executives and decision makers
- 3 Meet this unique group concentrated in one place for two days
- 4 Get leads and sales opportunities
- 5 Help create and influence one of the fastest growing business categories

“

...I must say that this conference was one of the best I have ever attended. The speakers were excellent and the content of their talks reflected important areas in customer feedback programs.

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PARTNER PARTICIPATION SCHEDULE

MAY 14
MONDAY

MAY 15
TUESDAY

MAY 16
WEDNESDAY

MAY 17
THURSDAY

MORNING

AFTERNOON

EVENING

Welcome Reception

Partner Pavilion Open

Keynote

Sessions

Lunch

Sessions

Closing Speaker

Poolside Reception

Partner Pavilion Open

Keynote

Sessions

Lunch

Sessions

Closing Speaker

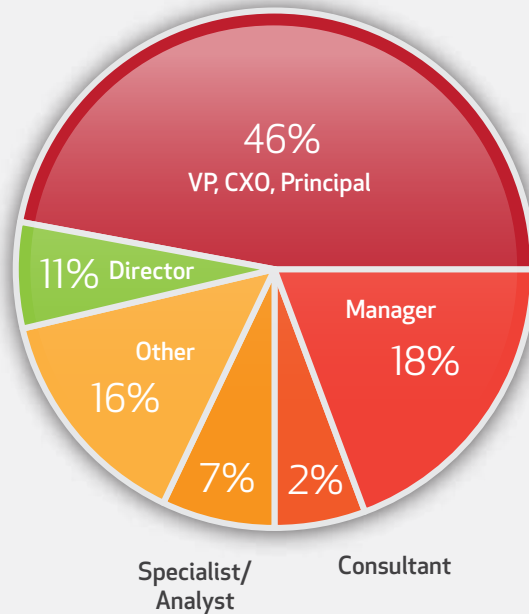
VoC Training, Certifications

Lunch

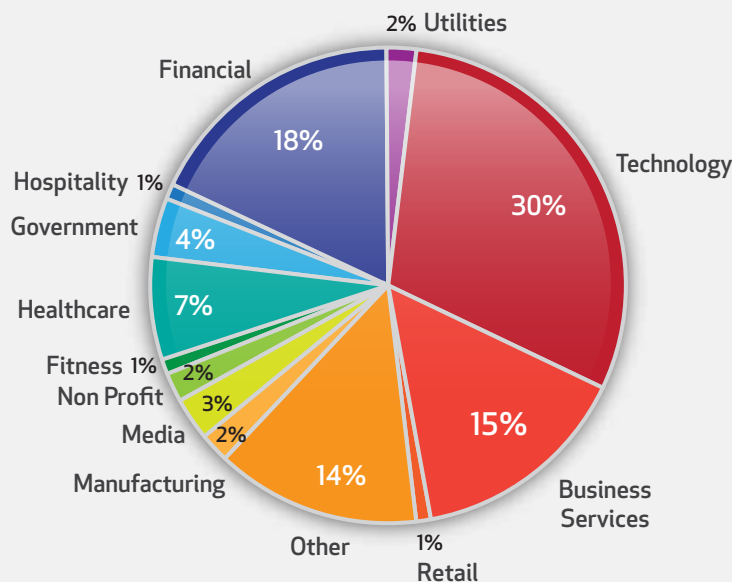
VoC Training, Certifications

Past Attendees

ATTENDEE ROLE



ATTENDEE INDUSTRY



VoCFusion will be held at The Cosmopolitan Hotel, one of the most prestigious hotels in the world.



“

“The excitement and energy of the attendees were contagious.”

“Networking with the attendees proved to be very beneficial for me, with each having a unique approach to their VoC program and some very useful collective experience.”

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2011 Sponsors

ATTENSIITY

J.D. POWER
AND ASSOCIATES®

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a division of Peppers & Rogers Group

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nunWOOD
Insight - Analytics - Activation

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“

The quality of speakers
was wonderful!

I loved meeting other
practitioners in similar
stages of their VOC
programs.

There's no other confer-
ence like this, anywhere!

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