



SEPTEMBER 11-13 | CHARLOTTE, NC



TWO EVENTS
ONE SPONSORSHIP



SPONSOR PROSPECTUS

TWO CX EVENTS IN ONE

In 2023, the **Interactive Customer Experience (ICX) Summit** and the **Bank Customer Experience (BCX) Summit** will be co-located at The Westin in downtown Charlotte, NC.

While attendees of ICX Summit typically represent a variety of B2C brands, BCX Summit has been focused on consumer banking. By bringing these two events together in one place with one exhibit area and a combined agenda, attendees of both events will have the opportunity to gain a more diverse perspective on what it takes to create exceptional experiences for today's consumers.

This creates an exciting opportunity for sponsors who will be able to connect with a larger and broader audience of CX leaders without the additional cost of sponsoring two separate events.



TWO EVENTS
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Now in its 7th year, **Interactive Customer Experience (ICX) Summit** explores the strategies and technologies that innovative brands are implementing to create amazing experiences for their customers.

Technologies and topics that may be addressed at ICX Summit:

- Artificial Intelligence
- Assisted Selling
- Augmented Reality / Virtual Reality
- Automated Retail / Vending
- Cashierless Checkout
- Chatbots
- Data Analytics
- Digital Signage
- E-commerce
- Gesture Technology
- Kiosks
- Loyalty
- Metaverse
- Mobile POS
- Omnichannel
- Pickup Lockers
- Self-checkout
- Self-order
- Virtual Avatars/Agents
- Wayfinding





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Now in its 7th year, **Bank Customer Experience (BCX) Summit** provides executives with powerful insights into current trends and innovative technology to help today's financial institutions transform themselves to serve consumers now and into the future. Digitally minded consumers are forcing financial institutions to rethink the way they do business. These consumers want to bank when and how it suits them. Traditional banks and credit unions must innovate quickly to keep up with consumer demands and to respond to challenges from non-traditional competitors.

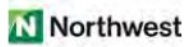
Technologies and topics that may be addressed at BCX Summit:

- Digital & Mobile Banking
- Self-Service Banking
- Branch Transformation
- Open Banking
- Artificial Intelligence
- Cryptocurrency
- Compliance
- RegTech
- Data Security
- Payments
- ATMs / ITMs
- Staffing / Training

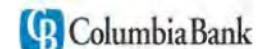


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PREVIOUS ATTENDEES



PREVIOUS ATTENDEES



previous sponsors



TESTIMONIALS

“Feeling rejuvenated, excited, and equipped after this year’s #icxsummit. Taking so many ideas back with me from #columbusohio, and I can’t wait to give them a whirl.”

– **Brianna Langley, Waste Connections**

“It was such a great event! Impressive line-up of thought leaders, relevant topics, and amazing audience.”

– **April Walker, Microsoft**

“We truly enjoyed the event and the great company and good discussions – and the parties!”

– **Heidi Stirrkinen, Kotipizza**

“It was a great event. Looking forward to 2023 in Charlotte!”

– **Julie Wade, Taziki’s Mediterranean Café**

“Thanks so much for a great event!”

– **Kristen Call, Intel**



TESTIMONIALS

“Great time networking and talking transformation!”

– **Brandi Britton, Comerica Bank**

“Lots of wisdom and experience here to learn from. Enjoyed meeting so many passionate folks in the banking industry. It was a wonderful event, thank you for bringing us all together!” – **Joseph Dahari, Bits of Stock**

“Really enjoyed participating in the panel on Delivering an Effective Omnichannel Experience at the Bank Customer Experience Summit. Great event!”

– **Brian McEvoy, Webster Five**

“Interesting information to help serve our customer’s needs and ways to provide an even better customer experience.”

– **Kevin Noyes, Newburyport Bank**

“What I enjoy about this conference is the more intimate setting allowing for great discourse on the future of banking.”

– **Jean-Pierre Lacroix, Shikatani Lacroix (SLD)**



reasons to sponsor




- 1 Get face-to-face with qualified technology decision makers from banking, retail, hospitality and other vertical markets.
- 2 Have a greater impact at a lower overall cost (and less work!) than exhibiting at a typical tradeshow.
- 3 Position your company as an industry thought leader.
- 4 Gain insights into the customer experience challenges faced by Summit attendees.
- 5 It'll be fun! With great networking over great food in a great locale.





ELEVATE
AWARDS

 **ICX ASSOCIATION**



Our Mission

The mission of the ICX Association is to connect B2C brands to technology that elevates the customer experience.

We help Supplier Members build collaborative relationships with brands by educating them on how and why your solutions make the difference in creating amazing experiences for their customers.

**ICX ASSOCIATION SUPPLIER MEMBERS
SAVE 5% OFF SUMMIT SPONSORSHIPS**

ELEVATE AWARDS

As part of the Association's work to promote excellence in the field, its Elevate Awards honor the interactive technology installations that are setting the standard in elevating the customer experience and the brands and companies that deploy them. The awards are presented annually at the ICX Summit.

ICX Association members receive discounted fees to submit their work for award consideration. Visit icxa.org/awards for more info.



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