



SEPTEMBER 9-11 | CHARLOTTE, NC



TWO EVENTS
ONE SPONSORSHIP



SPONSOR PROSPECTUS

TWO CX EVENTS IN ONE

In 2024, 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.



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ICXSUMMIT

Now in its 8th 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





Now in its 8th 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.

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



PREVIOUS ATTENDEES



PREVIOUS ATTENDEES



Platinum

stratifyd

Gold



Rose Gold



Bronze



Associate



TESTIMONIALS

“There have been some great learnings from tech leaders across many industries! It was an impactful conference.”

– **Amy Hom, Bluestone Lane**

“Had such an incredible time at the #ICXSUMMIT this week in Charlotte, NC! A wide variety of topics including Generative AI, when to engage the customer and how to properly scale a CX Strategy over time were a few things that were discussed in the round tables this week.” – **Nick Lazio, Nagarro**

“Attending the ICX conference was a very productive experience. The selection of the ICX Tours was perfect. The tours allowed conversations between participants before the conference started, making it easier during the next few days to engage conversations. The variety of topics covered was very good and the quality of the speakers, moderators and panelists elevated the output. These are all elements that conference organizers try to achieve. The ICX Summit surpassed those.” – **Louise Julien, Kodak Moments**



TESTIMONIALS

“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)**

“#BCXSummit was a great experience.”

– **Robyn Breshears, Arvest Bank**

“Enjoyed my time at the Bank Customer Experience Summit.” – **Glenn Murray, Sutton Payments**



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

The Elevate Awards is an annual program that recognizes and honors organizations that have effectively leveraged technology to elevate the customer experience. The awards program aims to inspire and educate companies on how technology can be used to create exceptional customer experiences and to recognize those who are leading the way in this field.

Five winners will be selected by a panel of judges with one of those being recognized as “Innovator of the Year.” Winners are chosen based on their innovative use of technology to improve customer satisfaction, engagement, and loyalty. Elevate Award winners will be announced and celebrated during a ceremony at ICX Summit.



The Bank Customer Experience (BCX) Awards honor financial institutions and technology providers that are revolutionizing the retail banking industry.

Nominees will be judged on their ability to provide innovative banking experiences that meet the evolving needs of their customers. Three winners will be selected and recognized at the Bank Customer Experience Summit.



The ICX/BCX Advisory Council provides insights and guidance for the jointly held **Interactive Customer Experience Summit** and **Bank Customer Experience Summit**. Council members help craft the event agenda, including session topics and speakers.

Members of the ICX/BCX Advisory Council include:

- **Shelly Chandler**, *Founder, EvolveCX Consulting*
- **Amber Gadsby**
- **David Kepron**, *Owner/Principal, Retail (r)Evolution*
- **Lindsey Ogan**, *CMO, Stride Bank*
- **Glen Ryniewski**, *Director, Soaring Strategies*
- **Matt Snow**, *Head of Cash & ATM Operations, Regions Bank*
- **Julie Wade**, *Sr. Director of Marketing, Taziki's Mediterranean Cafe*
- **Luke Wilwerding**, *Sr. Director, North American Sales, Elo Touch Solutions*
- **Ling Xu**, *SVP & Director of Retail Banking, Flushing Bank*



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