

2008 ATA Convention & Expo

October 5-8, Grand Hyatt on the River Walk, San Antonio, TX



THE IDEAL CUSTOMER EXPERIENCE (ICE)

THE CUSTOMER RULES

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When it comes to this year's ATA Convention & Expo, we mean business. More business.

After all, you want what your customers want: answers, action, satisfaction. You want the Ideal Customer Experience (ICE). So we're working to bring more people to the table as customers and as solution providers.

{Did you know that nearly three-quarters of 2007 attendees were high-level executives and decision makers?} **You'll network.** *{The number one reason people return year after year.}* **You'll learn.** *{The second reason attendees make the trip.}* **And chances are good you'll generate leads, find what you're looking for, and seal a few deals along the way.** *{Did you know 91% of attendees generate leads and/or make purchases?}*

Educational. Well organized. Enjoyable. I'd encourage leaders and future leaders with ties to the call center industry to attend and make the most of everything the ATA has to offer.

Lorre White, VP, Operations
West Corporation

The customer rules.

The customer holds the cards. So what should you invest in this critical relationship? We'll explore the rules of engagement for buyers of contact center services, for contact centers working to find and develop the finest internal "customers" (i.e. employees), and for progressive companies searching for ways to keep customers coming back for more. What are the rules for being—and being in business with—today's customer? The answers might surprise you.





OUR BUSINESS-BUILDING BENEFITS WILL HELP CUSTOMERS SEE YOURS...

A CAPTIVE AUDIENCE | The ATA does even more this year to attract and match attendees with exhibitors and sponsors. We include current insights from industry experts, new networking opportunities, and incentives for new attendees.

ATTENDEE MAILING LIST | Includes company names, contacts, and mailing addresses for a one-time pre-show mailing opportunity.

VISIBILITY | Reach out to thousands of prospective partners and customers with your company brand and profile in our promotional materials, convention program and online.

EXHIBIT FLOOR EVENTS | Informational and entertaining events for the duration of the convention draw foot traffic to the exhibit floor and to your booth.

UNLIMITED SESSION ATTENDANCE | Be our guest at the educational sessions of your choice.

Space and sponsorship opportunities are selling quickly. For questions or to reserve your spot and make a statement in front of industry decision-makers, contact:

Rafael Manzon
rafael@ataconnect.org
317.816.9336

10'x10' BOOTH RATES

ATA Member:	Non-Member:
\$4,000	\$5,000

If I were to attend one conference per year, this would be it!

Angela Morris, President, Quality Contact Solutions, Inc.



Need a few more reasons?

- > beautiful San Antonio River Walk (www.riverwalkguide.com)
- > luxurious accommodations at the Grand Hyatt San Antonio
- > awards gala & casino night festivities
- > the return of the popular ATA Golf Open and Tennis Tournament
- > a special night of entertainment benefiting the ATA-PAC (watch for details)
- > a new and unique philanthropic opportunity through Call Centers Care
- > come face-to-face with industry leaders ready to do business



1 2 1 Direct Response | 360 CRM | Aegis Communications Group, Inc. | AEGON Direct Marketing Services | Affinion | Alliance Direct Marketing Services | Altitude Software Inc | Allant | Americall Group, Inc. | American Customer Care, Inc. | Amtex Systems Inc | Apex CoVantage | Aria | Asociacion Colombiana de Call Center | Associated Community Services | Aspect | Assurant Solutions | AT&T Avanza | Avaya | Bank of America | Barbados Investment & Development Corporation | BrightHouse Networks | Call Compliance, Inc. | Capital One, Inc. | CEI-RD | Center Partners | CinCom | Columbia House Company | Comcast | Contact Center Americas S.A. | Contact Center Compliance | Convergys Corporation | Corporate Call Center | Cyber City Teleservices | Datamonitor | Desktop Learning Center Dial 9 for Spanish | DialAmerica | Diamond Resorts | Disney Destinations | Edge Teleservices Inc. | Etech, Inc. | First of Omaha | GE Money | Hamilton Contact Center Services | HCL America | HSBC Card Services | ICT Group, Inc. | Incept Corporation | Influent Inc. | InfoCision Management Corporation | Inktel Direct Corp | Instituto Mexicano de Telemarketing | Interactions Corporation | Interactive Intelligence Inc. | Intrepid Capital Partners | Iron Mountain | JP Morgan Chase | LiveOps, Inc. | MFP Media | Microsoft | Multielance SA | Murad, Inc. | NCO | NeuStar, Inc. | NobelBiz Corporation | Noble Systems Corporation | Northwest Direct Teleservices, Inc. | Novatel | NOVO 1 | OKS Ameridial Worldwide Omaha Steaks, Inc. | Optima Direct, Inc. | Outreach Partners | Pitney Bowes | PossibleNOW | Power Direct | PreVisor | ProFlowers | Pronto Connections, Inc. | Protocol Marketing Group | Quality Contact Solutions, Inc. | Readers Digest | SER Solutions, Inc. | Shoutpoint | SITEL Corporation | Sprint Nextel Starwood Vacation Ownership | Stratasoft, Inc. | Synergy Solutions, Inc. | TeleDevelopment Services Telematch | Telerx | The Allant Group | Toastmasters International | TouchStar TPG TeleManagement, Inc. | Transcom Columbia S.A. | UNIFICA Teleservices | Unifund | US Airways US Bank | USA Digital Communications | VerintSystems | Verizon | Virido | Vixicom | Vonage West Corporation | Wyndham Vacation Ownership | XM Radio | Zenta | Zero Variance

Celebrating 25 years as the ONLY association dedicated exclusively to the Teleservices channel.

ATA is a rich and trusted source for Teleservices information and business-building events. This year's ATA Convention & Expo marks 25 years of education and business development at an event that draws high-level executives and decision-makers from virtually every vertical market in the contact center industry.

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**www.ataconnect.org/2008convention
Register before AUG 8 and SAVE \$400**



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