



interactions

2025 Customer Conference
June 16-18, Las Vegas

Make experiences *flow*



SPONSORSHIP
OPPORTUNITIES



SPONSORSHIP OPPORTUNITIES

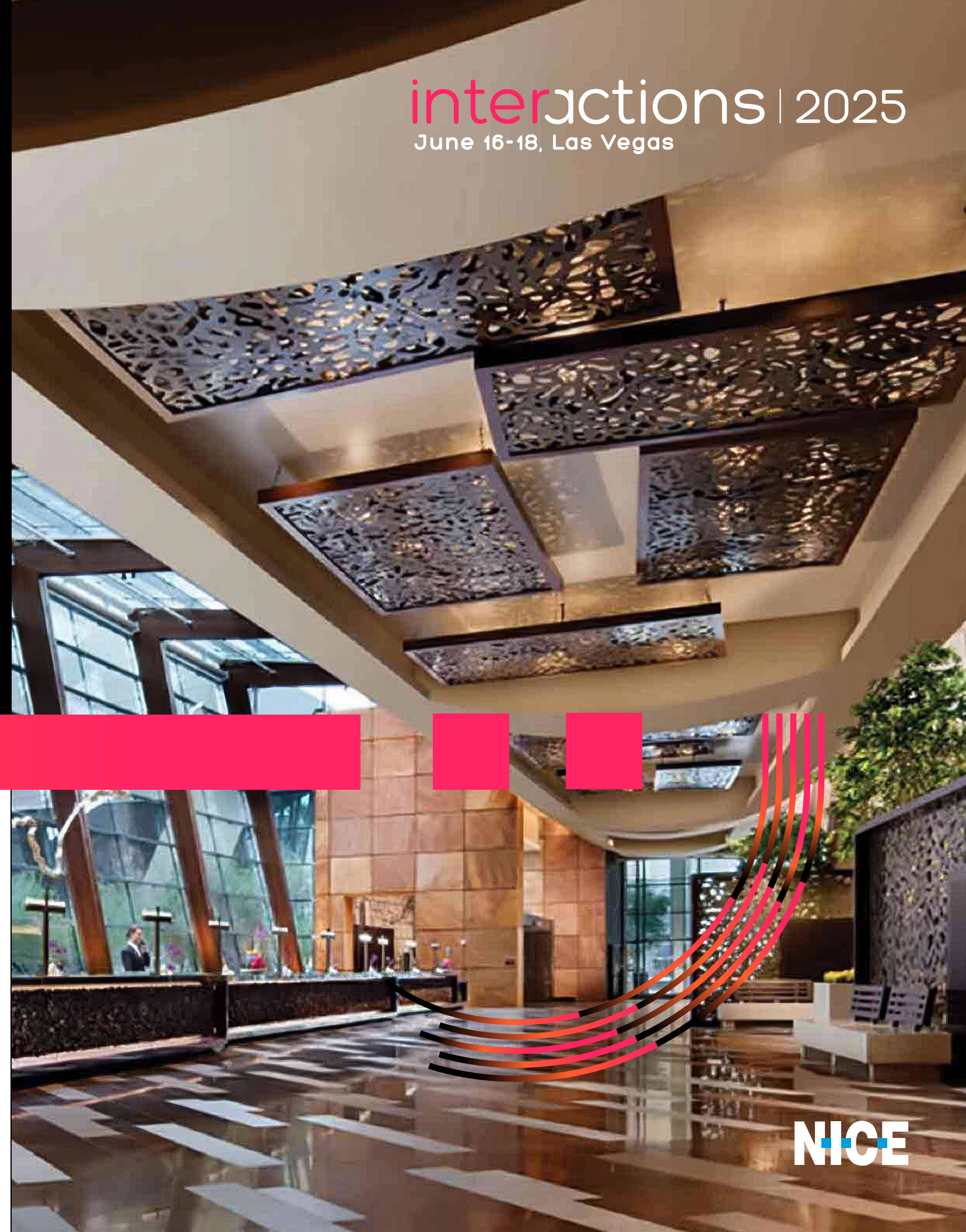
Make experiences *flow*

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

www.nice.com 





INTERACTIONS 2025 SPONSORSHIP OPPORTUNITIES

Partners, large and small are making an Interactions sponsorship part of their marketing plans for 2025.

For more than a decade, Interactions has attracted more industry attendees because of our unmatched educational and networking opportunities. Interactions 2025 will assuredly be a memorable and rewarding experience for both first-time and returning sponsors. Become a sponsor and access key influencers and decision makers. Leverage our turnkey booths as a Diamond, Platinum, Gold or Silver sponsor or choose from a variety of à la carte options to increase brand impact, build buzz and engage with attendees.

Here are some top reasons to be part of the Interactions Sponsor Community:

- » Access more key decision makers and influencers than ever who are looking for NICE solutions
- » Gain access to all Interactions learning opportunities and industry experts
- » Reach NICE's global network of partners and customers
- » Share best practices with peers during networking opportunities

Sponsorships sell out quickly. Sign up now by visiting the last page in this prospectus, or for more information contact: John Wernke at john.wernke@nice.com or Vincent Zandvliet at vincent.zandvliet@nice.com.

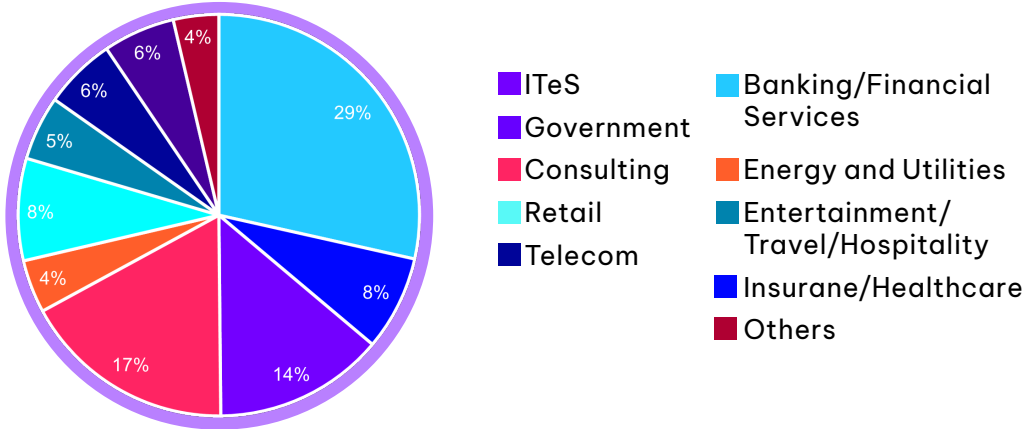
We look forward to seeing you at Interactions 2025.



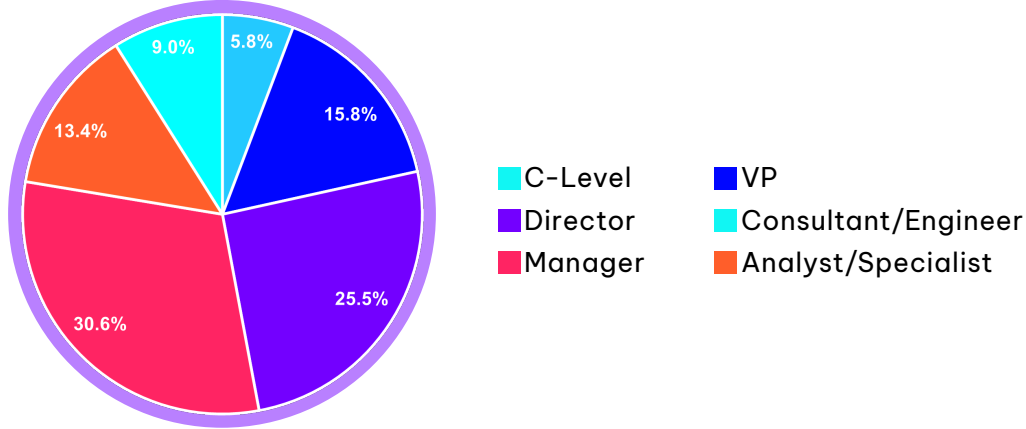
WHO ATTENDS INTERACTIONS

Interactions has attracted more industry attendees because of our unmatched educational and networking opportunities. Contact Center professionals in virtually every industry benefit from coming to Interactions. C-level Executives and Contact Center Managers are at the core of our key influencers and decision makers that attend year in and year out. The numbers and attendees below reflect past face-to-face Interactions.

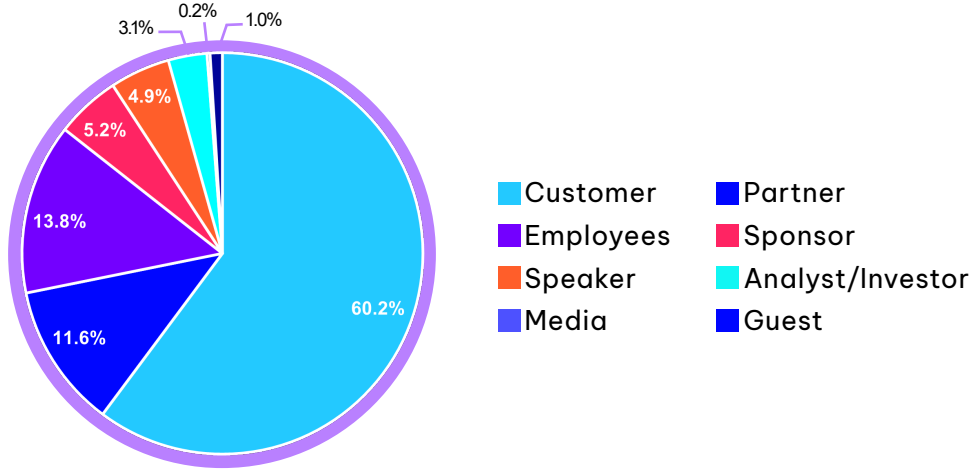
Attendees by Industry



Attendees by Job Title



Attendees by Type



SPONSORSHIP INFORMATION

Interactions 2025 will be held at the Aria, Las Vegas. This event brings together over 2,200 attendees from a variety of industries. Interactions 2025 showcases the best subject matter experts speaking on the hottest topics which gives our attendees a valued learning experience on the industry's latest and future trends.

Don't miss this unique opportunity to reach industry professionals, technology experts, and strategic decision makers representing Fortune 1000 companies from all industries at this conference, one of the largest of its kind. Sponsorships and Exhibitor entitlements are limited and space will be reserved on a first-come, first-serve basis. Sponsorship and Exhibit contracts are due by April 25, 2025. We will keep a wait list if any additional space becomes available.

NOTE FOR ARTWORK: A show site logistics point of contact will be provided by NICE to assist you with your booth design, however sponsors will need to create their own artwork. Sponsors will not be allowed to bring their own booths. They will be required to utilize the backdrops provided by the designated show services team.

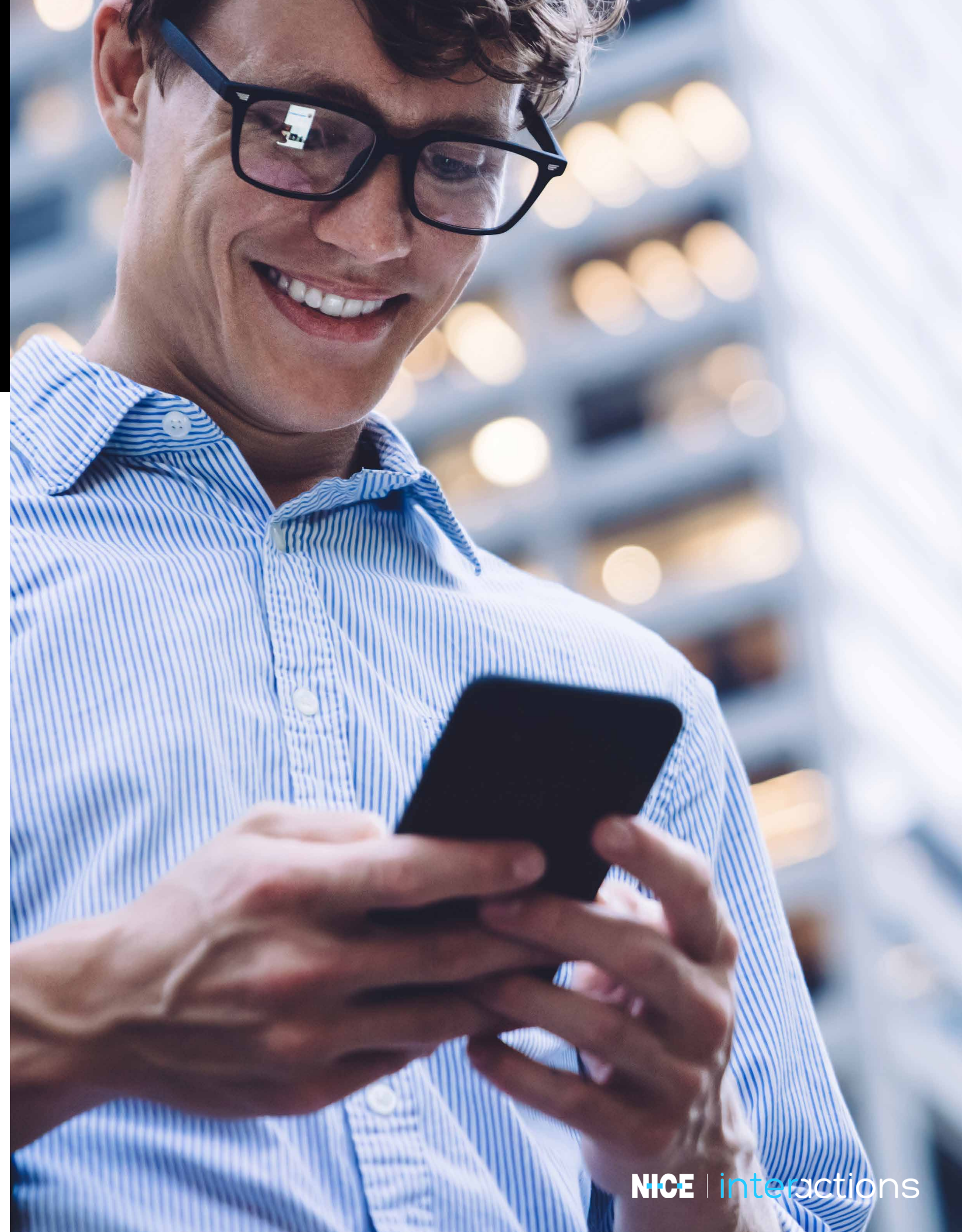


DIAMOND SPONSOR \$72,500



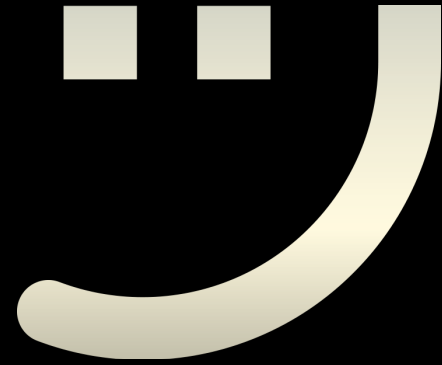
(Only 2 spots available)

- » **(5) Full Conference Passes (inclusive of Interactions.edu Training Sessions)**
- » 10x20 Booth Size
- » 45 minute Breakout Session Presentation with Customer. Topics to be approved by NICE
- » Dedicated Meeting Room Time for Appointments with Customers. NICE will assign specified available times to the sponsor
- » (3) Lead Retrieval Devices
- » Branded Charging Station with company Logo placed by NICE in Showcase space
- » Branded Registration Kiosk Faceplate with Company Logo
- » Signage around Conference Space
- » Included in Gamification
- » Company Info on Mobile App
- » Social Media Kit
- » Clickable Logo on Conference Website
- » Push Notification via Mobile App
- » Recognition in Opening and Closing General Session
- » Scrolling Social Wall Post with Company Logo



PLATINUM SPONSOR

\$52,500



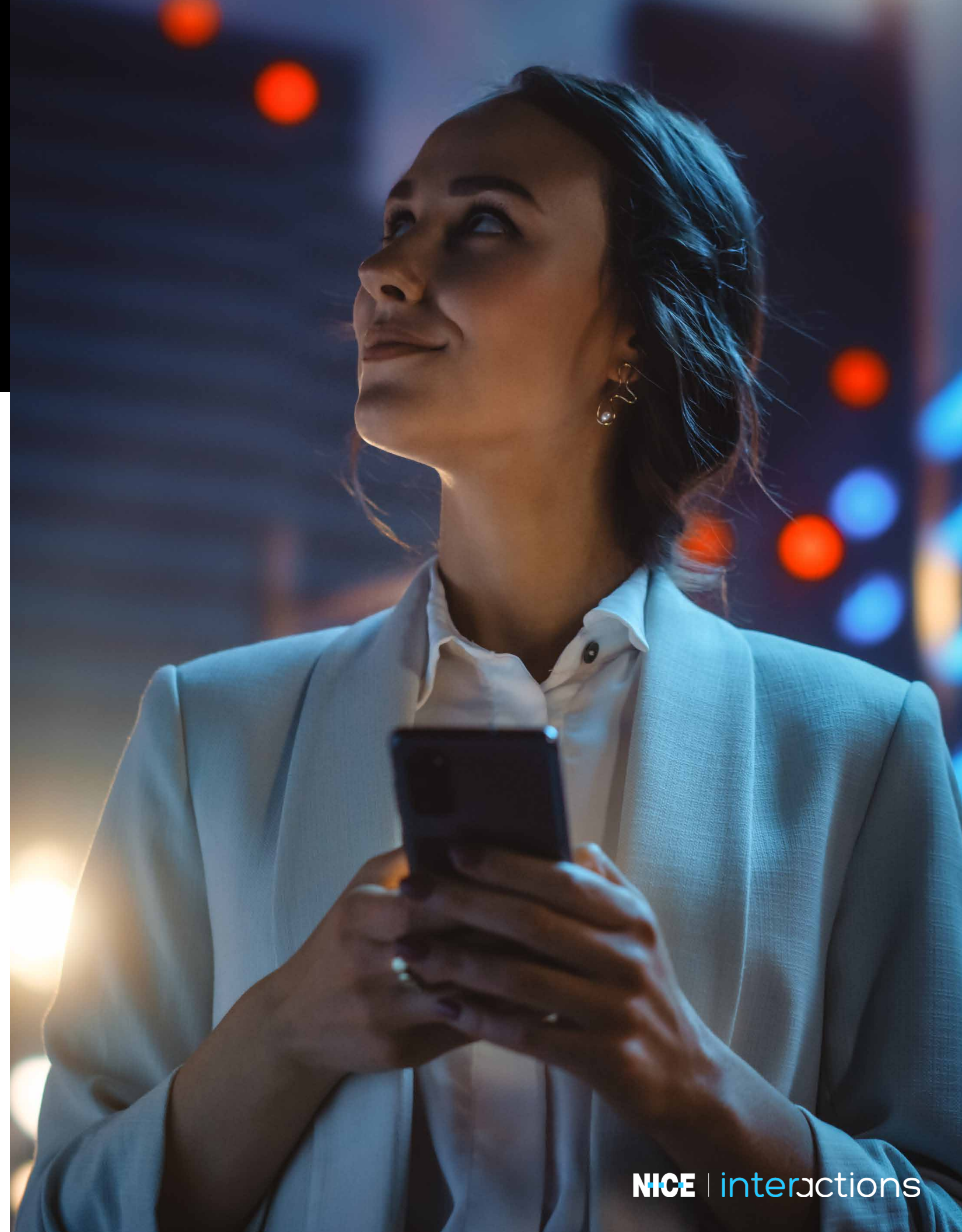
- » (4) Full Conference Passes (inclusive of Interactions.edu Training Sessions)
- » 10x10 Booth Size
- » Dedicated Meeting Room Time for Appointments with Customers. NICE will assign specified available times to the sponsor
- » (2) Lead Retrieval Devices
- » Branded Charging Station with company Logo placed by NICE in Showcase space
- » Branded Registration Kiosk Faceplate with Company Logo
- » Signage around Conference Space
- » Included in Gamification
- » Company Info on Mobile App
- » Social Media Kit
- » Clickable Logo on Conference Website
- » Push Notification via Mobile App
- » Recognition in Opening and Closing General Session
- » Scrolling Social Wall Post with Company Logo



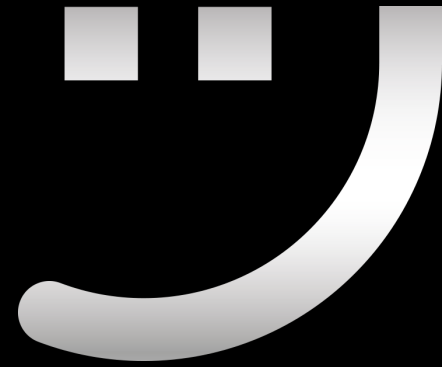
**GOLD
SPONSOR**
\$42,500



- » (3) Full Conference Passes (inclusive of Interactions.edu Training Sessions)
- » Double Kiosk Booth Size
- » (1) Lead Retrieval Device
- » Charging Station with company logo placed by NICE in Showcase space
- » Signage around Conference Space
- » Included in Gamification
- » Company Info on Mobile App
- » Social Media Kit
- » Clickable Logo on Conference Website
- » Push Notification via Mobile App
- » Recognition in Opening and Closing General Session
- » Scrolling Social Wall Post with Company Logo



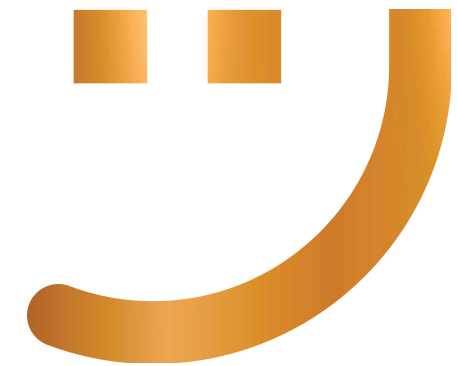
SILVER SPONSOR \$27,500



- » (2) Full Conference Passes (inclusive of Interactions.edu Training Sessions)
- » Single Kiosk Booth Area
- » (1) Lead Retrieval Device
- » Signage around Conference Space
- » Included in Gamification
- » Company Info on Mobile App
- » Social Media Kit
- » Clickable Logo on Conference Website
- » Push Notification via Mobile App
- » Recognition in Opening and Closing General Session



BRONZE SPONSOR \$16,500



- » (1) Full Conference Pass (inclusive of Interactions.edu Training Sessions)
- » No Booth Included
- » Signage around Conference Space
- » Company Info on Mobile App
- » Clickable Logo on Conference Website
- » Push Notification via Mobile App
- » Recognition in Opening and Closing General Session

A-LA-CARTE SPONSORSHIPS

WIFI **\$37,500**

- (1) sponsorship available**
- » (3) full Conference Passes
 - » Company name on Conference Name Badge
 - » Conference Signage
 - » Clickable Mobile App Banner

WELCOME RECEPTION SPONSOR **\$22,500**

- (2) sponsorships available**
- » (2) full Conference Passes
 - » Conference Signage
 - » Clickable Mobile App Banner
 - » Signature Drink

HAPPY HOUR **\$17,500**

- (1) sponsorship available**
- » (1) full Conference Pass
 - » Conference Signage
 - » Clickable Mobile App Banner

CUSTOMER PARTY VIP AREA **\$17,500**

- (4) sponsorships available**
- » (1) full Conference Pass
 - » Designated VIP area at Customer Party for 15 people

MOBILE APP BANNER **\$8,200**

- (3) sponsorships available**
- » Clickable Mobile App Banner on Home Page for one of the conference days

MOBILE APP PUSH NOTIFICATION **\$2,200**

- Unlimited**
- » (1) Push Notification – clickable to Sponsor info on Mobile App

SHOWCASE BAG **\$17,500**

- (1) sponsorship available**
- » (1) full Conference Pass

BREAKFAST **\$11,000**

- (2) sponsorships available**
- » (1) full Conference Pass
 - » Signage with Company Logo for one conference day

LUNCH **\$13,500**

- (2) sponsorships available**
- » (1) full Conference Pass
 - » Signage with Company Logo for one conference day

AM/PM BREAKS **\$9,000**

- (2) sponsorships available**
- » (1) full Conference Pass
 - » Signage with Company Logo for one conference day

PENS & JOURNALS **\$11,000**

- (1) sponsorship available**
- » Available at Registration area

HOTEL KEYCARDS **\$37,500**

- (1) sponsorship available**
- » (3) full Conference Passes
 - » Co-Branded with NICE on one side of Hotel Room keycard

HOTEL IN ROOM CHANNEL **\$9,000**

- (2) sponsorships available**
- » Dedicated In Room Channel showcasing approved company messaging

SOCIAL WALL POST **\$5,000**

- Unlimited**
- » Scrolling Social Post with company logo on the Conference Social Wall

SPONSORSHIP LEVELS AT A GLANCE

| SPONSOR SUMMARY | DIAMOND (Limited to 2) | PLATINUM (Unlimited) | GOLD (Unlimited) | SILVER (Unlimited) | BRONZE (Unlimited) |
|---|---------------------------|-------------------------|---------------------|-----------------------|-----------------------|
| Price | \$72,500 | \$52,500 | \$42,500 | \$27,500 | \$16,500 |
| Conference Passes | 5 | 4 | 3 | 2 | 1 |
| Turnkey Booth | 10x20 | 10x10 | Double Kiosk | Single Kiosk | |
| 45 minute Breakout Session Presentation with Customer | ✓ | | | | |
| Dedicated Meeting Room Time for Appointments with Customers | ✓ | ✓ | | | |
| Lead Retrieval Device | 3 | 2 | 1 | 1 | |
| Branded Registration Kiosk Faceplate with Company Logo | ✓ | ✓ | | | |
| Signage around Conference Space | ✓ | ✓ | ✓ | ✓ | ✓ |
| Included in Gamification | ✓ | ✓ | ✓ | ✓ | |
| Company Info on Mobile App | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social Media Kit | ✓ | ✓ | ✓ | ✓ | |
| Clickable Logo on Conference Website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Push Notification via Mobile App | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition during Opening and Closing General Sessions | ✓ | ✓ | ✓ | ✓ | ✓ |
| Charging Station with company logo placed by NICE in Showcase Space | ✓ | ✓ | ✓ | | |
| Social Wall Posts | ✓ | ✓ | ✓ | | |



For additional information regarding sponsorship opportunities, please reach out to John Wernke at john.wernke@nice.com or Vincent Zandvliet at vincent.zandvliet@nice.com.

NICE SPONSORSHIP APPLICATION

Application and contract for event marketing opportunities



| | | |
|-------------------------------|-----------|-----------------|
| Company Name | | |
| Address | | |
| City | State | Zip/Postal Code |
| Country | Telephone | Fax |
| URL | | |
| Sponsorship/Logistics Contact | | Telephone |
| Contact E-mail | | |
| Accounting Contact | | Telephone |
| Accounting Contact E-mail | | Sponsor P.O. # |

Sponsorship Description

| Description | Price | Total Due |
|---|-------|-----------|
| Selected Sponsorship Package: | | |
| Select Discount <small>(DEVone Partners ONLY - Must be stated in your contract):</small> | | |
| A-La-Carte Sponsorship Items: | | |
| Payment Type (for NICE use only) | | |

Payment Terms: The Total Sponsorship Fee is calculated on Sponsor's selections above. Full payment of the total Sponsorship Fee is due upon receipt of the invoice. Net 30 or by Conference date; 100% of the Total Sponsorship Fee is due by June 16, 2025. For applications received within 30 days of the event, 100% of the Total Sponsorship Fee is due. All fees are deemed fully earned and nonrefundable when due, unless Application is denied. Agreement is not transferable. Noncompliance with any payment term or cancellation by Exhibitor will, among other things, result in loss of space and collection of any fees due.

If NICE accepts this Application, they will countersign the Application, and the terms and conditions of the Agreement will be binding as of the date of the Application. By signing below, I acknowledge that (i) I am authorized to execute the Sponsorship Agreement for Exhibitor; (ii) I have read and agree to the Sponsorship Benefits, and (iii) Exhibitor will pay the Total Sponsorship Fee and abide by the terms and conditions of this Sponsorship Agreement.
* Please initial Terms and Agreements page

| | |
|----------------------|-------|
| Authorized Signature | Title |
| Name (Printed) | Date |
| For NICE Use Only | |
| Accepted by NICE | |

Note: Sponsorship Deadline: April 25, 2025

TERMS AND CONDITIONS OF AGREEMENT

- **Sponsor Cancellation.** This agreement is binding and non-refundable. If the Sponsor decides not to participate in the event, such Sponsor is not relieved of the financial obligations under this agreement.
- **Release.** Sponsor acknowledges that the NICE Interactions Conference (the “Event”) may be recorded and reproduced in any form (including, but not limited to, digital formats), and hereby authorizes NICE and its designees to record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event. Sponsor agrees to execute or obtain any additional permissions and releases from individuals authorized to represent Sponsor at the Event, in connection with such activity, as necessary to give effect to this provision. Sponsor agrees that NICE may, and hereby irrevocably grants to NICE the right to, use and publish Sponsor’s name as part of any full or partial list or compilation of Event participants. Sponsor hereby releases NICE and NICE’s designees from and waives all claims it has or may have, now or in the future, in connection with all activities contemplated by this Section, and waives any statutory restriction on waivers of future claims or moral rights.
- **Assignment.** Neither this Agreement nor any rights or obligations of Sponsor may be assigned in whole or in part without the prior written approval of NICE. NICE may assign performance of its obligations under this Agreement.
- **Representations.** Unless otherwise expressly stated in this Agreement, NICE makes no representation or warranty of any kind, including numbers of potential or likely Event attendees.
- **Limitations.** NICE MAKES NO WARRANTIES, EXPRESS OR IMPLIED AND EXCLUDES ALL IMPLIED WARRANTIES AND CONDITIONS, INCLUDING SPECIFICALLY ANY IMPLIED WARRANTY ARISING BY STATUTE OR OTHERWISE OR FROM A COURSE OF DEALING OR USAGE OF TRADE. NICE HEREBY EXCLUDES ALL IMPLIED WARRANTIES OR CONDITIONS OF MERCHANTABILITY, MERCHANTABILITY, QUALITY, OR FITNESS FOR PARTICULAR PURPOSE, SPECIFIC OR OTHERWISE. THE AMOUNT PAID BY SPONSOR UNDER THIS AGREEMENT IS THE MAXIMUM LIMIT OF NICE’S LIABILITY/DAMAGES UNDER THIS AGREEMENT FOR ANY REASON. THE FOREGOING PROVISIONS STATE NICE’S SOLE AND EXCLUSIVE LIABILITY AND MEASURE OF DAMAGES UNDER THIS AGREEMENT. NEITHER PARTY WILL BE LIABLE FOR ANY SPECIAL, INDIRECT OR CONSEQUENTIAL DAMAGES HEREUNDER, INCLUDING, BUT NOT LIMITED TO, LOSS OF USE OR LOSS OF DATA OR INFORMATION OF ANY KIND, HOWEVER CAUSED, OR FAILURE OF ANY SERVICES IN ANY WAY, OR ANY LIABILITY TO THIRD PARTIES.
- **Indemnity.** Sponsor will defend, hold harmless and indemnify NICE, its affiliates and the Event venue from all third party claims, demands, suits, damages, attorney’s fees or any other fee or expense, arising out of or resulting from the (i) Sponsor’s occupancy and use of the exhibition premises; and (ii) the negligence or willful misconduct of Sponsor related to the subject matter of this Agreement.
- **Right to Refuse.** NICE reserves the right to review and reject any request for sponsorship and will not be liable therefor.
- **Force Majeure.** If, for any reason beyond NICE or Sponsor’s control, including but not limited to strikes, labor disputes, acts, regulations or orders of governmental authorities, civil disorder, disasters, acts of war, acts of God, fires, flood or other state of emergency conditions, NICE or Sponsor is unable to perform its obligations under this Agreement, such non-performance is excused and performance will be suspended until cessation of the force majeure.
- **Intellectual Property.** All intellectual property rights in and to the Event, the Event content, and all materials distributed at or in connection with the Event, are owned by NICE and/or the Event sponsors or speakers presenting at the Event. Sponsor may not use or reproduce or allow anyone to use or reproduce any trademarks or other trade names appearing at the Event, in any Event content and/or in any materials distributed at or in connection with the Event for any reason without the prior written permission of NICE or its respective owner. For the avoidance of doubt, nothing in this Agreement shall be deemed to vest in Sponsor any legal or beneficial right in or to any trademarks or other intellectual property rights owned or used under license by NICE or any of its affiliates, or grant to Sponsor any right or license to any other intellectual property rights of NICE or their affiliates, all of which shall at all times remain the exclusive property of NICE and their affiliates.
- **Governing Law and Jurisdiction.** This Agreement shall be governed by the laws of the State of New Jersey, excluding its rules of conflicts of law. Both parties consent and submit to the exclusive jurisdiction of the State and Federal Courts located in in New Jersey in all questions and controversies arising out of this Agreement.
- **Operations Terms, Conditions and Rules.** Sponsor agrees to such reasonable terms, conditions and rules, reasonably made by NICE from time to time for the efficient and safe operation of the Event. In addition to NICE’s right to cancel sponsorships and the Event and withdraw its acceptance of applications, NICE, in its sole judgment, may refuse to consider for participation in future events any party who violates or fails to abide by such terms, conditions and rules.
- **Miscellaneous.** No amendment or modification to the Agreement is binding on any party to this Agreement unless the amendment or modification is in writing, signed by the parties. Paragraph headings are for convenience, not for interpretation of the Agreement. No provisions of this Agreement will be construed against or interpreted to the disadvantage of any party by any court or other judicial authority by reason of such party’s having drafted the provision. No failure or delay of any party to exercise any right hereunder and no failure to insist upon strict compliance by another party with its obligations hereunder, and no custom or usage of the parties at variance with the terms of the Agreement, will constitute a modification of this Agreement or will waive any party’s right to demand strict compliance with the terms of this Agreement. Subject to any limits on assignability or transferability contained in the Agreement, it is binding upon and will inure to the benefit of the parties hereto and their respective successors and assigns. If any term or condition of the Agreement is adjudged invalid or unenforceable, the remainder of the Agreement will not be affected and all provisions remain valid and enforceable. The Agreement contains all agreements, understandings, representations, warranties, and conditions between the parties and constitutes their entire agreement pertaining to the subject matter hereof and supersedes all prior communications or agreements, written or oral.

Initials Required:
