

interactions
2025 INTERNATIONAL
1st-2nd July , London



Sponsorship Opportunities

Make experiences *flow*

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organisations 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 organisations 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 



ABOUT INTERACTIONS INTERNATIONAL 2025, LONDON

SPONSORSHIP OPPORTUNITIES

Dear Partner,

We're very excited to announce the launch of Interactions International 2025, the biggest in-person customer experience event of the year! As our partner, we are pleased to invite you to become an official sponsor.

The event will take place on the 1st & 2nd of July at the impressive Twickenham Stadium, home of England Rugby.

Interactions International is an exclusive, invitation-only event, which brings together over 800 decision makers from a wide variety of industries.

After the resounding success of the 2 past years, this year Interactions International will be even bigger and greater than always as we seek to obtain a record-breaking number of attendees.

Whilst we cannot give away all our secrets, we promise that all delegates can expect a truly spectacular and memorable 2-days event!

WHY SHOULD I SPONSOR INTERACTIONS INTERNATIONAL 2025, LONDON

- **Opportunity to rapidly increase brand awareness** and share your value proposition with a broad and receptive CX audience, before, during and after the event
- **Gain invaluable access to key decision makers and influencers** who are actively looking for NICE solutions
- **Generate leads** at your dedicated booth in the Showcase area
- **Glean best practices and knowledge** from NICE industry experts and analysts
- **Interact with NICE's network of partners and customers**



WHO ATTENDS INTERACTIONS?

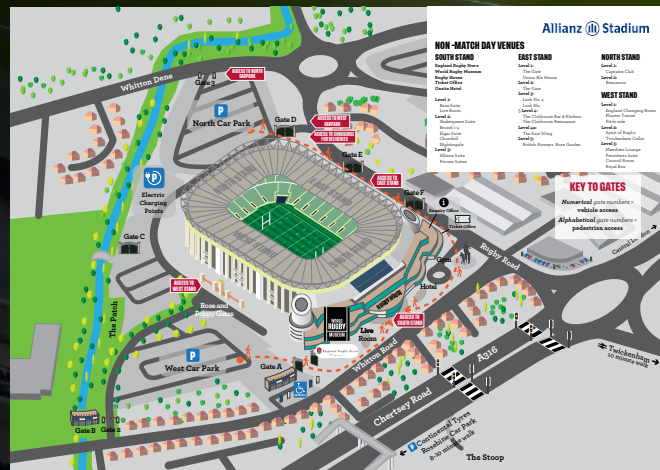
C-level executives and Contact Centre Managers are at the core of our key influencers and decision-makers that attend year after year. Be involved in this unique opportunity to actively reach key industry professionals, technology experts, and decision-makers in organisations from a far-reaching range of industries, such as banking, insurance, telecommunications, utilities, hospitality and travel.

THE ULTIMATE VENUE FOR SPECTACULAR EXPERIENCE

Twickenham Stadium is a world-renowned venue and the largest dedicated rugby stadium in the world, with a seating capacity of over 82,000. Located in southwest London, it boasts a rich history as the home of England Rugby and a premier destination for large-scale events. Beyond its impressive pitch, the stadium offers over 34 dedicated event spaces, from luxurious suites with panoramic views to versatile conference rooms equipped with cutting-edge technology. With exceptional transport links, ample parking, and award-winning in-house catering, Twickenham is more than just a sports venue—it's a dynamic space designed to host unforgettable events.

You can visit their website: [allianzstadiumtwickenham.com](https://www.allianzstadiumtwickenham.com)

Site address: 200 Whitton Road, Twickenham, London, TW2 7BA, United Kingdom.



interactions
2025 INTERNATIONAL
1st-2nd July, London

SPONSORSHIP PACKAGE

Benefits	Platinum Sponsor £20,000 3 packages available	Gold Sponsor £15,000 3 packages available	Silver Sponsor £10,000 8 packages available
Add-ons: includes your branded signage	Breakfast, lunch or entertainment evening sponsor		
Branding - Before the Event			
• Corporate logo on registration site	Included	Included	Included
• Promo package (social media image, email banner, signature banner)	Included	Included	Included
• A social post announcing sponsor	Included	Included	Included
Branding - During the Event			
• Your branded signage onsite provided by NICE	Included	Included	
• 1x marketing collateral and 1x giveaway to be inserted in the delegate bag	Included	Included	
• Acknowledgement as Sponsor in the Event Guide	Corporate logo and short description	Corporate logo and short description	Logo only
Lead Generation			
• Branded 2m demo pod (43" screen included)	Included	Included	Included
• Lead Scanner app	Included	Included	Included
Additional Sponsorship Opportunities			
• TO BE CONFIRMED			

* All prices exclude VAT



All Platinum, Gold and Silver sponsors will have the opportunity to apply for a speaking slot (which must include 1 customer speaker) Please apply via [Call For Speakers Application Form](#).

DEADLINES

The final date for Call for Speakers is **28th March 2025**.

The final date for sponsorship submissions is **2nd May 2025**.

NICE SPONSORSHIP APPLICATION

Application and Agreement for Event Marketing Opportunities

The Total Sponsorship Fee is calculated on the Exhibitor's selection(s) above. 50% of the total Sponsorship Fee is due upon signing of application; 100% of the Total Sponsorship Fee is due once the final invoice is sent by NICE.

All fees are deemed fully earned and non-refundable when due (unless Application is denied). Agreement is non-transferable.

Non-compliance with any payment term or cancellation by Exhibitor will result in loss of space and collection of any fees due.

If NICE accepts this Application, it 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 authorised 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.

For Sponsor	
Company Name:	Selected Sponsor Package: Discount: Total Cost: £
Name (printed):	Authorised Signature:
Title:	Email:
For NICE Use Only	
Accepted by NICE Systems UK Ltd:	Invoice Amount: £
Authorised Signature:	Date:

Please return the signed agreement to **Bianca Bulat** at bianca.bulat@nice.com. An official invoice will be sent to you when the application is accepted.

Once again, thank you for your support, which is of paramount importance to the success of Interactions International 25.

If you have any questions about the event, please feel free to contact our Channel Marketing Manager, bianca.bulat@nice.com or at +44 (0) 7436 591335.

interactions
2025 INTERNATIONAL
1st-2nd July, London

