

The commercial case for partnership.

A concise internal decision brief for teams evaluating the GDS CX Innovation Summit as an enterprise pipeline and thought-leadership channel.

120+

senior CX executives

12

curated 1:1 meetings

2 days

content + meetings

WHY GDS

The Summit is built around qualified transformation priorities—not passive lead capture. Partners enter conversations with project context and meet executives through mutual selection.

AUDIENCE

Chief Customer Officers, Heads of CX, Contact Center Leaders, Chief Digital Officers, Customer Service VPs, and Experience & Insights Leaders.

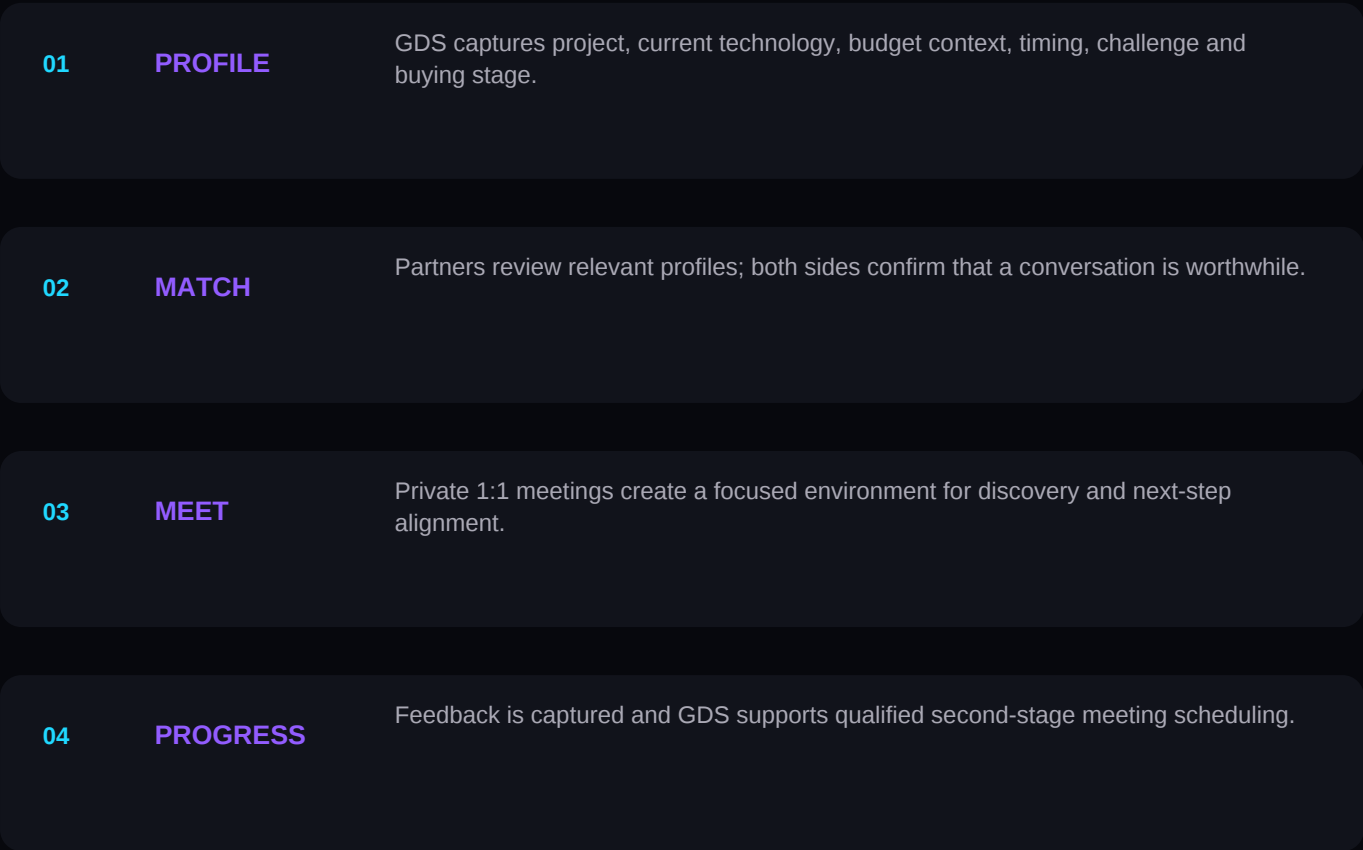
STANDARD PARTNERSHIP

12 curated 1:1 meetings; Executive Project Profile intelligence; meeting analytics and feedback; full Summit access. 2026 North America digital card rate: \$53,820.

Decision point

Does the audience, project fit and modeled commercial return justify securing one of the limited partner positions?

How the value is created



Illustrative ROI model

Change these assumptions in the live website calculator.

Qualified opportunities	12
Average deal size	\$250,000
Conversion rate	10%
Sponsorship investment	\$53,820
Expected wins	1.2
Expected revenue	\$300,000
Projected net return	\$246,180

This scenario is illustrative and is not a guarantee of revenue or conversion.

NEXT STEP | Confirm audience fit, package, availability and success measures with Matt Mullikin.