

Webinars

Brought to by:



Become an Industry Expert and Build a Highly Qualified Lead Database

Webinars are a cost-effective way to build relationships with a large group of specifiers, buyers and decision-makers.

Program Overview

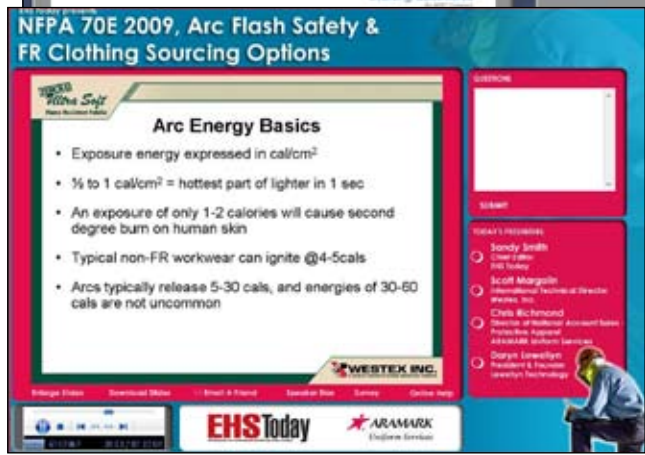
- Live 45-minute audio-based program with an accompanying synchronized slide presentation and 15-minute Q&A session.
- The webinar topic and speaker(s) are selected by the sponsor.
- Our webinar project manager coordinates the broadcast logistics, custom registration form, customer service and project management of the entire event.
- Live interactive polling during the event and an exit survey allows you to collect valuable research.
- Custom registration form that allows you to ask three specific buying questions.
- Reporting URL with access to the entire registration and attendee database. Full lead database contact (name, company, title, phone, address, email address and answers to your qualifying questions).
- Pre- and post-event audience marketing plan.
- Your company name included on all marketing promotions.
- 12-month archive.

Sponsor Benefits

- Generate awareness on a particular technology trend.
- Provide a dynamic multimedia platform to showcase your industry expertise.
- Position your company as a trusted partner who can help solve business problems.
- Build an extensive demographic qualifying database with full contact information and specific buying questions.
- Live polling and exit survey allows you to collect valuable research information.
- Receive leads all year long! 12-month archive.
- Gain extensive branding opportunities throughout the program. Your company name, logo and speaker information will appear in all promotional efforts.

Rates

- One-time webinar sponsorship fee is \$12,000 net
- Pay-per-registrant webinar sponsorship is \$3,000 net (set-up fee), plus \$50 net per registrant
- Consult Publisher for pricing on multiple webinars



Promotional Efforts

- Specific webinar eblasts sent to target audience. Choose audience based on topic of interest, job title, job function or employee size.
- Webinar details located in eNewsletters.
- Promotional banner ads.
- Post webinar promotions include online, magazine and newsletter promotions.
- Our webinar project manager supplies you with all the webinar promotional material, allowing you to promote to your own database.

For more information contact your local sales representative.

Webinars is offered on these publications websites:

