

WeldingDesign.com Webinar Sponsorships

Build relationships with a large group of business decision-makers in a cost effective way!

A **Welding Design webinar gives the sponsor a pre-qualified audience of prospects** who are interested in a specific topic. By working with Welding Design — the premier brand in the professional welding world — a webinar sponsor is positioning itself as a trusted partner to hundreds of business prospects.

A webinar is the combination of streaming audio with live Web-based visuals and audience interaction. Companies can sponsor a Welding Design-hosted webinar on a topic related to their core focus.

From audience development and registration through production and archival, Welding Design handles all of the webinar logistics and guides the sponsor through the process step-by-step.

Audience Development

- A comprehensive marketing program is built into each webinar sponsorship. Welding Design produces the marketing materials and promotes the event.
- Welding Design can also assist with promotion to the sponsor's existing customer database.

Production

- Welding Design can provide content guidance and suggestions for ensuring that the event is compelling to the Welding Design audience.
- Before the event, Welding Design trains presenters and walks them through a dress rehearsal.

Registration and Customer Service

- Welding Design will host and manage registration, which is customizable with the sponsor's qualification questions.
- Each registrant receives email confirmation with event details and the sponsor's name.
- Welding Design provides registration assistance and technical support during the event.

Live Broadcast

- Welding Design manages the logistics of the entire broadcast and provides technical support.
- A Welding Design editor will moderate the event — delivering a brief introduction, introducing speakers, and facilitating the question and answer session.
- Interactive audience polling questions can be built into the presentations.
- Attendees are asked to participate in a customizable exit survey.

On-Demand

- Welding Design makes the webinar available on demand on its website for one full year, providing continued exposure.
- Attendees and non-attendees receive e-mails with a link to the on-demand version.

Leads

- After the event is completed, the sponsor receives an extensive database with data on all registrants, all attendees, results of polling questions, a complete log of the question and answer session, and the results of a post-event exit survey.
- Welding Design will also provide sponsors with an executive summary that highlights the results of the webinar, so they can communicate the event's effectiveness to key members in their organization.



**Exclusive webinar sponsorship:
\$8,000 net**