



Sponsor an Educational Webinar

Webinars are ranked as one of the top three tactics for lead generation by marketing professionals.*

*Why 2008 is the Year of the Webinar, Citrix Online, 2008.

ICS and R&R Webinars are educational sessions broadcast online via streaming audio. Webinars can be topic-specific (ICS and R&R provide content and discussion expertise) or client-specific (you provide content and messaging.) Either way, ICS and R&R handle everything for you — marketing & promotion, participant registration and all connectivity.

Sponsorship Package:

- Quality Sales Leads
 - Reporting link contains database of all registrant information, active for 12 months and exportable to Excel

Your company logo will appear on all Webinar promotions, including:

- Print ad in issue prior to live Webinar
- Multiple e-mail blasts to e-subscribers
- Banner ad for one month on ICS and R&R websites
- Banner ad for one month in applicable eNewsletter/s
- Branded registration page and audience viewing console
- Event reminders e-mailed to all registrants to drive highest attendance possible

Quality Leads:

Interact with industry professionals on a personal level. Build a high-quality sales lead database from captured demographics.

Credibility:

Your association with our publications' lends credibility to your brand and positions you as an industry leader.

Staying Power:

Webinars are archived online for 12 months and are available for viewing 24 hours a day, 7 days a week. You'll continue receiving the leads!

Webinar Format:

- 60-minute Webinar - 45-minute presentation, 15 - minute Q&A
- PowerPoint-style slide presentation
- Capabilities include live polling and results; viewer submitted questions throughout live event; flash video compatible (ask your sales rep for more information); exit survey evaluation
- Moderated by publication editor or publisher
- Multiple speakers allowed from remote locations

A **bnp** EVENT
media

Contact your sales rep today to reserve your date and time!

Evan Kessler

Publisher,
Ph: (303) 255-1263
Fax: (248) 502-2049
kessler@bnpmedia.com

Phil Johnson

Group Publisher
Ph: (800) 835-4398 x 2207
Fax: (818)-224-8042
johnsonp@bnpmedia.com

Jim Roy

Western Regional Manager
Phone: (800) 835-4398 Ext. 2215
Fax: (248) 502-2136
royj@bnpmedia.com