

# MEETINGSNET

## CONNECTING BUYERS WITH SELLERS VIA WEBINARS!

In a nut shell, webinars are seminars that are delivered to your desktop. No packing, no airports, no lines, no hotels, no being away from home. Perfect for meeting professionals with limited time and budgets but still looking for quality education. And a perfect opportunity for marketers looking for a lead generation tool.

Webinars are one-hour, sponsored events that cover a wide variety of industry-relevant and timely topics and are broadcast live on the Web with streaming audio. Audiences have real-time interaction with meeting planning executives and key industry leaders to discuss new solutions, best practices, and actual case studies. Webinars are attended by executives with meeting and incentive planning authority from association, corporate, insurance/financial services, medical, and/or religious markets.

Our webinars attract hundreds of attendees who represent the wide spectrum of readers our magazines and Web sites reach. A sampling of recent webinar attendees include executives from IBM Corp., Wells Fargo, MetLife, American Bar Association, American Express,

T-Mobile, Aetna, American Cancer Society, Dr. Pepper Snapple Group, Samsung, Easter Seals, Inc., HelmsBriscoe, and MotivAction.



### BY SPONSORING A MEETINGSNET WEBINAR, YOUR COMPANY:

- Reaches a niche targeted audience and receives reports of all who register with full contact information.
- Establishes thought leadership by getting behind educational content and messaging. The webcast is archived for one year and available for viewing 24/7 on MeetingsNet.com.
- Creates brand awareness by being recognized beyond advertising and promotions.

#### SPONSORSHIPS INCLUDE ALL OF THE FOLLOWING

- Logo in marketing campaigns (up to three e-mail blasts) in weeks leading up to the webinar
- Logo with hyperlink on information/registration web pages
- Logo as live hyperlink on viewer panel during live event
- Logo in follow-up thank you message e-mailed to registration and attendee list
- One proprietary question on the registration page
- Contact list for all event registrations
- Feedback reports for live event traffic statistics and statistical reports of viewer surveys taken during and after the event
- Logo on question and answer report e-mailed to registration list (if generated)

#### WE WILL PRODUCE, MARKET, AND BROADCAST YOUR ONE-HOUR WEBINAR.

- Aggressive marketing campaign
- Leading industry expert to moderate the session
- Complete production crew
- Real-time polling and Q&A
- Attendee registration, monitoring and reporting
- Event archiving and online posting on the Web site for 24/7, on-demand viewing

The sponsor only needs to supply their logo and banner ads for sponsor pages.

**ADVERTISING CONTACT:** For additional information on how Meetingsnet Webinar Series can work for you contact your sales representative or Melissa Fromento, Group Publisher at (212) 204-4237, [mfromento@meetingsnet.com](mailto:mfromento@meetingsnet.com)