



## Webinar sponsorship with *BUILDINGS* creates an impression.

Webinar sponsorships are a powerful opportunity to yield significant advertising impressions and connect your brand to a specific webinar topic. *BUILDINGS* offers three types of Webcasting programs:

### SOLE SPONSORED WATCH & LEARN WEBINAR WITH VIP SUITE.....\$8,000

You control the speakers, content, collateral and presentation. *BUILDINGS* will utilize all

- *BUILDINGS* provides a contact person to interface with the client. This person will provide a calendar with dates for when each piece is due. This contact person will also act as a go-between to our third-party technical partner that broadcasts the presentation and produces the registration page.
- If the Webcast is educational in nature (and the editor agrees), *BUILDINGS* will provide an MC to introduce the presentation and the speakers.
- *BUILDINGS* will e-mail an invitation to the appropriate people on the e-mail list. This will happen four times over the 6-week program.
- A sponsored link will be placed at the bottom of every page on the appropriate Web site. This is a full ROS text sponsorship promoting the upcoming Webcast and will stay up for a full 6 weeks.
- A reminder e-mail will be sent to the registration list an hour prior to the presentation. This list will be merged with the attendee list, and registrants that did not attend will be reminded to watch the presentation in archive.
- This Webcast will be presented on-demand for 12 months. A post-Webcast program is not part of this media.
- One Premium Suite in the Exhibit Hall including content tabs for your collateral, product demo videos, presentations, giveaways, web links, and live interaction with participants via chat & email.
- Lead delivery of people visiting your suite for 12 months.
- Analytics for you to qualify and rank your leads.
- VIP e-vite invitation template to send to your clients & prospects.
- Ability to showcase your product demo videos within your suite.

#### Sole Sponsored Webinar



## SMARTER BUILDINGS®

### WEBINARS .....\$6,000 x 3 sponsors

Webinars are highly effective when your prospects see your marketing message multiple times. SMARTER BUILDINGS® webinars give your message maximum reach and frequency before, during and after the webinar, not only during the fleeting hour when a webcast takes place.

- Recognition in intro and conclusion slides of the webinar.
- Lead delivery of people visiting your archived event for 12 months.
- Analytics for you to qualify and rank your leads.
- Promotional e-mails sent by BUILDINGS to the BUILDINGS audience.
- Company white paper or case study inserted into attendee briefcase of all registrants that pre-register for your event.

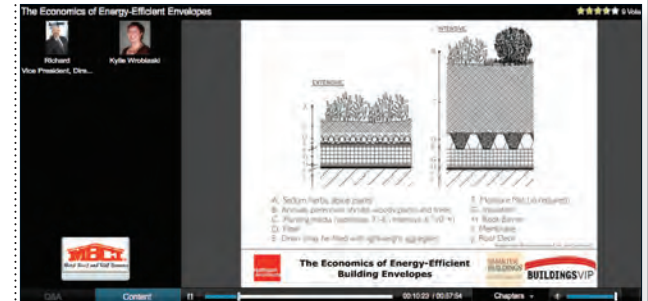
## HOSTED WATCH & LEARN

### WEBINAR WITH VIP SUITE.....\$3,500

Host your webinar on the BUILDINGSVIP and gain exposure to all VIP registrants.

- Lead delivery of people visiting your archived event for 12 months.
- Comprehensive analytics for you to qualify and rank your leads.
- Promotional emails sent by BUILDINGS to the BUILDINGS audience.
- One Premium Suite in the Exhibit Hall including content tabs for your collateral, product demo videos, presentations, giveaways, web links, and live interaction with participants via chat & email.
- Lead delivery of people visiting your suite for 12 months.
- Analytics for you to qualify and rank your leads.
- VIP e-vite invitation template to send to your clients & prospects.
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SMARTERBUILDINGS Webinar



WATCH & LEARN Webinar

