

# Are you utilizing your marketing \$\$ to their maximum potential?

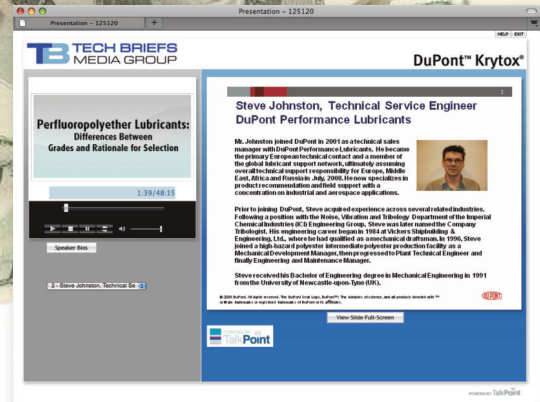
A 60-minute Webinar from *NASA Tech Briefs* can bring the ROI you are looking for.

In the past year, marketers have been faced with significant staff and budget cuts, resulting in reduced resources for trade shows and training seminars.

There is no better lead generation tool available. *NASA Tech Briefs* webinars average 500+ registrants for each event.

## Why a Webinar with Tech Briefs Media Group?

The staff at TBMG will work with your marketing team to determine your event's goals and objectives. Here is what we offer —



### Pre-event

Once a topic has been agreed to —

- TBMG will set-up an online registration page with 3 – 4 qualifying questions to be answered by the registrant

Value added marketing support —

- Four color advertisement in *NASA Tech Briefs* or the magazine that best reaches your target audience
- Banner ad on techbriefs.com
- Four event alerts through the *Tech Briefs* INSIDER e-Newsletter
- Four e-mail blasts targeted to the appropriate community for your product or service
- Two reminder e-mails to all registrants on the day of the webinar

**900,000+ total marketing impressions**

### The Event

Once the webinar content is received, TBMG is responsible for the production and hosting of the entire event

- Your event will be moderated by a TBMG editor
- The event will last for 60-minutes – 45-minutes to present content and 15-minutes for Q&A
- Full customer service and technical support throughout the entire event
- Ability to poll participants during event
- Capture of all data provided by registrants and attendees

### Post-event

- Post Webinar Summary Report including full attendee contact information, Q&A e-mails and polling question results from the day of your event
- Your webinar will be archived as a webcast on techbriefs.com for 12\*\* months
- You will receive quarterly updates and demographic data on new registrants to your archived webcast

Let  **TECH BRIEFS** support your marketing efforts and receive qualified leads for 12 months.

For more information, contact your regional sales representative or Joe Pramberger, Publisher, at (917) 286-3758; joe@abpi.net.

\*\*Additional archiving time can be purchased

60-minute event rates (gross)		
1X	2X	3X
\$18,000	\$16,200	\$15,300

