

“Tech Talks” Narrated White Papers

Launch your new product or service to a qualified and targeted audience of 190,000+ OEM design engineers. Connect presenters and audiences from their desktops anywhere in the world. Deliver your key message and eliminate travel costs.

Here’s how “Tech Talks” work:

- Decide what to promote - white paper or conference presentation
- Create a 10-minute briefing by converting your material into 8 - 10 PowerPoint slides
- NASA Tech Briefs will provide an editor to introduce your speaker. While your speaker talks through the slide presentation, we will record the session and synch with the slides.
- NASA Tech Briefs will then host the presentation at techbriefs.com for one full year
- All viewers must register to view the material
- Registrant data will be captured and reported back to you
- Minimum guarantee of 100 full-contact leads

NASA Tech Briefs value adds -

- Your “Tech Talk” will be promoted 4x in the Tech Briefs INSIDER e-newsletter during the first month hosted on our web site, reaching a circulation of 70,000
- Your “Tech Talk” will be included in four lead generating e-mail blasts (one per quarter) to 130,000 opt-in design engineers & managers
- 800,000+ total impressions

Let NASA Tech Briefs support your marketing efforts and generate qualified leads for one full year!

2010 Tech Talks Event Rates (gross)

1X	2X	4X
\$4,750	\$4,510	\$4,275

For more details on “Tech Talks”, contact your local sales representative or Joe Pramberger, Tech Briefs, Publisher, at (917) 286-3758; joe@techbriefs.com.