



**Are you happy with your trade show lead generation?**

**Did you meet all the buyers & specifiers you wanted to see at the show?**

**Did you come in under budget for show expenses?**

**If you answered NO to any of these questions, you should consider a webinar from Tech Briefs Media Group . . .**

Trade Show	
Number of Personnel Attending Show.....	4
Number of Days at Event (including travel) .....	5
Total Time Involved.....	20 days
Cost of Time (based on salary of \$75,000/yr).....	\$6,000.00
<b>Event Cost (10 x 10 booth)</b>	
Breakdown of cost:	
Booth Space.....	\$5,600.00
Furniture/Carpet.....	435.00
Utilities.....	224.00
Lead Retrieval.....	195.00
Labor.....	200.00
Shipping/Drayage.....	1,200.00
Personnel T & E (\$1,500 x 4).....	6,000.00
Pre-show Marketing.....	1,500.00
Post-show Follow up.....	1,500.00
<b>Total Cost of Show .....</b>	<b>\$22,854.00</b>
<b>3-day lead generation opportunity</b>	
Estimated leads from Tradeshow .....	100
<b>Cost per Lead.....</b>	<b>\$228.54</b>

30-Minute Webinar	
Number of Personnel Attending Webinar .....	2
Number of Days to Prepare Event .....	2
Total Time Involved .....	4 days
Cost of Time (based on salary of \$75,000/yr) .....	\$1,200.00
<b>Event Cost (30-minute webinar**) .....</b>	<b>\$8,415.00 (net)</b>
Included in cost:	
<ul style="list-style-type: none"> <li>• Online registration page with qualifying questions</li> <li>• 4-color ad in magazine</li> <li>• Banner ad on Tech Briefs.com website</li> <li>• Four event alerts on Tech Briefs INSIDER e-newsletter</li> <li>• Four targeted email blasts</li> <li>• Two reminder emails to registrants on the day of webinar</li> <li>• Polling of attendees during the webinar</li> <li>• Post webinar report with full attendee contact information</li> <li>• Quarterly updates and demographics on registrants to webcast</li> <li>• Archive of webcast on Tech Briefs.com website for 12 months</li> </ul>	
<b>Total Event Cost .....</b>	<b>\$9,615.00</b>
<b>12-month lead generation opportunity</b>	
Estimated registrants from Webinar .....	500
<b>Cost per Lead .....</b>	<b>\$19.23</b>

**Tech Briefs Media Group can support your marketing efforts and bring you a low-cost per lead ROI. Visit [www.techbriefsmedia.com/webcasts/webinars](http://www.techbriefsmedia.com/webcasts/webinars), call your local sales representative or Joe Pramberger, Publisher, at (917) 286-3758; [joe@techbriefs.com](mailto:joe@techbriefs.com).**

(\*\*60-minute webinars also available.)