

2012

# Webinars

Educate. Build Brands. Generate Leads.

Now featuring  
Desktop Share,  
Social Media  
Integration and  
Webcam video!

## Your All in One Solution to Reach World Trade 100 Professionals

WT100 produces educational Webinars to help supply chain decision makers grow their businesses. Each Webinar features professional audio/visual presentations from industry experts, YOU, along with live attendee-submitted Q&A sessions. Webinars hosted and marketed by WT100 have produced outstanding results as a communications tool and lead generation device.

### SPONSORSHIP PACKAGE: \$12,325 (net)

#### Aggressive Marketing Campaign — Before & After Event

- Multiple promotional e-blasts to WT100 e-subscribers
- Ad on [www.worldtradewt100.com](http://www.worldtradewt100.com)
- Two print ads in WT100 Magazine
- Multiple announcements in WT100's World Trader eNewsletter
- Dedicated registration page, plus confirmation and follow-up e-mails

#### Recognized Moderator

- WT100 will provide a recognized editorial representative to moderate the session

#### Interactivity

- Live polling, Q&A and exit survey to gather feedback from attendees

#### Quality Leads

- Receive high-quality registration leads (demographics)

#### Archived Event

- Posted online at [www.worldtradewt100.com](http://www.worldtradewt100.com) for one year with 24/7 accessibility

### ▼ RESULTS FROM PAST WT100 WEBINARS ▼

Average  
Target  
Audience

31,507

1.01% REGISTER

Average  
Leads

511 REGISTRANTS

271 ATTENDEES

93%

of attendees would  
recommend WT100  
Webinars to others!

### Webinar Sponsorship Benefits:

#### NEW! DYNAMIC AUDIENCE INTERACTION

The new next-generation platform allows for personalization and integration of social media capabilities. Audiences have greater control of their experience, can easily interact with presenters and even network with other participants.

#### GROW YOUR MARKET

Educating your customers and prospects about your product benefits and applications expands the opportunities within your market.

#### ONE-ON-ONE PRE-QUALIFIED SALES

Webinars provide an ideal opportunity to communicate one-on-one to a highly pre-qualified base of customers for only a small fraction of the cost of trade shows and personal sales calls.

#### THE POWER OF WT100

Industry leading subscriber databases help ensure the highest quality registration.

#### REINFORCING YOUR BRAND

Companies that share technologies and support customer education strengthen their position as innovative industry leaders.

#### WT100 EXPERTISE

Our Webinar experts provide turnkey support and advice ensuring a satisfying and rewarding Webinar experience with minimal effort on your part.

#### MEASURABLE ROI

Tangible sales leads and post-event surveys provide you with two powerful ROI metrics.

For Webinar tips and more information, contact your sales rep or visit  
<http://portfolio.bnpmmedia.com/webinars>.

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