

# Schedule Your ASSEMBLY Webinar Today!

ASSEMBLY staff experts will take care of all the promotion, registration and Webinar management. As a sponsor, you will build brand awareness, become an educational leader and receive the lead database of all registrants.

Webinars are ranked as one of the top three tactics for lead generation by marketing professionals.\* ASSEMBLY has produced Webinars that generated an average of **200 leads per event.**<sup>+</sup>

## PACKAGE

### Webinar Sponsorship Package

*Your logo will appear on all attendee promotions for free. Package includes:*

- 1 full-page ad in ASSEMBLY
- 1 tile ad on ASSEMBLY's enewsletter for two months
- 2 e-mail blasts to ASSEMBLY's list
- 2 full months promotion on ASSEMBLYmag.com
- Final program will be posted on ASSEMBLYmag.com for an entire year
- Database of registrants and attendees
- Customized registration page including 3 pre-qualifying questions
- Execute up to 3 customized polling questions during live event
- 2 event email reminders

## BENEFITS

### Webinar Sponsorship Benefits

*Sponsor a Webinar and your company will receive all these great benefits:*

- Registration list providing high quality sales leads
- Credibility
- Extended ad dollars with on-demand viewing
- Brand building and unmatched exposure
- Educate your customers/prospects
- ASSEMBLY does all the work – you provide the content

## CONTACTS

To take the next step in developing your Webinar, please contact your ASSEMBLY marketing manager today.

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\*Why 2008 is the Year of the Webinar, Citrix Online, 2008. <sup>+</sup>Publisher's Own Data, 2009.