

# ASSEMBLY Webinars

MAGAZINE

## Educate Assembly Professionals with Your Expertise

Webinars are ranked as one of the top three tactics for lead generation by marketing professionals.\* **In 2007, ASSEMBLY produced 4 Webinars that generated an average of 750 leads per Webinar.**

You can't meet face-to-face with every assembly professional in the industry, but you can interact with each of them who registers for your Webinar. If you are looking to build brand awareness, become an educational leader, and generate leads, the experts at ASSEMBLY are here to help you!

### Webinar Sponsorship Package

**Your logo will prominently appear as the sponsor on all attendee promotions including:**

- 1 full-page ad in ASSEMBLY to promote Webinar
- 1 tile ad on ASSEMBLY newsletter promoting Webinar for two months
- 2 e-mail blasts to ASSEMBLY's subscriber list
- Listing and hyperlink on ASSEMBLY's Webinar page at [webinar.assemblymag.com](http://webinar.assemblymag.com)
- 1 banner and/or tile ad\* on ASSEMBLY's website
- Final program will be posted on ASSEMBLY's website for an entire year
- Database of registrants and attendees
- Branded registration page
- 2 event email reminders

\*Based on availability

### Benefits of Webinar Sponsorships

#### Quality Leads

Interact with assembly professionals and build a high-quality sales leads database from captured Webinar attendee demographics.

#### Credibility

Your association with ASSEMBLY lends credibility to your brand and positions you as an industry leader.

#### Staying Power

Webinars are archived online at [assemblymag.com](http://assemblymag.com) for 12 months. You'll continue receiving demographic details when assembly professionals register to watch. Go online to view samples.

### Current 2008 Webinars

#### July 30<sup>th</sup>

#### **Designing Plastic Parts for Maximum Durability**

Speaker: Witold Brostow, Ph.D., *Professor of Materials Science and Engineering*, University of North Texas  
Sponsorships Available!

#### September 3<sup>rd</sup>

#### **Designing Plastic Parts for High-Speed Assembly**

Speaker: Paul A. Tres, *Author, Designing Plastic Parts for Assembly*, Sixth Edition  
Sponsorships Available!

#### October 8<sup>th</sup>

#### **Adhesives that Cure On-Demand**

Speaker: Edward M. Petrie, *Author, Handbook of Adhesives and Sealants*  
Sponsor: EFD

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[webinar.assemblymag.com](http://webinar.assemblymag.com)

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\*Why 2008 is the Year of the Webinar, Citrix Online, 2008.

\*\*Publisher's Own Data, 2008.