

DEMONSTRATE YOUR THOUGHT LEADERSHIP, BUILD YOUR BRAND & DEEPLY ENGAGE YOUR AUDIENCE THROUGH SOCIAL MEDIA INTERACTION

The IEEE Communications Society webinars include social capabilities and enhanced interactivity, providing users with a more personalized solution and greater control over their experience with your content.



Build deeper relationships with your audience through powerful social networking capabilities including group chat, Twitter, and moderated Q&A.



Sponsor an IEEE Communication Society webinar that relates to your brand, and you will reach the customers who are currently researching your technology.



Work with our editorial team to deliver an interactive, online presentation on the topic of your choice. We'll provide the speakers, moderator, and a seamless viewing experience.



Guaranteed 300 registrants

Email promotion to top selects from ComSoc's 150K+ opt-in engineers

Sponsor logo seen throughout webinar including registration and lobby pages

Listing in "12 Things You Need to Know This Month" newsletter

Sponsor mention in 5 attendee email promotions

Sponsor logo and content featured in webinar promotional ads in IEEE Communications Magazine

Social media promotion via IEEE Communications Society Facebook page, Twitter account and over 45 other social channels

Lead tracking and archive continues for 1 year following live event for additional on-demand registrants and viewers

Sales lead information on registrants and attendees can be accessed through a dedicated link for your event

Deadline: 1 month prior to webinar launch

IEEE Webinars:

Beat industry webinar averages for registrants by 134%.*

Captivate a qualified audience — 76% are IEEE members, and they can receive Professional Development Hours (PDH) for their attendance.

*ON24 industry averages

Live online presentations by leading experts attract the audience interested in your technology

Registration pages with branding and custom content to build brand awareness

Analytics and reporting of registrants and attendees to measure engagement and effectiveness

Aggressive marketing through email, print ads, Communication Society web site announcements and reminders

Post five custom poll questions (designed by you) during event, and gain answers and reporting

Extended exposure through on-demand archive hosted on ComSoc site for 1 year

2016 SPONSORSHIP PACKAGES — 300 LEADS GUARANTEED

Exclusive sponsorship: \$15,000 Net

Multi-sponsored webinar: \$8,000 Net