

Demonstrate your thought leadership, build your brand and deeply engage your audience through social media interaction.

- Deeper relationships with audience through powerful social networking capabilities including group chat, Twitter, and moderated Q&A
- You provide the content and we provide you quality leads — your promotion, registration and webinar moderation management is handled by the IEEE Spectrum team and the ON24 experts
- The Presentation Manager Interface runs in any browser, makes it easy to manage a successful event alone or in a geographically dispersed team, and enables the use of video, audio, slides, Flash media, and Web tours

The IEEE Spectrum open platform delivers interactive webinar capabilities and enhanced interactivity, providing users with a more personalized solution and greater control over their experience with your content. Combining advanced virtual event technology with a highly reliable and scalable platform, social webinars deliver immersive solutions to more effectively engage audiences anytime, anywhere.

- 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
- Release polling questions during event, gain answers and reporting
- Aggressive marketing through email alerts, print ads, banners and reminders
- Extended exposure through on-demand webinars

Capture the attention of those shaping the development, application and impact of new and emerging technologies

- Prominent positioning in “Professional Resources” section located on main nav bar
- Exclusive webinar marketing emails to IEEE audience with your logo on webinar, registration and lobby pages
- Rotating sponsor banner (300 x 250 and 728 x 90) for one month on IEEE Spectrum
- Sponsorship mention in at least two IEEE Spectrum newsletters (including Tech Alert with 500,000 recipients), based on availability
- Sponsorship mention in The Institute Alert to over 380,000 recipients
- Sponsor mention in 5 attendee email blasts
- Sponsorship logo in webinar print ads in IEEE Spectrum magazine
- Available on-demand for 1 year
- Ability to host on-demand webinar on your site for additional internal lead generation
- Social media promotion via IEEE Spectrum Facebook page, Twitter account and LinkedIn group
- Average registrants: 474



2017 Sponsorship Packages 300 Leads Guaranteed

- Exclusive sponsorship: \$15,000 Net
- Multi-sponsored webinar: \$8,000 Net
- Add a white paper to any package: \$1,000
- Client demo within a webinar: \$1,000
- Speaker video within a webinar: \$3,000
- Client-prepared webcast with 300 lead guarantee: \$8,000

Educating your audience through interactivity.

The Brightest Minds Discussing the Biggest Topics

Social media have emerged as critically important to all online marketing and communications initiatives. Open your platform to third-party components and experience unlimited possibilities for your content. IEEE members flock to our one-hour webinars to hear industry gurus talk tech. Whether it's our topic or yours, there is no better way to grab attention.

Social Webcasting by the Numbers*

- 77%** of attendees indicate that social webinars are better than traditional webinars
- 80%** of attendees feel that social networking tools are important in webinars today

IEEE Spectrum Tech Insiders Webinars:

- Beat industry webinar averages for registrants by 112%*
- Captivate a qualified audience — 76% are IEEE members, and they receive CEUs and PDHs for their attendance
- 474 average registrants per webinar in the past year

*ON24 industry averages

Leads Delivered the Way You Need Them

A detailed reporting system organizes and delivers sales lead information regarding registrants and attendees, including:

- Registration date/time
- Contact information including email address
- Job title and industry
- Optional: Up to three custom registration questions designed by you
- Demographic information including address and company name
- Five custom poll questions designed by you
- Type of attendance: live, on-demand or no-show after registration
- Number of minutes viewed
- Lead tracking and archive continues for 1 year following live event for additional on-demand registrants and viewers
- Ability to host on-demand webinar on your site for additional internal lead generation



Choose How to Insert Your Brand Into the Discussion

For one of the best lead generation programs around, sponsor one of the scheduled Tech Insiders Webinars that relates to your brand, and you will reach the customers who are currently researching your technology.

Or, working with our editorial team, you can choose the speaker(s) to deliver a webinar on the topic of your choice. Webinars are more effective when they don't sound like "commercials," so we recommend that speakers be outside experts rather than sponsor employees.