

# EDUCATE AND ENGAGE YOUR TARGET AUDIENCES WITH OUR EXCLUSIVE WEBINAR SERVICES



Expand Your Industry Thought Leadership and Generate Leads

## OVERVIEW

- One-hour live or on-demand audio PPT/video event
- Event hosting and technical support included
- Features include live Q&A, group chat, surveys and polling, URL links, social media integration
- Promotional plan across our online network drives visibility with industry decision makers. Active promotion plan for 30 days
- 100% mobile friendly
- Lead collection; contact information provided: name, email, title, company, industry
- Available on-demand for 12 months

## TARGET AUDIENCE PROFILE

Leverage our extensive audience reach of 37,000+ commercial and residential roofing industry professionals that is developed from attendance at the International Roofing Expo and additional opt in subscribers.

## EDITORIAL WEBINAR

Our editors lead topic creation and recruit speakers, analysts and other experts, while our audience development experts drive traffic to the webinar. Includes a brief sponsor speaking opportunity at the end of the webinar. Priced at \$10,000 including a comprehensive promotion package.

## CUSTOM WEBINAR

The client has control of the content, while we provide complete audience development, marketing, production and project management as well as a professional moderator to manage the discussion with your presenters. Priced at \$8,500 including a comprehensive promotion package.

## PRODUCTION

Informa Advance Digital Reach, our webinar operating group, produces more than 1,000 webinars each year across a wide variety of business-to-business audiences.

### WEBINAR PROMOTION INCLUDES:

#### E-Newsletter Ads

*One (1) ad included in bi-weekly e-newsletter sent out to the IRE database*

#### Targeted Eblasts

*One (1) targeted eblast sent out to 10,000 contacts promoting webinar*

#### Website Advertising

*Webinar information included on the IRE Show website thirty (30) days prior*

#### Social Media Posts

*One (1) post on behalf of client on the IRE's Facebook and LinkedIn*