



Grow your audience by engaging ours.

Webinar packages that can work wonders. Webinars provide strong demand generation opportunities and the ability to build brand awareness, engage with your target audience and establish thought leadership in your industry. With Engineering360, you get a one-stop solution—from content development to marketing and from production to hosting.

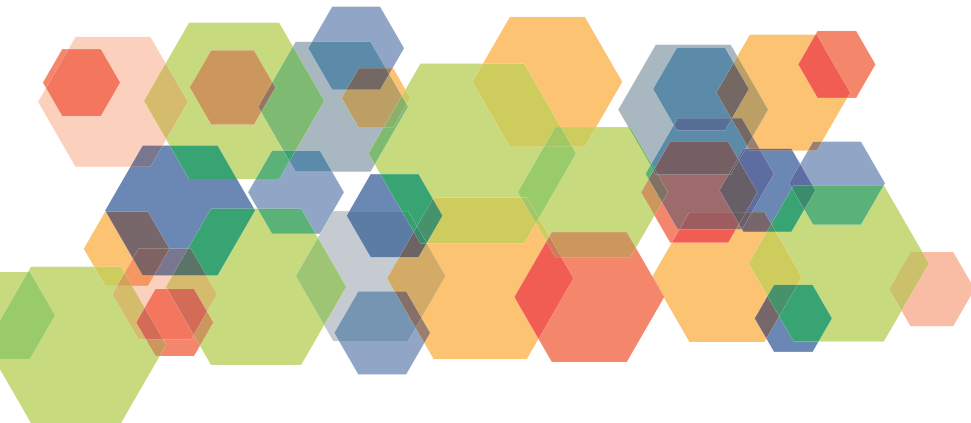
Your target audience also finds great value in viewing webinars. They are convenient to attend and the events themselves are more robust, interactive and compelling than ever before.

Put our audience and expertise to work for you.

The audience for your webinar will be drawn from our community of more than 8 million engineers and technical professionals, the largest of its kind. You tell us whom you want to reach and we'll deliver them via a multichannel marketing plan included in your package. We also provide hands-on, full-service project management that will guide you through planning and executing your webinar. No other media provider can match our audience reach or expertise in hosting your webinar.

Engineering360 Media Solutions offers three types of webinar packages that draw upon this unparalleled audience reach and offer you options on your level of involvement:

- **Traditional Webinars**—We provide the audience and the production. You deliver an educational, informative presentation to position your company as a thought leader in your industry.
- **“Brought to You By” Webinars**—We do it all and you brand it. These webinars are comprised of panel discussions with industry experts. Topics and dates are predetermined based on our editorial calendar. Just pick the one that is of high interest to your audience, and we'll do the rest—and deliver you a guaranteed number of contacts. Do you have an industry expert to include on our panel? Opportunities are available.
- **Industry Expert Webinars**—We'll collaborate with you on the presentation. Enjoy the best of both worlds. Engineering360 subject matter experts enhance your credibility by presenting on a mutually agreed upon topic. You add your own related content for maximum brand impact.





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	CUSTOM	BROUGHT TO YOU BY	INDUSTRY EXPERT
Full-service project management	X	X	X
Audience aggregation	X	X	X
Marketing promotion	X	X	X
Registrant and attendee reporting	X	X	X
Custom-branded console	X	X	X
90 days on demand	X	X	X
Webinar content	Determined and presented by supplier	Topics predetermined by our editorial team. Sponsorship benefits and co-sponsorship opportunities available.	Collaborate with an Engineering360 subject matter expert on subject matter or choose from predetermined topics. Supplier receives up to 10 minutes for their own content.
Featured presentation delivered by	Supplier	Panel of industry experts	Engineering360 subject matter expert
Webinar date	Selected by supplier	Predetermined and linked to editorial calendar	Selected by supplier

70%
of technical professionals
attended **at least one**
webinar or online event in the
past year.

32%
of technical
professionals attended
four or more webinar
or online events in the
past year.

Source: [Digital Media Use in the Industrial Sector, Engineering360](#)

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Engineering360
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