

Grow your audience by engaging ours.

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.

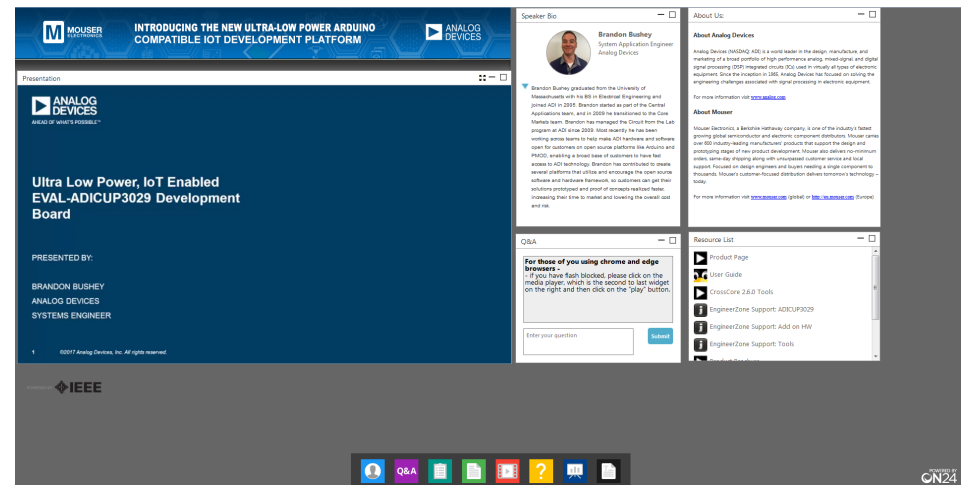
Your target audience also finds great value in viewing webinars. They are convenient to attend and the events themselves are more robust, interactive and compelling than ever before.

Put our audience and expertise to work for you.

You tell us whom you want to reach and we'll target 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.

- **IEEE Spectrum Tech Insiders**—You provide the content and we provide you quality leads. Sponsor one of the scheduled Tech Insiders webinars related to your brand, or work with our editorial team to choose speakers to deliver a webinar on the topic of your choice.
- **Engineering360 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.
- **360 Editorial Panel Webinars**—We do it all and you brand it. These webinars are comprised of panel discussions with industry experts. You'll work with us to select a topic that is of high interest to your audience, and we'll do the rest—and deliver you the leads. Do you have an industry expert to include on our panel? Opportunities are available.

- **360 Custom Content Panel Webinars**—Take your custom webinar topic to the next level! 360 Custom Content Panel webinars are comprised of a panel discussion with industry experts, based on a specific topic of your choice. You collaborate with the team on presentation and content, we create the content. Opportunities are available for your own expert to participate on the panel as well.
- **IEEE Communications Society Webinars**—Sponsor a webinar on content related to your brand, or work with our editorial team to deliver a presentation on the topic of your choice. We'll provide the speakers and a seamless viewing experience.
- **IEEE MTT-S Webinars**—Members flock to our webcasts to hear industry gurus talk tech. Position your company as an industry leader by sponsoring one of these webinars.



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	IEEE SPECTRUM	IEEE COMSOC CLIENT PREPARED	IEEE COMSOC LIVE WEBINARS	MTT-S	360 EDITORIAL CONTENT PANEL	360 CUSTOM CONTENT PANEL
Project Management	x	x	x	x	x	x
Audience Aggregation	x	x	x	x	x	x
Marketing	x	x	x	x	x	x
Reporting	x	x	x	x	x	x
Console	x	x	x	x	x	x
On Demand	1 year	90 days	1 year	1 year	90 days	90 days
Content	Choose a topic that relates to your brand, or choose the speakers to deliver a webinar on the topic of your choice.	Determined and presented by supplier	Choose a topic that relates to your brand from our editorial calendar.	Choose a topic that relates to your brand from our editorial calendar.	Work with our editorial staff to select an appropriate topic, and collaborate with content team on presentation and topic. Panelist sponsorship opportunities available.	Work with our editorial staff to select an appropriate topic, and collaborate with content team on presentation and topic. Panelist sponsorship opportunities available.
Presentation	Subject Matter Expert	Supplier	We'll provide the speakers and moderator.	Subject Matter Expert	Panel	Panel
Lead Guarantee	300	300	300	200	N/A	N/A

*Ability to extend on demand time

67%

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

31%

of technical professionals attended four or more webinars or online events in the past year.

Source: 2017 Digital Media Use in the Industrial Sector