



Webinars

Budget constraints and increasingly hectic work schedules can often prohibit today's security decision makers from physically attending seminars, conferences and expositions. Instead, it is important that today's security product and service vendors seek innovative and cost effective ways to disseminate information and engage prospects and clients in a timely manner to spotlight new technologies, product launches, strategic partnerships and more.

That's why *Security Products* magazine and Web site offer a turnkey Webinar solution that allows security products marketers to tap into our expertise and expansive market reach and drive valuable customer leads.

Webinar 101

The unique presentation of a Webinar forum allows clients to deliver information and engage participants in a timely, cost effective manner. Whether at home, or on the road, participants can view presentations through their Web browsers while simultaneously listening to the audio. Discussions can take place in real time and your audience of security buyers are encouraged to interact with presenters in an open dialogue.

Sponsorship

\$10,000 net (Basic Package)

- Registration development and collection
- Comprehensive event promotion
- E-blasts to our 50,000* targeted *Security Products* e-news subscribers
- Reminder e-mails prior to Webinar
- E-newsletter sponsorships (includes 150 X 150 image, linking URL and up to 80 words of promotional text)
- 30-day Webinar registration link on secprodonline.com's home page
- Creation of custom-designed user interface
- Audio delivery and presentation coordination
- Optional real-time polling and Q&A during the presentation
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand use

For more information on how to schedule or develop a Webinar to meet your marketing needs, please contact your *Security Products* Media Consultant.

